

2021

Awareness Days

Social Media Planner

Make this year YOUR year!
Strategy and action planning to achieve
your marketing goals



JANUARY



- 1st January: New Years Day
- 3rd January: Festival Of Sleep Day
- 4th January: Trivia Day (US)
- 6th January: National Shortbread Day (US)
- 12th January: Kiss a Ginger Day
- 13th January: Clean Off Your Desk Day
- 15th January: Hat Day (US)
- 16th January: World Religion Day
- 18th January: Winnie The Pooh Day
- 18th January: Blue Monday
- 19th January: National Popcorn Day
- 20th January: Cheese Lovers Day
- 21st January: National Hugging Day
- 21st January: Squirrel Appreciation Day
- 23rd January: National Reading Day
- 24th January: World Leprosy Day
- 25th January: Burns Night
- 26th January: Australia Day
- 27th January: Chocolate Cake Day
- 28th January: National Kazoo Day
- 29th January: Fun At Work Day
- 30th January: National Croissant Day
- 31st January: National Backwards Day

FEBRUARY



- 1st February: National Sickie Day
- 2nd February: World Wetlands Day
- 4th February: Time To Talk Day
- 5th February: Wear Red Day (Children's Heart Surgery Fund)
- 6th February: Six Nations begins
- 7th February: Send A Card To A Friend Day
- 8th February: International Epilepsy Day
- 9th February: National Pizza Day
- 11th February: Inventors Day
- 12th February: Chinese New Year - Year of the Ox
- 14th February: Valentines Day
- 15th February: Hippo Day
- 16th February: Shrove Tuesday
- 17th February: Random Acts Of Kindness Day
- 18th February: Drink Wine Day
- 19th February: A Global Celebration of Children in Care Care Day
- 20th February: Love Your Pet Day
- 22nd February: World Thinking Day
- 24th February: Pink Day
- 25th February: Digital Learning Day
- 28th February: National Essay Day

MARCH



- 1st March: Self Injury Harm Awareness Day (SIAD)
- 2nd March: National Old Stuff Day
- 3rd March: World Wildlife Day
- 4th March: University Mental Health Day
- 5th March: St Piran's Day
- 8th March: International Women's Day
- 9th March: Organise Your Home Office Day
- 10th March: No Smoking Day
- 11th March: World Kidney Day
- 14th March: Mothering Sunday
- 16th March: Young Carers Awareness Day
- 17th March: St Patrick's Day
- 18th March: Global Recycling Day
- 19th March: World Sleep Day
- 20th March: International Day Of Happiness
- 21st March: International Day of Forests
- 22nd March: World Water Day
- 24th March: World TB Day
- 25th March: FND Awareness Day UK
- 26th March: Purple Day
- 27th March: Earth Hour
- 28th March: Clocks go forward
- 30th March: World Bipolar Day

APRIL



- 1st April: April Fools Day
- 2nd April: World Autism Awareness Day (WAAD)
- 2nd April: Good Friday
- 4th April: Easter Sunday
- 5th April: Easter Monday
- 7th April: World Health Day
- 10th April: National Siblings Day
- 11th April: World Parkinson's Day
- 16th April: WVD (World Voice Day)
- 17th April: International World Hemophilia Day
- 21st April: World Creativity And Innovation Day
- 22nd April: Earth Day
- 23rd April: St George's Day
- 24th April: National Skipping Day
- 25th April: World Penguin Day
- 26th April: National DNA Day
- 28th April: Superhero Day
- 29th April: International Dance Day
- 30th April: International Jazz Day

MAY



- 1st May: Executive Coaching Day
- 2nd May: World Laughter Day
- 3rd May: International Dawn Chorus Day 2020
- 4th May: Star Wars Day
- 5th May: International Day of the Midwife
- 6th May: No Diet Day
- 8th May: World Ovarian Cancer Day
- 9th May: National Lost Socks Day
- 10th May: World Lupus Day
- 11th May: Eat What You Want Day
- 12th May: ME Awareness Day
- 12th May: Limerick Day
- 15th May: Hats For Headway
- 16th May: World Baking Day
- 17th May: National Children's Day
- 20th May: Notebook Day
- 21st May: International Tea Day
- 22nd May: World Goth Day
- 23rd May: World Turtle Day
- 25th May: International Missing Children's Day
- 28th May: World Hunger Day
- 29th May: National Biscuit Day
- 30th May: World MS Day

JUNE



- 1st June: International Children's Day
- 4th June: Hug Your Cat Day
- 5th June: World Environment Day
- 6th June: The Big Lunch
- 7th June: Cancer Survivors Day
- 8th June: National Best Friends Day
- 9th June: UK Clothing Poverty Awareness Day
- 10th June: Brake's Kids Walk
- 12th June: World Gin Day
- 13th June: Cupcake Day
- 14th June: World Blood Donor Day
- 15th June: National Beer Day
- 17th June: Plastic Free Beauty Day
- 18th June: International Picnic Day
- 19th June: National Refill Day
- 20th June: Father's Day
- 21st June: World Music Day
- 21st June: Bring Your Dog To Work Day
- 23rd June: International Widows Day
- 24th June: National Writing Day
- 25th June: National Cream Tea Day
- 26th June: National Parma Violets Day
- 27th June: International Sunglasses Day

JULY



- 1st July: Canada Day
- 3rd July: National Bereaved Parents Day
- 6th July: International Kissing Day
- 7th July: World Chocolate Day
- 8th July: SPANA World Tea Party (sick and injured working animals)
- 10th July: Don't Step On A Bee Day
- 11th July: World Population Day
- 12th July: National Simplicity Day
- 15th July: Social Media Giving Day
- 15th July: National Hot Dog Day (US)
- 17th July: World Emoji Day
- 24th July: National Tequila Day
- 24th July: 24/7 Samaritans The Big Listen
- 27th July: Walk The Night Breast Cancer Care And Prostate Cancer UK
- 29th July: International Tiger Day
- 30th July: International Day Of Friendship

*All dates are subject to change

AUGUST



- 1st August: Yorkshire Day
- 5th August: Playday
- 6th August: Cycle To Work Day
- 6th August: Beer Day
- 8th August: International Cat Day
- 8th August: National CBD Day
- 10th August: National Lazy Day
- 12th August: International Youth Day
- 13th August: International Left Handers Awareness Day
- 13th August: National Prosecco Day
- 15th August: National Relaxation Day
- 15th August: Cavernoma Awareness Day
- 16th August: Tell A Joke Day
- 19th August: World Humanitarian Day
- 19th August: World Photo Day
- 24th August: National Plum Day
- 26th August: National Burger Day
- 30th August: International Day Of The Disappeared

*All dates are subject to change

SEPTEMBER



- 1st September: Walk Together for Bowel Cancer
- 2nd September: Toothache Day
- 3rd September: Everywoman Day
- 4th September: National Fish and Chip Day
- 5th September: International Day Of Charity
- 6th September: National Read A Book Day
- 7th September: Youth Mental Health Awareness Day
- 8th September: International Literacy Day
- 10th September: World Suicide Prevention Day
- 13th September: Roald Dahl Day
- 15th September: International Dot Day
- 15th September: International Day of Democracy
- 16th September: National Teaching Assistants' Day
- 19th September: International Talk like a Pirate Day
- 20th September: Jeans For Genes Day
- 21st September: International Day of Peace
- 22nd September: World Car Free Day
- 24th September: World's Biggest Coffee Morning (Macmillan)
- 25th September: National Doodle Day
- 26th September: European Day Of Languages
- 27th September: World Tourism Day
- 28th September: National Fitness Day
- 29th September: World Heart Day
- 29th September: Thankyou Hidden Heroes Day
- 30th September: National Sporting Heritage Day
- 30th September: Ask A Stupid Question Day

*All dates are subject to change

OCTOBER



- 1st October: International Coffee Day
- 3rd October: Grandparent's Day
- 4th October: World Smile Day
- 5th October: World Teachers Day
- 6th October: National Badger Day
- 7th October: World Habitat Day
- 8th October: World Sight Day
- 9th October: World Post Day
- 10th October: World Mental Health Day
- 11th October: World Perimenopause Day
- 12th October: International Animal Rights Day
- 13th October: Skeptics Day
- 15th October: Global Wave Of Light
- 16th October: World Food Day
- 16th October: Restart a Heart Day
- 17th October: International Day for the Eradication of Poverty
- 18th October: Anti-Slavery Day
- 20th October: World Osteoporosis Day
- 21st October: Apple Day
- 22nd October: International Stammering Awareness Day
- 23rd October: Wear It Pink
- 25th October: World Pasta Day
- 30th October: Mischief Night
- 31st October: Halloween
- 31st October: National Bug Busting Day

*All dates are subject to change

NOVEMBER



- 1st November: National Authors Day
- 3rd November: National Sandwich Day
- 5th November: Guy Fawkes Night
- 6th November: National Stress Awareness
- 7th November: International Stout Day
- 8th November: World Radiography Day
- 9th November: Social Media Kindness Day
- 13th November: World Kindness Day
- 14th November: Remembrance Sunday
- 17th November: Blue Wednesday
- 18th November: Mickey Mouse's Birthday
- 19th November: World Toilet Day
- 19th November: World Pancreatic Cancer Day
- 20th November: Universal Children's Day
- 21st November: World COPD Awareness Day
- 25th November: White Ribbon Day
- 26th November: Black Friday
- 27th November: Small Business Saturday
- 29th November: Cancer Support Scotland Day
- 30th November: St Andrews Day

DECEMBER



- 1st December: Tree Dressing Day
- 2nd December: International Day For The Abolition Of Slavery
- 3rd December: Make A Gift Day
- 4th December: National Cookie Day
- 5th December: International Volunteer Day
- 7th December: National Cotton Candy Day (US)
- 9th December: International Anti Corruption Day
- 10th December: Human Rights Day
- 12th December: Gingerbread House Day
- 18th December: International Migrants Day
- 20th December: International Human Solidarity Day
- 21st December: Winter Solstice
- 24th December: Christmas Eve
- 25th December: Christmas Day
- 26th December: Boxing Day
- 31st December: New Years Eve

Looking for help with your
social media marketing or strategy?

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Looking for help with project management,
business strategy or mentoring to grow your
business?

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

