2027

SOCIAL MEDIA CALENDAR

Cm Sebastien Giorgetti LLC

swello

Favikon.

Meta
Business Partner

Cm Sébastien Giorgetti

01 JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	31	01 New Year's Day (federal holiday) Dry January begins	02
03	04 World Braille Day	05	06 CES (Jan 6-9, Las Vegas)	07	08	09
10 National Cut Your Energy Costs Day	11 National Human Trafficking Awareness Day	12	13	14 World Logic Day	15 National Hat Day	16
17	18 Martin Luther King Jr. Day (federal holiday)	19 National Popcorn Day	20	21 National Hugging Day Oscar nominations	22 National Hot Sauce Day	23
24 International Day of Education National Compliment Day	25 Community Manager Appreciation Day	26 International Day of Clean Energy	27 International Holocaust Remembrance Day	28 Data Privacy Day	29	30 National Croissant Day
31	01	02	03	04	05	06

TIP OF THE MONTH

Turn your year-end data into a January plan.

Pick one format that earned saves or clicks last year. Update it for January, schedule a short New Year's post, and block time to answer the first comments.

SOURCES & DATE NOTES

Federal holidays CES UN Twemoji

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02 FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	**01** Black History Month begins	**02** Groundhog Day World Wetlands Day	**03**	**04** World Cancer Day	**05**	**06** Lunar New Year
07 Grammy Awards	**08** First day of Ramadan (tentative)	**09** Mardi Gras National Pizza Day Safer Internet Day	**10**	**11** International Day of Women and Girls in Science	**12**	**13** World Radio Day
14 Valentine's Day Super Bowl LXI	**15** Presidents' Day / Washington's Birthday (federal holiday)	**16**	**17** Random Acts of Kindness Day	**18**	**19** NBA All-Star Weekend (Feb 19-21)	**20** National Love Your Pet Day World Day of Social Justice
21 NBA All-Star Game International Mother Language Day	**22** National Margarita Day	**23**	**24**	**25**	**26**	**27**
28 Rare Disease Day	01	02	03	04	05	06

TIP OF THE MONTH

Plan for two big moments on one day.

Valentine's Day and the Super Bowl share February 14. Choose the one that fits your audience, then schedule your post around when they're most likely to be online.

SOURCES & DATE NOTES

Federal holidays NFL Recording Academy NBA

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03 MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	**01** Women's History Month begins Zero Discrimination Day	**02** Read Across America Day	**03** World Wildlife Day	**04**	**05** Employee Appreciation Day	**06**
07	**08** International Women's Day	**09**	**10** Eid al-Fitr (tentative)	**11**	**12**	**13**
14 Daylight saving time starts The Oscars Pi Day	**15** SXSW (Mar 15-21, Austin) World Consumer Rights Day	**16**	**17** St. Patrick's Day	**18** Global Recycling Day	**19**	**20** First day of spring (ET) Earth Hour (8:30 p.m. local)
21 World Down Syndrome Day World Poetry Day	**22** World Water Day	**23** National Puppy Day	**24**	**25** MLB Opening Day	**26** Good Friday	**27**
28 Easter Sunday	**29**	**30** National Doctors' Day International Day of Zero Waste	**31**	01	02	03

TIP OF THE MONTH

Make the most of a live event.

Before the Oscars or a game, prepare one post and one reusable story layout. Leave room for a quick reaction and double-check the event's start time in your audience's time zone.

Daylight saving time varies by location.

SOURCES & DATE NOTES

NIST Academy Awards SXSW MLB

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04 APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	**01** April Fools' Day National Poetry Month begins	**02** World Autism Awareness Day NCAA Women's Final Four	**03** NCAA Men's Final Four
04 NCAA women's basketball championship	**05** NCAA men's basketball championship Masters week begins (Augusta)	**06**	**07** World Health Day	**08**	**09** Coachella Weekend 1 (Apr 9-11)	**10** National Siblings Day
11 National Pet Day	**12**	**13**	**14**	**15** Jackie Robinson Day Tax Day (standard federal filing date)	**16** Coachella Weekend 2 (Apr 16-18)	**17**
18	**19** Boston Marathon	**20**	**21** Passover begins at sundown World Creativity and Innovation Day	**22** Earth Day	**23** World Book and Copyright Day	**24**
25	**26** World Intellectual Property Day	**27**	**28**	**29** International Dance Day	**30** National Arbor Day International Jazz Day	01

TIP OF THE MONTH

Give Earth Day a concrete angle.

Show one change your team made and what you learned from it. A short behind-the-scenes clip with a specific example gives people something they can use.

SOURCES & DATE NOTES

NCAA Coachella Boston Marathon

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05 MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26	27	28	29	30	01 AANHPI Heritage Month Jewish American Heritage Month Kentucky Derby
02	03	04 Star Wars Day	05 Cinco de Mayo	06 National Nurses Day	07	08
09 Mother's Day	10	11	12	13	14	15 Armed Forces Day International Day of Families
16	17 PGA Championship week (May 17-23)	18 International Museum Day	19	20 Global Accessibility Awareness Day World Bee Day	21 Endangered Species Day	22 International Day for Biological Diversity
23	24	25 National Wine Day	26	27	28 National Hamburger Day	29
30	31 Memorial Day (federal holiday)	01	02	03	04	05

TIP OF THE MONTH

Put gift deadlines where people can see them.

Add the last order or pickup date to your first Mother's Day post. Pin the details, then schedule a reminder a few days before the cutoff.

SOURCES & DATE NOTES

Federal holidays Heritage months
Kentucky Derby PGA

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06 JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	01 Pride Month begins Global Day of Parents	02 Lou Gehrig Day (MLB)	03 World Bicycle Day	04 National Donut Day	05 World Environment Day
06	07	08 World Oceans Day	09	10	11	12 Loving Day
13	14 Flag Day World Blood Donor Day	15	16	17 U.S. Open golf (Jun 17-20)	18 Juneteenth (federal observance)	19 Juneteenth
20 Father's Day World Refugee Day	21 First day of summer (ET)	22	23 Olympic Day	24 FIFA Women's World Cup begins (through Jul 25)	25	26
27 Micro-, Small and Medium-sized Enterprises Day	28 Stonewall anniversary	29	30 Social Media Day	01	02	03

TIP OF THE MONTH

Make your community part of the story.

For Pride Month or Juneteenth, work with a local voice or organization when the topic fits your brand. Give them a chance to review their contribution before it goes live.

SOURCES & DATE NOTES

Federal holidays USGA FIFA UN

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07 JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	01	02	03
04 Independence Day	05 Independence Day (federal observance)	06	07 World Chocolate Day	08	09	10
11 World Population Day	12	13	14 National Mac and Cheese Day	15 World Youth Skills Day	16	17 World Emoji Day Disneyland opening anniversary
18 National Ice Cream Day	19	20 Apollo 11 moon landing anniversary	21	22 San Diego Comic-Con (Jul 22-25)	23	24 National Tequila Day
25 FIFA Women's World Cup final Parents' Day	26 Americans with Disabilities Act anniversary	27	28	29	30 International Day of Friendship	31

TIP OF THE MONTH

Schedule around the holiday weekend.

Share hours and pickup details ahead of July 4. Queue evergreen content for the holiday, and make sure someone can answer time-sensitive questions.

SOURCES & DATE NOTES

Federal holidays Comic-Con FIFA

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08 AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
01 Back-to-school season (district dates vary)	02	03	04	05	06	07
08 International Cat Day 	09 National Book Lovers Day International Day of Indigenous Peoples	10	11	12 International Youth Day	13 International Left-Handers Day	14
15 National Relaxation Day	16	17 National Nonprofit Day	18	19 World Photography Day World Humanitarian Day	20	21 National Senior Citizens Day
22	23	24	25	26 Women's Equality Day National Dog Day	27	28 National Red Wine Day
29	30	31 International Overdose Awareness Day	01	02	03	04

TIP OF THE MONTH

Localize your back-to-school posts.

Check the school calendars in the districts you serve before picking a launch date. Put the location in the caption and link directly to the relevant offer or page.

School dates vary by district.

SOURCES & DATE NOTES

UN U.S. observances

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09 SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	31	01	02	03	04
05 International Day of Charity	06 Labor Day (federal holiday)	07 International Day of Clean Air	08 International Literacy Day	09	10 World Suicide Prevention Day	11 Patriot Day and 9/11 remembrance
12 Grandparents Day	13	14	15 Hispanic Heritage Month (Sep 15-Oct 15) Roberto Clemente Day (MLB)	16 World Ozone Day	17	18 National Cheeseburger Day
19	20 World Cleanup Day	21 International Day of Peace World Alzheimer's Day	22 World Car-Free Day	23 First day of fall (ET) International Day of Sign Languages	24	25 National Public Lands Day
26	27 World Tourism Day	28	29 National Coffee Day World Heart Day	30 International Podcast Day International Translation Day	01	02

TIP OF THE MONTH

Give local creators a clear brief.

For Hispanic Heritage Month, invite creators to pitch a story they know firsthand. Agree on scope, credit, and review before production starts.

SOURCES & DATE NOTES

Federal holidays Library of Congress UN

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10 OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	01 Breast Cancer Awareness Month begins Rosh Hashanah begins at sundown	02 International Day of Non-Violence
03	04 World Animal Day	05 World Teachers' Day	06	07	08	09 World Post Day
10 World Mental Health Day Yom Kippur begins at sundown	11 Columbus Day (federal holiday) Indigenous Peoples' Day (varies by location)	12 National Farmers Day	13	14	15 Global Handwashing Day Hispanic Heritage Month ends	16 World Food Day
17 National Pasta Day	18	19	20 International Chefs Day	21	22	23
24 United Nations Day	25 International Artist Day	26	27	28 National First Responders Day	29	30
31 Halloween 🎃	01	02	03	04	05	06

TIP OF THE MONTH

Map out your Halloween series.

Choose three posts with distinct jobs. Start with a teaser, share an idea worth saving, then post a reminder. Use the same visual cue so followers can recognize the series as it unfolds.

October is National Disability Employment Awareness Month.

SOURCES & DATE NOTES

Federal holidays U.S. Department of Labor Hebcal

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11 NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	**01** Native American Heritage Month begins World Vegan Day	**02**	**03**	**04** National Candy Day	**05**	**06**
07 Daylight saving time ends	**08**	**09**	**10** World Science Day	**11** Veterans Day (federal holiday)	**12**	**13** World Kindness Day
14 World Diabetes Day	**15** America Recycles Day	**16** International Day for Tolerance	**17**	**18**	**19** Women's Entrepreneurship Day	**20** World Children's Day
21 World Television Day	**22**	**23**	**24**	**25** Thanksgiving Day (federal holiday) 	**26** Black Friday Native American Heritage Day	**27** Small Business Saturday 
28 First Sunday of Advent	**29** Cyber Monday	**30** GivingTuesday	01	02	03	04

TIP OF THE MONTH

Make your shopping weekend easy to follow.

Publish dates, pricing, and terms early. Give Black Friday, Small Business Saturday, and Cyber Monday separate messages only where each has a clear purpose.

Daylight saving time varies by location.

SOURCES & DATE NOTES

Federal holidays Shop Small GivingTuesday

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12 DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	**01** World AIDS Day	**02** International Day for the Abolition of Slavery	**03** International Day of Persons with Disabilities	**04** National Cookie Day
05 International Volunteer Day	**06**	**07** Pearl Harbor Remembrance Day	**08**	**09** International Anti-Corruption Day	**10** Human Rights Day	**11** International Mountain Day
12 Gingerbread House Day	**13** National Cocoa Day	**14**	**15** Bill of Rights Day	**16**	**17**	**18** International Migrants Day
19	**20** International Human Solidarity Day	**21** First day of winter (ET)	**22**	**23**	**24** Christmas Eve Christmas Day (federal observance) Hanukkah begins at sundown	**25** Christmas Day
26 Kwanzaa begins (through Jan 1)	**27**	**28**	**29**	**30**	**31** New Year's Eve New Year's Day 2028 (federal observance)	01

TIP OF THE MONTH

Set up the holiday handoff.

Schedule your greetings, pin the hours that change, and agree on who will check messages. Save a few customer questions as prompts for January.

SOURCES & DATE NOTES

Federal holidays Hebcal U.S. Naval Observatory

Social Media Strategy
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