

# **Social Media Marketing Calendar 2019**



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

*Helen Keller*

**14-20 January 2019 National Obesity Awareness Week**  
**21-27 January 2019 Cervical Cancer Prevention Week**  
**21-27 January 2019 Big Energy Saving Week**  
**26 January - 2 February 2019 National Storytelling Week**

**1st January #NewYearsDay**  
**3rd January Festival of Sleep Day**  
**4th January #NationalTriviaDay**  
**14th January #CleanOffYourDeskDay**  
**15th January #NationalHatDay**  
**17th January #GetToKnowYourCustomersDay**  
**20th January #CheeseLoversDay**  
**21st January #NationalHuggingDay**  
**24th January #NationalComplimentDay**  
**25th January Young Carers Awareness Day**  
**27th January World Leprosy Day**  
**28th January #PrivacyAware**



# January



## Social Media Strategy & Planning

## Blog & Article Planning

## Extra Notes



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

*Jim Rohn*

**4 -10 February 2019 Sexual Abuse and Sexual Violence Awareness Week**

**4 -10 February 2019 Children's Mental Health Week**

**11 -17 February 2019 Student Volunteering Week**

**25 February - 3 March 2019 Eating Disorders Awareness week**

**25 February - 10 March 2019 Fairtrade Fortnight**

**2nd February #GroundhogDay**

**4th February #WorldCancerDay**

**4th February National Sickie Day**

**7th February Time to talk day**

**5th February Chinese New Year #YearOfThePig**

**5th February Safer Internet Day #SID2019**

**7th February #SendACardToAFriendDay**

**9th February #NationalPizzaDay**

**11th February #InventorsDay**

**11th February International Epilepsy Day**

**14th February #ValentinesDay**

**17th February #RandomActsOfKindnessDay**

**20th February #LoveYourPetDay**



# February



**Social Media Strategy & Planning**



**Blog & Article Planning**



**Extra Notes**





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

*Dwight D. Eisenhower*

**Ovarian Cancer Awareness Month**

**4-11 March 2019 National Salt Awareness Week**

**11-17 March 2019 Nutrition and Hydration Week**

**11-17 March 2019 Brain Awareness Week**

**1st March #StDavidsDay**

**3rd March #WorldWildlifeDay**

**4th March #NationalGrammarDay**

**5th March #NationalPancakeDay**

**8th March International Women's Day #BeBoldForChange**

**10th March National Women and Girls HIV/AIDS Awareness Day #NWGHAAD**

**11th March #NationalNappingDay**

**17th March #StPatricksDay**

**19th March #NationalLetsLaughDay**

**20th March #InternationalDayofHappiness**

**20th March #WorldStorytellingDay**

**21st March #WorldPoetryDay**

**26th March #PurpleDay**



# March



## Social Media Strategy & Planning



## Blog & Article Planning



## Extra Notes





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

*Joe DiMaggio*

**Stress Awareness Month**

**Bowel Cancer Awareness Month**

**World Autism Month**

**23-27 April 2019 Experience of Care Week**

**23-27 April 2019 National Stop Snoring Week**

**22-28 April 2019 Allergy Awareness Week**

**22-28 April 2019 MS Awareness Week**

**1st April #AprilFools**

**2nd April World Autism Awareness Day #WAAD**

**3rd April #FindARainbowDay**

**3rd April #NationalWalkingDay**

**5th April Walk to Work Day**

**7th April World Health Day #LetsTalk**

**11th April World Parkinson's Awareness Day**

**16th April National Stress Awareness Day #StressAwarenessDay**

**16th April National Wear Your Pyjamas to Work Day #PJDay**

**23rd April #WorldBookDay**

**24th April #AdministrativeProfessionalsDay**

**26th April On your Feet Britain**



# April



## Social Media Strategy & Planning



## Blog & Article Planning



## Extra Notes





*You are never too old to set another goal or to dream  
a new dream.*

*C.S. Lewis*

**Action on Stroke Month**

**National Walking Month**

**5-11 May 2019 Red Cross Week**

**6-12 May 2019 Deaf Awareness Week #DAW19**

**14-21 May 2019 Arthritis Care Awareness Week**

**21-27 May 2019 Dementia Action Week**

**1st May #MayDay**

**4th May Stars Wars Day #Maythe4thBeWithYou**

**7th May #WorldAsthmaDay**

**10th May World Lupus Day**

**12th May #NationalLimerickDay**

**13th May #MothersDay**

**15th May International Day of Families #FamilyDay**

**16th May #LoveATreeDay**

**17th May National Bike to Work Day #BTWD**

**21st May #NationalMemoDay**

**22nd May World Preeclampsia Day**

**29th May #PaperclipDay**



# May



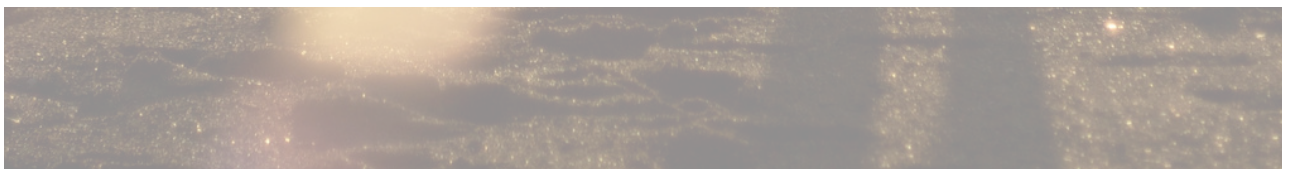
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**Blog & Article Planning**



**Extra Notes**





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

*John Quincy Adams*

**Scleroderma Awareness Month**

**10-16 June 2019 Men's Health Week #mhw2019**

**10-16 June 2019 Cervical Screening Awareness Week**

**10-16 June 2019 Carers Week**

**1st June #GlobalDayOfParents**

**1st June International Children's Day #ChildrensDay**

**2nd June National Cancer Survivor's Day #NCSD2019**

**3rd June Leave The Office Early Day #LeaveTheOfficeEarlyDay**

**5th June #WorldEnvironmentDay**

**7th June #WearPurpleforJIA**

**8th June #BestFriendsDay**

**14th June World Blood Donor Day #GiveBlood**

**16th June #FathersDay**

**21st June #NationalSelfieDay**

**21st June #WorldMusicDay**

**21st June Global MND Awareness Day**

**21st June #TakeYourDogToWorkDay**

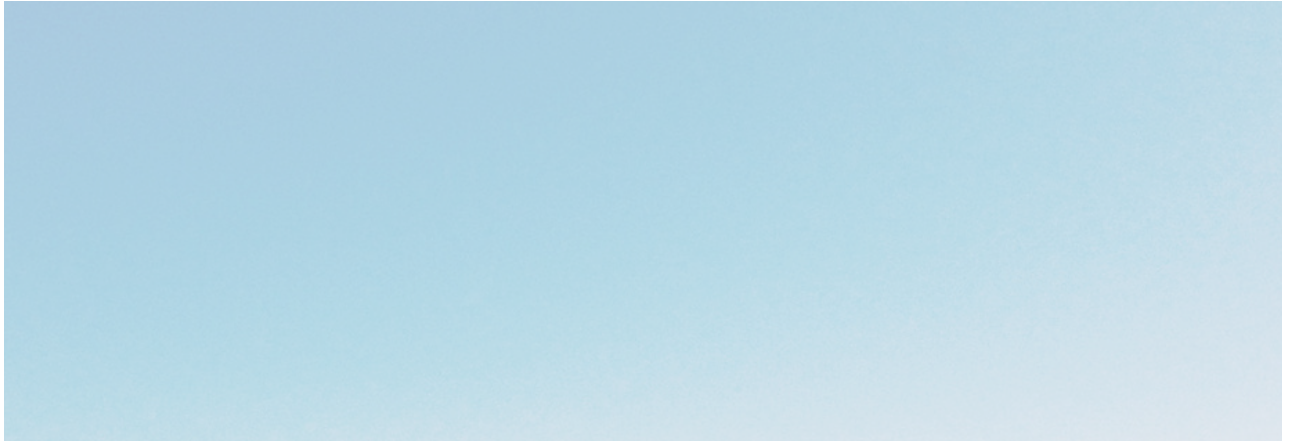
**30th June Social Media Day #SMDay**



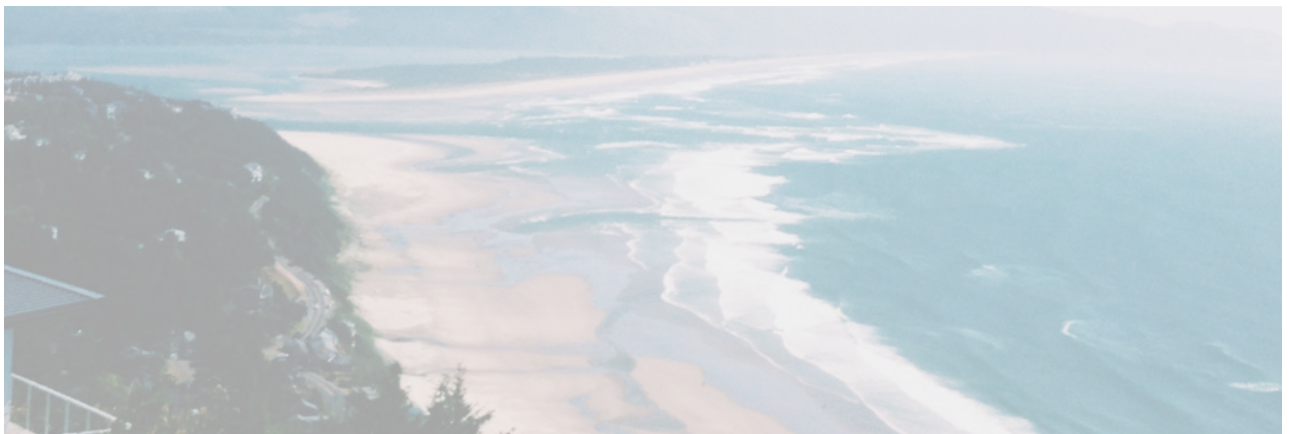
# June



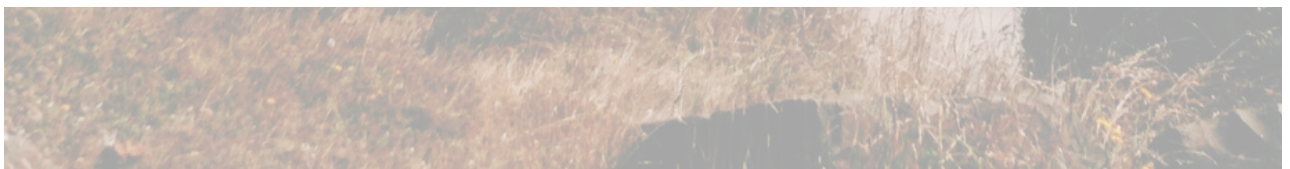
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## Extra Notes





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

*Mary Lou Cook*

**National Picnic Month**

**Sarcoma Awareness Month**

**1-7 July 2019 Health Information Week #HIW2019**

**1st July Canada Day**

**1st July International Reggae Day**

**1st July Talk To Us**

**3rd July International Plastic Bag Free Day**

**4th July Independence Day**

**6th July International Kissing Day**

**7th July #WorldChocolateDay**

**10 July Don't Step on a Bee Day**

**11th July #CheerUpTheLonelyDay**

**17th July #WorldEmojiDay**

**24 July National Tequila Day**

**28th July World Hepatitis Day**

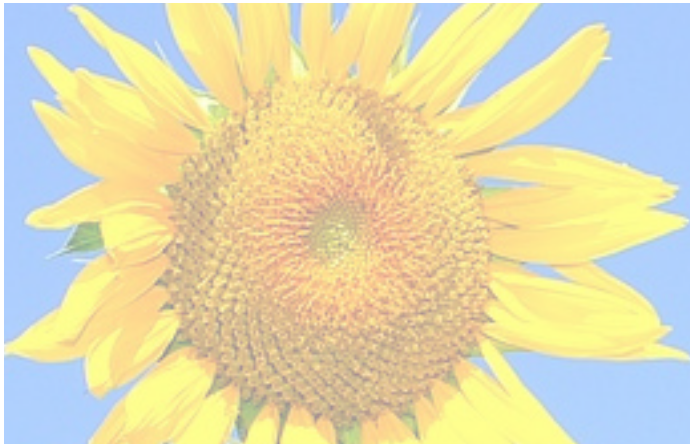
**30th July International Day of Friendship #DayOfFriendship**



# July



## Social Media Strategy & Planning



## Blog & Article Planning



## Extra Notes





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

*Milton Glaser*

**National Road Victim Month**

**1-7 August 2019 World Breastfeeding Week**

**12-18 August 2019 National Allotments Week**

**1st August Yorkshire Day**

**8th August #InternationalCatDay**

**9th August #NationalBookLoversDay**

**10th August National Lazy Day #LazyDay**

**12th August International Youth Day**

**13th August International Lefthanders Day #LefthandersDay**

**13th August National Prosecco Day**

**15th August Cycle to Work Day**

**15th August #NationalRelaxationDay**

**16th August #NationalTellAJokeDay**

**19th August #WorldPhotoDay**

**26th August #NationalDogDay**

**26th August #WomensEqualityDay**

**30th August International Day of the Disappeared**



# August



## Social Media Strategy & Planning

## Blog & Article Planning

## Extra Notes



*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*

**National Blood Cancer Awareness Month**

**Sickle Cell Awareness Month**

**1-7 September 2019 Migraine Awareness Week**

**3-9 September 2019 Organ Donation Week**

**24-30 September 2019 Sexual Health Week**

**24-30 September 2019 National Eye Health Week**

**4th September #NationalWildlifeDay**

**5th September International Day of Charity #CharityDay**

**6th September #ReadABookDay**

**8th September International Literacy Day #LiteracyDay**

**10th September World Suicide Prevention Day**

**12th September #DayOfEncouragement**

**13th September #KissCancerGoodbye**

**21st September International Day of Peace #PeaceDay**

**21st September Jeans for Genes Day**

**25th September National Women's Health and Fitness Day #FitnessDay**

**28th September World's Biggest Coffee Morning (Macmillan)**



# September



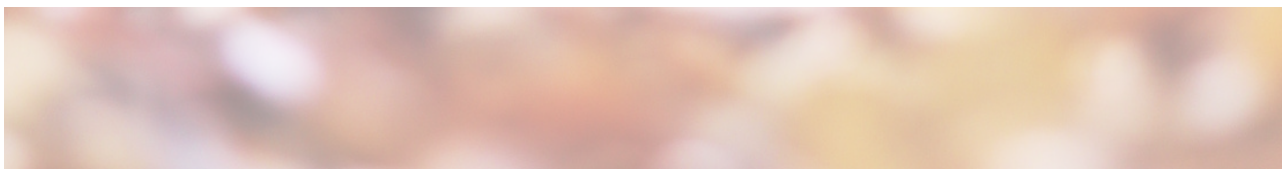
**Social Media Strategy & Planning**



**Blog & Article Planning**



**Extra Notes**





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

*Robert H Schuller*

**Breast Cancer Awareness Month**

**National Cholesterol Month**

**Stoptober**

**1-5 October 2019 National Work-Life Week**

**2-8 October 2019 National Dyslexia Awareness Week**

**7-13 October 2019 OCD Awareness Week**

**8-12 October 2019 Back Care Awareness Week**

**9-15 October 2019 Baby Loss Awareness Week**

**9-16 October 2019 National Arthritis Week**

**16-22 October 2019 National Adoption Week**

**1st October #InternationalCoffeeDay**

**4th October #WorldAnimalDay**

**4th October #WorldSmileDay**

**10th October #WorldMentalHeathDay**

**12th October World Arthritis Day**

**16th October #FoodDay**

**18th October World Menopause Day**

**20th October World Osteoporosis Day**

**30th October #ChecklistDay**



# October



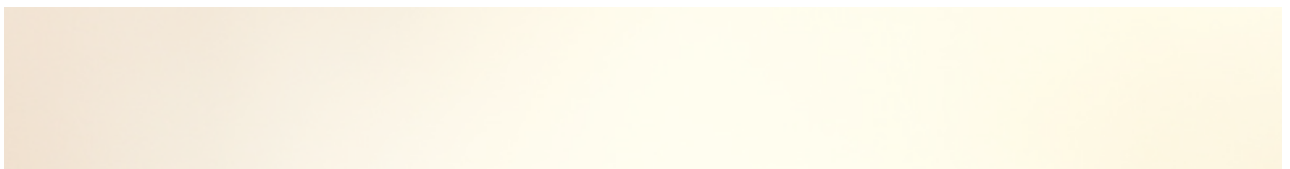
## Social Media Strategy & Planning



## Blog & Article Planning



## Extra Notes





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

*Steve Jobs*

**November Men's Health Awareness Month**

**Lung Cancer Awareness Month**

**COPD Awareness Month**

**12-16 November 2019 Anti-Bullying Week**

**17-24 November 2019 National HIV Testing Week**

**1st November #WorldVeganDay**

**1st November #NationalAuthorsDay**

**7th November International Stress Awareness Day**

**8th November #CappuccinoDay**

**13th November World Kindness Day #WKD**

**14th November World Diabetes Day #WDD**

**19th November National Entrepreneurs Day #EntrepreneursDay**

**21st November #WorldHelloDay**

**26th November #NationalCakeDay**

**28th November Thanksgiving Day #Thanksgiving**

**29th November #DayOfListening**

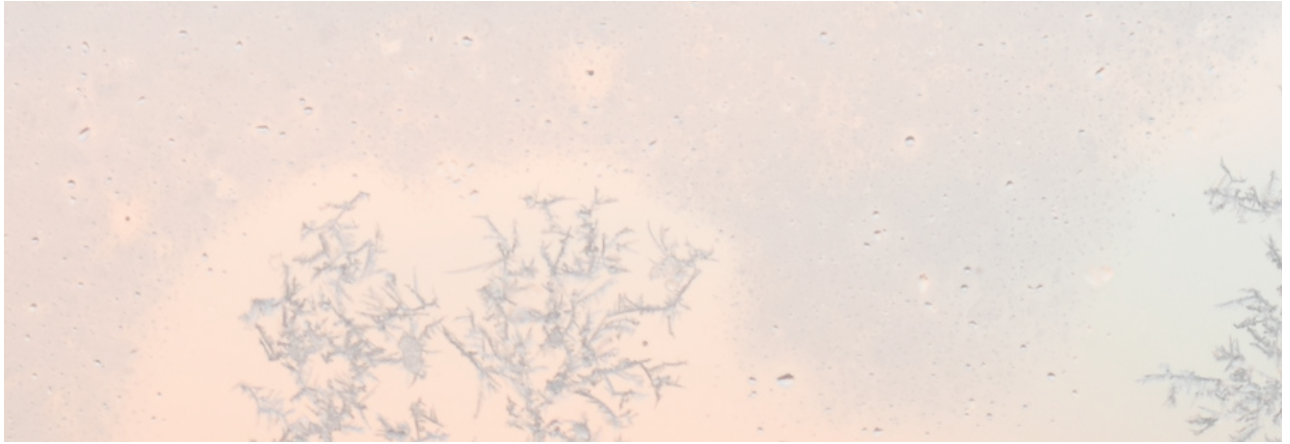
**29th November #BlackFriday**



# November



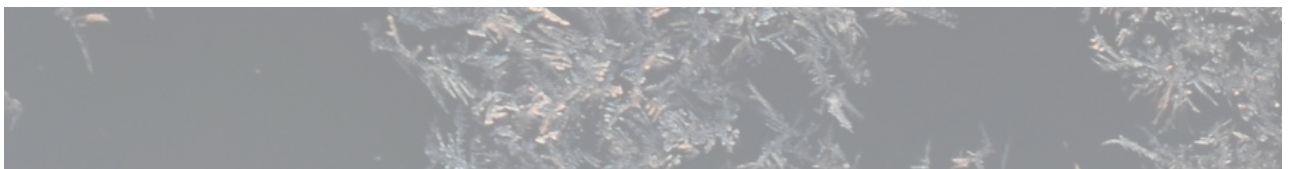
## Social Media Strategy & Planning



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## Extra Notes





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

*Azim Premji*

#### **Decembeard**

**1st December World AIDS Day #WAD2019**

**1st December Tree Dressing Day**

**2nd December #CyberMonday**

**3rd December International Day of Persons with Disabilities**

**4th December #NationalCookieDay**

**5th December World Soil Day**

**5th December International Volunteers Day**

**10th December #HumanRightsDay**

**14th December Christmas Jumper Day**

**30th December #NoInterruptionsDay**

**31st December #NYE**



# December



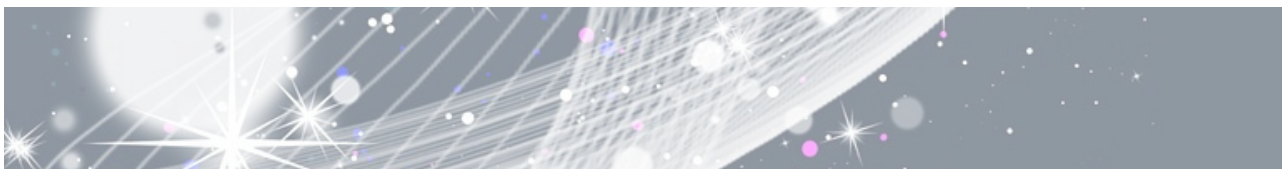
## Social Media Strategy & Planning



## Blog & Article Planning



## Extra Notes





## Marketing Strategy & Creative Notes

#MondayMotivation #MondayFunday #ManicMonday #MindfulMonday  
#TravelTuesday #TransformationTuesday #TipTuesday #TuesdayTunes  
#WednesdayWisdom #Humpday  
#WorkoutWednesday #WellnessWednesday  
#ThrowbackThursday (or #TBT) #ThankfulThursday #ThursdayThoughts  
#FridayFeeling #FlashBackFriday #FearlessFriday #FollowFriday (or #FF)  
#SaturdayStyle #SaturdaySpecial #SaturdaySale #SaturdayNight  
#SundayFunday #SelfieSunday #SelfcareSunday #SundayRead



## Marketing Strategy & Creative Notes





Looking for help with your  
social media marketing?  
We're happy to help.

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



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