



12-Month Social Content Topic Calendar

Need ideas to amp up your social media? This calendar provides topic ideas for social media posts. Click on the topics highlighted in purple to download provided posts that you can copy and paste into your own social media sites.

	January	February	March	April	May	June	Ongoing
Holidays & Cultural Events	Get Organized Month New Year's Day Martin Luther King Jr. Day Consumer Electronics Show Hockey Chinese New Year	Racing African American History Month Groundhog Day Valentine's Day Presidents Day Super Bowl Hockey Grammy Awards Academy Awards	Women's History Month International Women's Day St. Patrick's Day Daylight Saving Time Begins Spring Begins Racing Hockey	Keep America Beautiful Month Stress Awareness Month World Health Day Easter Boston Marathon Earth Day Arbor Day April Fool's Day Baseball Hockey Racing Golf	Cinco de Mayo National Nurses Week Mother's Day Armed Forces Day Memorial Day Baseball Golf Racing Wedding Season	Pride Month Flag Day Father's Day Summer Begins Graduation Baseball Golf Racing Hockey	Fragile Items Returns FedEx Delivery Manager Tracking/Visibility Overnight Shipping FedEx Freight Box (General) FedEx Freight Box (Back to School) Promotion of General Sales Baby Showers Ship Odd Items Vacations Document Shipping International Shipping — Europe International Shipping — Mexico International Shipping — Canada International Shipping — Asia
	Small-Business Topics	E-tail/Retail Sales & Returns Q1 Get to Know Your Customers Day (Third Thursday)	National Entrepreneur Week Investor's Day	Employee Appreciation Day	Tax Day Administrative Professionals Day Q2 Get to Know Your Customers Day (Third Thursday)	National Moving Month National Small Business Week	
	July	August	September	October	November	December	
Holidays & Cultural Events	Canada Day U.S. Independence Day Golf Racing Baseball	Senior Citizens Day National Night Out National Aviation Day International Friendship Day Back to College Baseball Racing Golf	National Preparedness Month Labor Day Patriot Day Grandparents Day Fall Begins Racing Baseball	Breast Cancer Awareness Month Baseball Columbus Day/Indigenous People's Day National Boss's Day Halloween Racing Hockey	Daylight Saving Time Ends Election Day Veterans Day Black Friday Hockey Thanksgiving Giving Tuesday Racing	Winter Begins Hannukkah Christmas New Year's Eve Hockey Happy Holidays - General Kwanzaa	
	Small-Business Topics	Independent Retailer Month Q3 Get to Know Your Customers Day (Third Thursday)	Benefits Prep & Planning	Pre-Holiday Hiring & Onboarding	Holiday Prep Year-End Planning Q4 Get to Know Your Customers Day (Third Thursday)	Holiday Prep Small Business Saturday Cyber Monday	Peak Shipping Season Last Days to Ship Year-End Tax Prep