



SOCIAL MEDIA CALENDAR 2025

YOUR COMPLETE GUIDE TO IMPORTANT
DATES AND EVENTS

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This guide highlights all the key dates to plan your social media content for 2025!

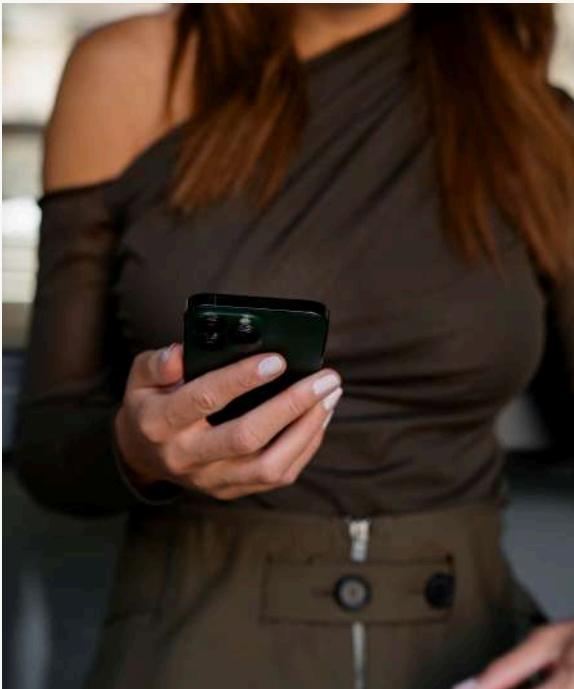
Start by marking these important occasions on your calendar to ensure timely and engaging posts.



IN THIS GUIDE

WHAT YOU'LL LEARN HERE

Find social media calendar for every month of the year



- ▶ Q1 (JAN - MAR)
- ▶ Q2 (APR - JUN)
- ▶ Q3 (JUL - SEPT)
- ▶ Q4 (OCT - DEC)

Q1 (JAN - MAR)

JANUARY 2025

Public Holidays & Major Events

- 1: New Year's Day (Public Holiday)
- 5: 82nd Golden Globes Awards
- 15: Martin Luther King Jr. Day (US)
- 29: Chinese New Year - Year of the Earth Snake

Content Opportunities

- 1: Global Love Day
- 4: Star Wars Day
- 5: International Midwives Day
- 7: Teachers Appreciation Day
- 8: World Ovarian Cancer Day
- 12: International Nurses Day
- 17: International Day Against Homophobia
- 18: International Museum Day
- 18: World Whisky Day

FEBRUARY 2025

Public Holidays & Major Events

- 9: Super Bowl (US)
- 14: Valentine's Day
- 16: BAFTA Film Awards
- 17: Presidents Day (US)

Content Opportunities

- 1: Dark Chocolate Day
- 2: Groundhog Day
- 4: World Cancer Day
- 6: Frozen Yoghurt Day
- 9: National Pizza Day
- 11: International Day of Women in Science
- 12: Lantern Festival
- 13: Galentine's Day
- 16: Tim Tam Day
- 17: Random Acts of Kindness Day
- 20: Love Your Pet Day
- 20: World Day of Social Justice
- 23: World Understanding and Peace Day

Q1 (JAN - MAR)

MARCH 2025

Public Holidays & Major Events

- 2: 97th Oscars
- 5: Ash Wednesday
- 8: International Women's Day
- 17: St Patrick's Day
- 21: Human Rights Day (RSA)

Content Opportunities

- 1: National Day of Unplugging
- 3: World Wildlife Day
- 4: National Pancake Day
- 13: Jewel Day
- 14: World Sleep Day
- 18: Global Recycling Day
- 20: International Day of Happiness
- 21: World Down Syndrome Day
- 21: World Pottery Day
- 22: World Water Day
- 22: Earth Hour
- 23: National Puppy Day
- 24: National Cocktail Day
- 31: International Transgender Day of Visibility

Q2 (APR - JUN)

APRIL 2025

Public Holidays & Major Events

- 1: April Fools Day
- 18: Good Friday
- 20: Easter Sunday
- 21: Easter Monday
- 27: Freedom Day (RSA)

Content Opportunities

- 2: World Autism Awareness Day
- 5: National Self Care Day
- 6: International Day of Sport
- 7: World Health Day
- 9: International ASMR Day
- 10: National Siblings Day
- 11: National Pet Day
- 14: International Moment of Laughter Day
- 16: World Voice Day
- 21: International Creativity Day
- 22: Earth Day
- 27: International Design Day
- 28: Pay It Forward Day
- 29: International Dance Day
- 30: Adopt a Shelter Pet Day

MAY 2025

Public Holidays & Major Events

- 1: Workers Day (RSA)
- 11: Mother's Day
- 26: Memorial Day (US)

Content Opportunities

- 1: Global Love Day
- 4: Star Wars Day
- 5: International Midwives Day
- 7: Teachers Appreciation Day
- 8: World Ovarian Cancer Day
- 12: International Nurses Day
- 17: International Day Against Homophobia
- 18: International Museum Day
- 18: World Whisky Day

Q2 (APR - JUN)

JUNE 2025

Public Holidays & Major Events

- 15: Father's Day (US)
- 16: Youth Day (RSA)
- 19: Juneteenth (US)

Content Opportunities

- 1: World Reef Awareness Day
- 4: National Cheese Day
- 5: World Environment Day
- 8: World Oceans Day
- 8: National Best Friends Day
- 15: International Surfing Day
- 18: International Picnic Day
- 20: Refugee Day
- 21: National Selfie Day
- 21: International Yoga Day
- 27: National Sunglasses Day
- 30: World Social Media Day

Q3 (JUL - SEPT)

JULY 2025

Public Holidays & Major Events

- 4: Independence Day (US)

Content Opportunities

- 1: International Joke Day
- 7: World Chocolate Day
- 11: National French Fry Day
- 15: National Clean Beauty Day
- 17: World Emoji Day
- 17: National Tattoo Day
- 18: Nelson Mandela Day
- 20: National Ice Cream Day
- 24: National Tequila Day
- 30: International Friendship Day

AUGUST 2025

Public Holidays & Major Events

- 9: Women's Day (RSA)

Content Opportunities

- 1: International Beer Day
- 8: International Cat Day
- 9: National Book Lover's Day
- 10: National Lazy Day
- 12: International Youth Day
- 13: International Lefthanders Day
- 14: Financial Awareness Day
- 15: National Relaxation Day
- 19: World Photography Day
- 19: World Humanitarian Day
- 22: National Burger Day
- 26: Women's Equality Day
- 26: International Dog Day
- 28: Red Wine Day

Q3 (JUL - SEPT)

SEPTEMBER 2025

Public Holidays & Major Events

- 11: R U OK? Day
- 24: Heritage Day (RSA)

Content Opportunities

- 2: World Coconut Day
- 5: International Day of Charity
- 6: Read A Book Day
- 8: International Literacy Day
- 12: National Video Games Day
- 18: International Equal Pay Day
- 20: National Dance Day
- 21: World Alzheimer's Day
- 27: World Tourism Day
- 30: International Podcast Day

Q4 (OCT - DEC)

OCTOBER 2025

Public Holidays & Major Events

- 31: Halloween

Content Opportunities

- 1: International Coffee Day
- 1: World Vegetarian Day
- 4: World Animal Day
- 5: World Teachers Day
- 10: World Mental Health Day
- 11: National Coming Out Day
- 14: National Dessert Day
- 16: World Food Day
- 16: National Boss's Day
- 24: United Nations Day
- 25: World Pasta Day

NOVEMBER 2025

Public Holidays & Major Events

- 27: Thanksgiving (US)
- 28: Black Friday

Content Opportunities

- 1: World Vegan Day
- 8: National STEM Day
- 13: World Kindness Day
- 14: World Diabetes Day
- 20: Transgender Day of Remembrance
- 26: National Cake Day

Q4 (OCT - DEC)

DECEMBER 2025

Public Holidays & Major Events

- 1: Cyber Monday
- 16: Day of Reconciliation (RSA)
- 24: Christmas Eve
- 25: Christmas Day
- 26: Boxing Day (RSA)
- 31: New Year's Eve

Content Opportunities

- 1: World AIDS Day
- 3: International Day of Persons with Disabilities
- 4: International Cookie Day
- 5: World Volunteer Day
- 10: Human Rights Day
- 16: World Digital Marketing Day
- 21: World Television Day
- 31: Champagne Day

WANT TO TAKE THE NEXT STEP?

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