

2020

Awareness Days *Social Planner*

Get organised, plan ahead
and reach your goals

JANUARY



*The best and most beautiful things in the world cannot be seen or
even touched - they must be felt with the heart*
Helen Keller

1st January: New Years Day - #NewYearsDay
3rd January: Festival Of Sleep Day - #FestivalOfSleepDay
4th January: Trivia Day - #NationalTriviaDay
13th January: Clean Off Your Desk Day - #CleanOffYourDeskDay
15th January: Hat Day - #NationalHatDay
18th January: Winnie The Pooh Day - #WinniethePoohDay
20th January: Cheese Lovers Day - #NationalCheeseLoversDay
20th January: Blue Monday - #BlueMonday
21st January: National Hugging Day - #NationalHuggingDay
23rd January: Handwriting Day - #HandwritingDay
25th January: Chinese New Year - #ChineseNewYear
27th January: Chocolate Cake Day - #ChocolateCakeDay
31st January: Fun At Work Day - #FunAtWorkDay

Clean Up Your Computer Month
Get A Balanced Life Month
Get Organised Month
Cervical Cancer Prevention Month

Marketing Notes

FEBRUARY



Happiness is not something you postpone for the future; it is something you design for the present.
Jim Rohn

1st February: Dechox 2020 - #Dechox
3rd February: National Sickie Day - #NationalSickieDay
4th February: World Cancer Day - #WorldCancerDay
6th February: Time To Talk Day 2020 - #TimeToTalk
7th February: Send A Card To A Friend Day - #SendACardToAFriendDay
8th February: Laugh And Get Rich Day - #LaughAndGetRichDay
9th February: National Pizza Day - #NationalPizzaDay
11th February: Safer Internet Day - #SaferInternetDay
11th February: Inventors Day - #NationalInventorsDay
14th February: Valentines Day - #ValentinesDay
15th February: Hippo Day - #HippoDay
17th February: Random Acts Of Kindness Day: #RandomActsOfKindnessDay
18th February: Drink Wine Day - #DrinkWineDay
20th February: Love Your Pet Day - #LoveYourPetDay
22nd February: Margarita Day - #NationalMargaritaDay
26th February: Pink Day - #PinkDay
27th February: Digital Learning Day - #DigitalLearningDay

Vegan Cuisine Month
Library Lovers Month
National Storytelling Month

Marketing Notes

MARCH



Motivation is the art of getting people to do what you want them to do because they want to do it
Dwight D. Eisenhower

- 1st March: Time For A Cuppa Day - #TimeForACuppaDay
- 1st March: St David's Day - #StDavidsDay
- 4th March: Grammar Day - #GrammarDay
- 5th March: World Book Day - #WorldBookDay
- 8th March: International Women's Day - #InternationalWomensDay
- 10th March: Organise Your Home Office Day - #OrganiseYourHomeOfficeDay
- 13th March: World Sleep Day - #WorldSleepDay
- 13th March: The Great British Clean - #GBspringclean
- 17th March: St Patrick's Day - #StPatricksDay
- 20th March: World Storytelling Day - #WorldStoryTellingDay
- 20th March: First Day Of Spring - #TheFirstDayOfSpring
- 20th March: International Day Of Happiness - #InternationalDayOfHappiness
- 21st March: World Poetry Day - #WorldPoetryDay
- 22nd March: Mothering Sunday - #MothersDay
- 26th March: Purple Day - #PurpleDay
- 27th March: Wear A Hat Day - #WearAHatDay

Small Press Month

Craft Month

Endometriosis Month

Ovarian Cancer Month

2nd March: British Pie Week

9th March: National Butchers Week

28th March: English Tourism Week

Marketing Notes

APRIL



*A person always doing his or her best becomes a natural leader,
just by example.
Joe DiMaggio*

1st April: April Fools Day - #AprilFools
2nd April: International Children's Book Day - #InternationalChildrensBookDay
3rd April: Walk To Work Day - #WalkToWorkDay
7th April: No Housework Day - #NoHouseworkDay
7th April: World Health Day - #WorldHealthDay
10th April: Good Friday - #GoodFriday
12th April: Easter Sunday - #EasterSunday
13th April: Easter Monday - #EasterMonday
21st April: World Creativity And Innovation Day - #CreativityandInnovationDay
23rd April: St George's Day - #StGeorgesDay
28th April: Superhero Day - #SuperHeroDay
29th April: World Stationery Day - #WorldStationeryDay

Autism Awareness Month
Parkinson Awareness Month
Poetry Month
Stress Awareness Month

Marketing Notes

MAY



You are never too old to set another goal or to dream a new dream.
C.S. Lewis

1st May: Executive Coaching Day - #ExecutiveCoachingDay
1st May: Global Love Day - #GlobalLoveDay
3rd May: World Laughter Day - #LaughterDay
4th May: May Day - #MayDay
4th May: Star Wars Day: #StarWarsDay (or #MayThe4thBeWithYou)
6th May: No Diet Day - #NoDietDay
11th May: Eat What You Want Day - #EatWhatYouWantDay
12th May: Limerick Day - #LimerickDay
15th May: Bike To Work Day - #BikeToWorkDay
17th May: World Baking Day - #WorldBakingDay
21st May: Notebook Day - #NotebookDay
29th May: Paperclip Day - #PaperclipDay

Cystic Fibrosis Awareness Month

Photo Month

Get Caught Reading Month

13th May - 12th June: National Smile Month

Marketing Notes

JUNE



If your actions inspire others to dream more, learn more, do more and become more, you are a leader.
John Quincy Adams

1st June: The Big Lunch - #TheBigLunch
1st June: Step Up For 30 - Bowel Cancer UK - #StepUpFor30
4th June: Hug Your Cat Day - #HugYourCat
5th June: World Environment Day - #WorldEnvironmentDay
7th June: National Fish & Chip Day - #NationalFishAndChipDay
8th June: World Oceans Day - #WorldOceansDay
8th June: National Best Friends Day - #NationalBestFriendsDay
9th June: UK Clothing Poverty Awareness Day - #UKClothingPoverty
13th June: Cupcake Day - #CupcakeDay
15th June: National Beer Day - #NationalBeerDay
16th June: March For Men - #MarchForMen / #prostatecancer
18th June: International Picnic Day - #InternationalPicnicDay
19th June: National Refill Day - #NationalRefillDay
20th June: National Clean Air Day - #NationalCleanAirDay
21st June: Father's Day - #FathersDay
21st June: World Music Day - #WorldMusicDay
26th June: National Writing Day - #NationalWritingDay

1st June: Volunteers Week
3rd June: Coaching Week
10th June: Men's Health Week

10th June: BNF Healthy Eating Week
10th June: Carers Week
22nd June: World Wellbeing Week

Marketing Notes

JULY



Creativity is inventing, experimenting, growing, taking risks, breaking rules, making mistakes and having fun.
Mary Lou Coe

- 1st July: Canada Day - #CanadaDay
- 1st July: International Reggae Day - #ThisIsMyReggae
- 3rd July: International Plastic Bag Free Day - #PlasticBagFreeDay
- 6th July: International Kissing Day - #KissingDay
- 7th July: World Chocolate Day - #WorldChocolateDay
- 10th July: Don't Step On A Bee Day - #DontStepOnABeeDay / #BeeGoodtoBees
- 12th July: National Simplicity Day - #NationalSimplicityDay
- 13th July: Festival Of British Archaeology - #FestivalOfBritishArchaeology
- 17th July: World Emoji Day - #WorldEmojiDay
- 24th July: National Tequila Day - #NationalTequilaDay
- 24th July: 24/7 Samaritans The Big Listen - #SamaritansAwarenessDay
- 27th July: Walk The Night 2020 Breast Cancer Care And Prostate Cancer UK
- 29th July: International Tiger Day - #InternationalTigerDay / #doubletigers
- 30th July: International Day Of Friendship - #InternationalDayOfFriendship
- 30th July: National Cheesecake Day (USA) - #NationalCheesecakeDay

National Picnic Month

Talk To Us Monday

Plastic Free July

12th July: Love Parks Week

Marketing Notes

AUGUST



*There are three responses to a piece of design - yes, no, and WOW!
Wow is the one to aim for.
Milton Glaser*

1st August: Yorkshire Day - #YorkshireDay
7th August: Playday - #PlayDay
8th August: Cycle To Work Day - #CycleToWorkDay
8th August: International Cat Day - #InternationalCatDay
10th August: National Lazy Day - #NationalLazyDay
12th August: International Youth Day - #InternationalYouthDay
13th August: International Left Handers Awareness Day - #LeftHandersDay
15th August: National Relaxation Day - #NationalRelaxationDay
16th August: Tell A Joke Day - #TellAJokeDay
19th August: World Humanitarian Day - #HumanitarianDay
19th August: World Photo Day - #PhotographyDay
30th August: International Day Of The Disappeared - #DayoftheDisappeared

1st August: World Breastfeeding Week
12th August: National Allotment Week

Marketing Notes

SEPTEMBER



As we express our gratitude, we must never forget that the highest appreciation is not to utter words but to live by them.
John F. Kennedy

1st September: Walk Together - #WalkTogether
3rd September: Everywoman Day - #EveryWomanDay
5th September: International Day Of Charity - #InternationalDayofCharity
6th September: National Read A Book Day - #NationalReadABookDay
10th September: World Suicide Prevention Day - #WorldSuicidePreventionDay / #WSPD
15th September: International Dot Day - #DotDay
16th September: Preservation Of The Ozone Layer - #WorldOzoneDay
20th September: Great British Beach Clean
20th September: Jeans For Genes Day - #JeansForGenes
21st September: World Alzheimer's Day - #WorldAlzheimerDay
26th September: National Fitness Day - #NationalFitnessDay
26th September: European Day Of Languages - #EuropeanDayofLanguages
27th September: World's Biggest Coffee Morning - #WorldsBiggestCoffeeMorning
27th September: World Tourism Day - #WorldTourismDay
28th September: Ask A Stupid Question Day - #AskASTupidQuestionDay
29th September: World Heart Day - #HeartDay

2nd September: Organ Donation Week 16th September: National Spa Week
9th September: Know Your Numbers Week 23rd September: Week Of Happiness At Work
15th September: Balance Awareness Week 23rd September: Recycle Week

Marketing Notes

OCTOBER



*The only place where your dream becomes impossible
is in your own thinking.
Robert H Schuller*

1st October:	International Coffee Day - #CoffeeDay
1st October:	World Vegetarian Day - #VegetarianDay
3rd October:	National Poetry Day - #NationalPoetryDay
4th October:	World Smile Day - #WorldAnimalDay
4th October:	No Disposable Cup Day - #NoDisposableCupDay
5th October:	World Teachers Day - #WorldTeachersDay
6th October:	National Badger Day - #NationalBadgerDay
9th October:	World Post Day - #WorldPostDay
10th October:	World Mental Health Day - #WorldMentalHealthDay
12th October:	World Hospice And Palliative Care Day - #whpcd
13th October:	International Skeptics Day - #SkepticsDay
13th October:	National No Bra Day - #NoBraDay
15th October:	Global Wave Of Light - #WaveOfLight
16th October:	World Food Day - #WorldFoodDay
18th October:	Wear It Pink - #WearItPink
18th October:	National Tea And Cake Break - #EpilepsyAwareness
21st October:	Apple Day - #AppleDay

Breast Cancer Awareness Month
Go Sober For October
National Cholesterol Month

7th October: National Curry Week
14th October: National Adoption Week
14th October: Chocolate Week

Marketing Notes

NOVEMBER



*If you are working on something that you really care about, you don't
have to be pushed. The vision pulls you.*
Steve Jobs

3rd November: National Sandwich Day - #NationalSandwichDay
5th November: Guy Fawkes Night - #GuyFawkesNight / #BonfireNight
6th November: National Stress Awareness - #NationalStressAwarenessDay #NSAD
7th November: International Stout Day - #StoutDay
8th November: World Radiography Day - #RadiographyDay
13th November: Blue Wednesday - #BlueWednesday
13th November: World Kindness Day - #WorldKindnessDay
14th November: World Diabetes Day - #WorldDiabetesDay
19th November: World Toilet Day - #WorldToiletDay
19th November: International Men's Day - #InternationalMensDay
20th November: Universal Children's Day - #UniversalChildrensDay
25th November: 16 Days Of Action Against Domestic Violence - #16DaysOFAction
25th November: White Ribbon Day - #WhiteRibbonDay
27th November: Black Friday - #BlackFriday

National Novel Writing Month	4th November: National Pathology Week
Mouth Cancer Action Month	11th November: Alcohol Awareness Week
Movember	11th November: Sugar Awareness Week
Lung Cancer Awareness Month	16th November: National HIV Testing Week
Pancreatic Cancer Awareness Month	18th November: World Nursery Rhyme Week

Marketing Notes

DECEMBER



Excellence endures and sustains. It goes beyond motivation into the realms of inspiration.
Azim Premji

1st December:	Tree Dressing Day - #TreeDressingDay
2nd December:	International Day For The Abolition Of Slavery
3rd December:	Make A Gift Day - #MakeAGiftDay
4th December:	National Cookie Day - #NationalCookieDay
7th December:	National Cotton Candy Day (USA) - #NationalCottonCandyDay
10th December:	Human Rights Day - #HumanRightsDay
12th December:	Gingerbread House Day - #GingerbreadHouseDay
14th December:	Christmas Jumper Day - #ChristmasJumperDay
15th December:	International Tea Day - #InternationalTeaDay
21st December:	National Robin Day - #NationalRobinDay
25th December:	Christmas Day - #ChrsitmasDay
31st December:	New Years Eve - #NYE #NewYearsEve

Decembeard

Safe Toys & Gifts Month

2nd December: National Grief Awareness Week

20th December: Festival Of Winter Walks

Marketing Notes

Looking for help with your
social media marketing?

KJP Creative
info@kjpcreative.com
www.kjpcreative.com

Looking for coaching or accountability
to grow your business?

Coastal VAs
office@coastalvas.com
www.coastalvas.com

*Enthusiasm is excitement with inspiration, motivation,
and a pinch of creativity.
Bo Bennett*

