



Holidays / Awareness days for your social media in 2022

Use the list below in addition to your local holidays and celebrations to spice up your social media pages. I have included some US-only awareness days as they are charming and you can easily 'steal' them wherever you are.

If you can link your products, party themes, competitions or company specials to these days - all the better. Just be careful that not *all* your posts are about your products or parties - sometimes you just want to entertain, inform, or engage with your fans and continue to build that relationship online.

Remember that your aim is *engagement*. So in your posts ask your audience to share *their* ideas or tips or memories too!

Date	Celebration	Post Ideas
January		
4 January	National Trivia Day (US)	Share some trivia (related to your biz), ask about your fans' favorite bit of trivia, Google 'funny facts' and share one.
13 January	Make Your Dreams Come True Day (unofficial)	Talk about how you are making your dreams come true, share an inspirational quote, or encourage others to make their dreams come true (by joining your team).
16 January	Nothing Day (US)	A day to do nothing at all. Post a blank picture and give your fans permission to do nothing at all for a day, share how doing nothing sometimes is healthy, share a quote or a meme.
24 January	National Compliment Day (US)	Tell your audience they're awesome & compliment them. Encourage them to compliment someone. Ask fans to share their best compliment ever received.
<i>January Themes:</i>	New beginnings, goal setting, winter/summer holidays. Getting over the silly season.	Share your goals, tips for school holidays, ask about New Year's resolutions, motivation quotes about new beginnings, self-care for relaxation and resting.

Date	Celebration	Post Ideas
February		
1 February	Chinese New Year	Year of the Tiger. Tigers are associated with strength, exorcising evils, and braveness in Chinese culture.
9 February	National Pizza Day (US)	Who doesn't love pizza? Memes, poll for faves, start a pineapple discussion, best local pizza place, etc.
17 February	Random Acts of Kindness Day (US)	Offer a special or discount, kindness quotes, post a kindness video
24 February	National Peanut Butter Day	Peanut butter memes, recipes, selfies with peanut butter, this or that post on a peanut butter topic.
<i>February Themes:</i>	Valentines, Superbowl	Tips for sticking with resolutions a month into the new year, love and romance type posts and party themes.

Date	Celebration	Post Ideas
March		
8 March	International Women's Day	Talk about women's rights in your country, share your female role models, celebrate women quotes.
17 March	St Patrick's Day	Go green, share how you celebrate, highlight products that are green.
20 March	International Day of Happiness	Share what makes you happy, ask your fans what makes them happy, share happiness quotes, recommend happy movies
22 March	International Goof Off Day (US)	Goof off, relax, share how you're relaxing (and how you can do this because of your biz).
26 March	Earth Hour	8:30-9:30pm turn off lights, post reminder, post quotes about nature, share what you'll be doing during Earth Hour
<i>March Themes:</i>	Daylight Savings, spring/fall season change.	Reminder of Daylight Savings in US, tips to prepare for the change in seasons

Date	Celebration	Post Ideas
April		
1 April	April Fools	Pranks, jokes, and memes.
3 April	World Party Day	Organize special party offers for fans on this day, share party memes, photos, or quotes
7 April	World Health Day	If you sell health-related products make the most of today with specials, do a Live, post a quote or a meme
17 April	Easter	Egg hunt giveaways, recipes, how-to paint eggs, share your plans for Easter, offer Easter party themes, etc.
22 April	International Earth Day	Environmental tips, tips on recycling your products, hacks to upcycle packaging, celebrate nature.
29 April	International Dance Day	Share a vid of yourself dancing, start a dance-off, share a funny dance video, get your kids to dance, or share dance memes or jokes.
<i>April Themes:</i>	Spring, Easter, taxes	Share a tax day reminder (US), Easter/bunny/egg tips, ideas and tricks. Spring memes or quotes.

Date	Celebration	Post Ideas
May		
4 May	Star Wars Day (unofficial)	May the 4th be with you, memes, videos, Star Wars trivia, poll which Star Wars movie is best, etc.
6 May	International No Diet Day	Body acceptance quote or image, share an indulgent 'no diet' recipe, give yourself the day off your diet.
15 May	International Day of Families	Celebrate your family and the flexibility of your business to work around your family.

21 May	International Tea Day	The day for people who love tea, talk about faves, share recipes, jokes and memes.
27 May	National Cellophane Tape Day (US)	Remembers the invention of cellophane tape. Share your tape stories, jokes, tips, hacks.
<i>May Themes:</i>	Mother's Day, WW2 remembrances in many countries, Memorial Day	Offer a Mother's Day party theme, share how you were pampered by your family, remembrance posts, etc.

Date	Celebration	Post Ideas
June		
1 June	National Nail Polish Day (US)	Share your nails, share crazy nail memes, if you sell nail related products today is the day to offer parties and specials!
8 June	World Oceans Day	Talk about your love for oceans & its inhabitants, share a video or quote, encourage recycling to keep plastic out of the oceans, share a tip on re-using your products' packaging.
14 June	International Bath Day	Post 'this or that' posts about types of baths, share your bath related products, post a bathing quote or a meme
21 June	National Selfie Day (US)	Share a selfie, run a selfie contest on your business page,, share a funny selfie story, find a funny selfie video, share selfie tips.
27 June	World Micro-, Small and Medium-sized Enterprises Day	Celebrate your small business, encourage people to start their own biz, share a business motivation quote.
<i>June Themes:</i>	Father's Day, change of seasons summer/winter	Offer Father's Day products or party themes, celebrate fathers, get ready for summer/winter tips, etc.

Date	Celebration	Post Ideas
July		
1 July	International Joke Day	Ask your fans for their best joke, go live and tell a joke (or have your kids tell one), find a funny clip of someone telling a joke.
6 July	World Kissing Day	Kissable lip tips, quotes, memes, memories (when did you get your first kiss). If you sell lip-related products make the most of this day with special party themes, booking offers, etc.
7 July	World Chocolate Day	Poll for favorite types of chocolate, ask for the best chocolate recipe, chocolate quotes, memes, spruik your chocolate party themes, offer chocolate incentives for bookings.
17 July	World Emoji Day	Share your most used emoji, poll for most used emoji or favorite, do a post all in emojis
30 July	International Day of Friendship	Share best friend memories, friendship quotes, cute animal friendship videos, talk about friendships in your biz.
<i>July Themes:</i>	Christmas in July, 4th of July weekend	Share what your family is up to on 4th, look back at the past 6 months and relate to your goals from the start of the year, offer Christmas in July parties.

Date	Celebration	Post Ideas
August		
5 August	National Underwear Day (US)	Poll underwear styles (bikini, boyleg, etc.), underwear jokes or memes.
8 August	International Cat Day	Share your cat photos, share a cat meme, share memories, do pet poll.
13 August	National Prosecco Day (US)	Offer prosecco parties or offer a bottle of prosecco as a booking incentive. Post memes, facts, polls about prosecco.
15 August	National Relaxation Day (US)	Tips for relaxation, best relaxation phone apps, highlight your related products or party themes, quotes about self care or relaxation

19 August	World Photo Day	Run your own photo competition, share a photo related memory, link to an iconic photo, share 3 tips to take better photos
27 August	International Lottery Day	Run a raffle (if allowed) for your fans, post a joke or meme about lotteries or luck or talk about making your own luck through your business.
<i>August Themes:</i>	Preparing for back to school, last of summer/winter	Seasonal products or party themes,tips to make the most of holidays, looking forward to fall/spring

Date	Celebration	Post Ideas
September		
5 September	International Day of Charity	Highlight your favorite charities, launch a fundraiser, offer fundraising parties.
13 September	Positive Thinking Day	Share how you remain positive, share a personal tip or a video on the power of positive thinking.
19 September	International Talk Like a Pirate Day	Do a Live and talk like a pirate (the sillier the better), run a pirate-themed giveaway, share a pirate joke or meme
22 September	Hobbit Day	Celebrate Frodo and Bilbo Baggins birthdays, share your love for Hobbits or Lord of the Rings, share a related video or trivia
25 September	World Dream Day	Talk about your dream and how you're making it come true with your business, encourage people to go for their dreams, post an inspirational quote, share a video or movie about inspirational 'dreamers'
28 September	Ask a Stupid Question Day (US)	Invite 'stupid' questions about you or your biz
<i>September Themes:</i>	Back to school, Patriots Day	Share your back to school specials or tips, fall or spring cleaning or preparation.

Date	Celebration	Post Ideas
October		
1 October	International Coffee Day	Coffee selfie, poll about favorite coffee, invite your audience to share their coffee selfie, post a coffee fact or quote
4 October	World Animal Day	Share how you're spoiling your pet, post cute photos or videos, share how animals feature in your life, ask fans to post a selfie with their pets.
10 October	World Mental Health Day	Share self-care or anti-stress tips, show gratitude for your mental health, empathise with those struggling, share a related quote
11 October	It's My Party Day (US)	The perfect excuse to have a party (and cry if you want to). Offer some 'no reason at all' party bookings, share party memories or jokes, ask for funny party stories
16 October	National Bosses Day (US)	Celebrate yourself as you are your own boss, celebrate your business, post a meme or a quote
29 October	World Internet Day	Celebrate that thing that makes so many things possible! Share how you use the internet for your business, personally, etc. Share a joke or meme, ask your fans for their first internet memory or a funny story.
<i>October Themes:</i>	Halloween,	Halloween prep tips, spooky jokes or games, run the Choctober or Pinktober theme (see Direct Sales Inspiration blog)

Date	Celebration	Post Ideas
November		
13 November	World Kindness Day	Share ideas for how to be kind, find kindness related videos or trivia, do a fundraiser, post a kindness quote, share the kindest thing anybody ever did for you.
17 November	National Take a Hike Day (US)	Go for a hike & share photos, encourage your fans to go for a walk, share health and hiking related tips.
19 November	International Men's Day	Celebrate men/your man, share your male role model, share a related memory or story,

share your men's products.

21 November World Television Day

Share your fave shows growing up, what are you watching now, what's in your Netflix playlist, share a quote or poll for current faves

27 November Advent

Start your advent calendar & share, ask for best advent calendars for sale, etc.

November Themes: Thanksgiving, Black Friday, Movember

Reminders about changing the clocks, Thanksgiving selfie, tips for staying sane with the family, Daylight Savings change reminder, list what you're grateful for, support the Movember movement, Black Friday deals

Date	Celebration	Post Ideas
December		
3 December	National Make a Gift Day (US)	Put a gift together by hand and share, tips on making gifts, hacks on making or assembling gifts with your products, ask your fans to share their handmade gifts
5 December	International Volunteer Day	Celebrate volunteers that you know, share your volunteer efforts, ask your audience how they volunteer
21 December	Crossword Puzzle Day (US)	Create an online crossword puzzle & add a prize for a competition, celebrate crosswords, share crossword trivia or memes
<i>December Themes:</i>	Winter/summer, Christmas, looking back	Look back on the year and talk about highlights (and lows), ask fans to share their highlights, share Christmas related tips/recipes/selfies, or silly season sanity tips, funny videos, etc.