

# 365 content calendar

click for a list of ideas

Awesome content ideas for social media



## SUNDAY

FAQ

## MONDAY

Inspiration/  
Motivation

## TUESDAY

Product/Service  
Highlight

## WEDNESDAY

Tips & Tricks

## THURSDAY

Company's  
Mission

## FRIDAY

Behind The  
Scenes

## SATURDAY

Employee  
Spotlight



click on each month below to see the list of holidays

january

may

september

february

june

october

march

july

november

april

august

december

### Inspiration/Motivation/Encouragement

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- Quote
- Clever idea or action step
- Fill-in-the-blank
- Announcement (new product/feature/event/etc.)

### Product/Service Highlight

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- Informative post about your product/service
- Show off your product/service in action with a Reel
- Repost other people's content using your product/service
- Announcement (new product/feature/event/etc.)
- Giveaway of your product/service discount
- Share your podcast
- Giveaway a freebie

### Tips & Tricks

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- Share your productivity tip
- Tips about using your product/service
- Repost others content using your product/service
- Announcement (new product/feature/event/etc.)
- Giveaway of your product/service discount

### Company's Mission

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- Share your company's story
- Progress
- Goals/vision
- Reviews/testimonials
- Short form video on company culture
- Share a lesson/experience
- Values/mantras/sayings/quotes

### FAQ

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- Ask your followers a question in IG stories
- Request feedback
- Do a live FAQ
- Share your podcast/blog post

### Employee Spotlight

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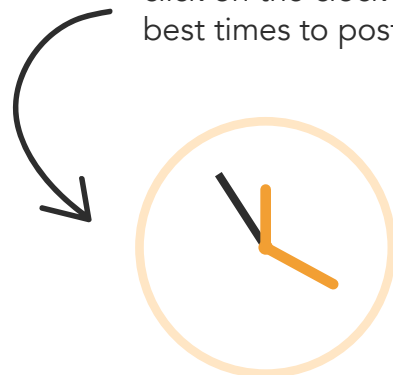
- Highlight your employees
- Team post
- Team building
- Employees in action

### Behind The Scenes

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- Behind-the-scenes of making your product
- Show your team in action
- Share your workspace

click on the clock for the best times to post



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**Best posting time for common platforms**

Once per day, no more than 3 times.

**Sunday:** 10:00 a.m. to 2:00 p.m.

**Monday:** 11:00 a.m. to 5:00 p.m.

**Tuesday:** 5:00 a.m., 9:00 a.m. to 6:00 p.m.

**Wednesday:** 5:00 a.m., 11:00 a.m. and 3:00 p.m.

**Thursday:** 5:00 a.m., 11:00 a.m. and 3:00 to 4:00 p.m.

**Friday:** 5:00 a.m., 9:00 a.m. to 4:00 p.m.

**Saturday:** 11:00 a.m.



14 times per day, from midnight to 10:00 p.m.

Central, not more than once per hour; seven

times per day on weekends, from 3:00 a.m.

to 9:00 p.m., roughly every three hours.

*Engagement decreases after 3 tweets. Tweets*

*lose life-cycle after 18 minutes - less likely to  
be retweeted.*



*At least one video, ideal is 2 to 3 vids per week.  
(Opportunity for SEO with video descriptions and  
hashtags to further reach.)*



2 times per day, seven days a week, 10:08 a.m. and  
3:04 p.m. Sweet spot is 5 to 10 posts per week. *When  
a brand posts twice a day, those posts receive 57%  
of the likes and 78% of the comments per post. The  
drop-off continues as more posts are made.*



Up to 3 times  
per day.



1 time per day, 8:14 a.m.,  
no weekends. 2 times max.

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## Financial Wellness Month

#FinancialWellnessMonth

**Jan 1st** #NewYearsDay**Jan 2nd** #ScienceFictionDay**Jan 4th** #NationalTriviaDay**Jan 5th** #NationalBirdDay**Jan 11th** #CleanOffYourDeskDay**Jan 13th** #NationalStickerDay**Jan 15th** #NationalBagelDay**Jan 15th** #NationalHatDay**Jan 18th** Martin Luther King, Jr. Day #MLKDay**Jan 20th** #CheeseLoversDay**Jan 21th** #GettoKnowYourCustomersDay**Jan 21th** #NationalHuggingDay**Jan 23rd** #NationalPieDay**Jan 24th** #NationalComplimentDay**Jan 25th** #CommunityManagerAppreciationDay**Jan 28th** #DataPrivacyDay[main page](#)

[main page](#)« **february** »**Black History Month**

#BlackHistoryMonth

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<b>Feb 2nd</b>	#GroundhogDay	<b>Feb 9th</b>	#NationalPizzaDay
<b>Feb 5th</b>	#WorldNutellaDay	<b>Feb 11th</b>	#InventorsDay
<b>Feb 7th</b>	#SuperBowl	<b>Feb 11th</b>	#NationalMakeAFriendDay
<b>Feb 8th</b>	#CleanOutYourComputerDay	<b>Feb 13th</b>	#WorldRadioDay
<b>Feb 14th</b>	#ValentinesDay	<b>Feb 20th</b>	#LoveYourPetDay
<b>Feb 15th</b>	#FamilyDay	<b>Feb 20th</b>	#SocialJusticeDay
<b>Feb 16th</b>	#NationalPancakeDay	<b>Feb 21st</b>	International Mother Language Day #IMLD
<b>Feb 17th</b>	#RandomActsOfKindnessDay	<b>Feb 28th</b>	#SkipTheStrawDay

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[main page](#)◀ **march** ▶**Women's History Month**

#WomensHistoryMonth

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<b>Mar 1st</b>	#PeanutButterLoversDay	<b>Mar 14th</b>	#DaylightSavings & #PiDay
<b>Mar 4th</b>	#NationalGrammarDay	<b>Mar 16th</b>	#FreedomOfInformationDay
<b>Mar 5th</b>	#EmployeeAppreciationDay	<b>Mar 17th</b>	#StPatricksDay
<b>Mar 5th</b>	#SalespersonDay	<b>Mar 18th</b>	#Holi
<b>Mar 6th</b>	#DentistsDay	<b>Mar 19th</b>	#WorldSleepDay
<b>Mar 7th</b>	#NationalBeHeardDay	<b>Mar 20th</b>	#InternationalDayofHappiness
<b>Mar 8th</b>	#InternationalWomensDay	<b>Mar 23rd</b>	#NationalPuppyDay
<b>Mar 9th</b>	#NationalNappingDay	<b>Mar 30th</b>	#NationalDoctorsDay
<b>Mar 10th</b>	#NationalPackYourLunchDay	<b>Mar 31st</b>	#EqualPayDay
<b>Mar 11th</b>	#PopcornLoversDay		

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« april »

## Celebrate Diversity Month

#DiversityMonth

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<b>Apr 1st</b>	#AprilFoolsDay	<b>Apr 17th</b>	#HappyEaster
<b>Apr 3rd</b>	#NationalHandmadeDay	<b>Apr 22nd</b>	#EarthDay2021
<b>Apr 7th</b>	#NationalWalkingDay	<b>Apr 22nd</b>	#TakeOurChildrenToWorkDay
<b>Apr 7th</b>	#WorldHealthDay	<b>Apr 23rd</b>	#NationalPicnicDay
<b>Apr 10th</b>	#NationalSiblingsDay	<b>Apr 28th</b>	#NationalSuperheroDay
<b>Apr 11th</b>	#NationalPetDay	<b>Apr 29th</b>	#InternationalDanceDay
<b>Apr 15th</b>	#TaxDay	<b>Apr 30th</b>	#NationalHonestyDay
<b>Apr 16th</b>	#StressAwarenessDay	<b>Apr 31st</b>	#InternationalJazzDay

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may



## Mental Health Awareness & Skin Cancer Awareness Month

#MentalHealthAwarenessMonth & #SkinCancerAwarenessMonth

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**May 1st** #InternationalWorkersDay

**May 4th** #StarWarsDay

**May 4th** Teachers' Day #ThankATeacher

**May 5th** #CincoDeMayo

**May 8th** #MothersDay

**May 12th** #NationalReceptionistDay

**May 15th** #FamilyDay

**May 16th** #LoveATreeDay

**May 20th** #NationalRescueDogDay

**May 21st** #BikeToWorkDay

**May 24th** #NationalRoadTripDay

**May 28th** #NationalHamburgerDay

**May 29th** #PaperclipDay

**May 30th** #NationalCreativityDay

**May 31st** #MemorialDay

**May 31st** #NationalSmileDay

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june



Pride Month

#HappyPride

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<b>Jun 1st</b>	#GlobalDayOfParents	<b>Jun 21st</b>	#NationalSelfieDay & #WorldMusicDay
<b>Jun 2nd</b>	#LeaveTheOfficeEarlyDay	<b>Jun 21st</b>	#InternationalYogaDay
<b>Jun 4th</b>	#NationalDonutDay	<b>Jun 24th</b>	#HandshakeDay
<b>Jun 8th</b>	#BestFriendsDay	<b>Jun 25th</b>	#TakeYourDogToWorkDay
<b>Jun 13th</b>	#ChildrensDay	<b>Jun 27rd</b>	#NationalSunglassesDay
<b>Jun 19th</b>	#Juneteenth	<b>Jun 29th</b>	#NationalCameraDay
<b>Jun 19th</b>	#FathersDay	<b>Jun 30th</b>	#SocialMediaDay
<b>Jun 20th</b>	#FirstDayOfSumme	<b>Jun 30th</b>	#NationalPostalWorkerDay

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july



## Financial Wellness month

#FinancialWellnessMonth

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<b>Jul 1st</b>	#TellAJoke	<b>Jul 18th</b>	#NationalIceCreamDay
<b>Jul 4th</b>	#IndependenceDay, #July4th	<b>Jul 22nd</b>	#NationalHammockDay
<b>Jul 6th</b>	#NationalFriedChickenDay	<b>Jul 25th</b>	#ParentsDay
<b>Jul 7th</b>	#WorldChocolateDay	<b>Jul 26th</b>	#DisabilityIndependenceDay
<b>Jul 15th</b>	#GiveSomethingAwayDay	<b>Jul 30th</b>	#DayOfFriendship
<b>Jul 15th</b>	#GetToKnowYourCustomersDay	<b>Jul 30th</b>	#TalkInAnElevatorDay
<b>Jul 17th</b>	#WorldEmojiDay	<b>Jul 31st</b>	#NationalMuttDay
<b>Jul 18th</b>	#NationalSourCandyDay		

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# august



## Black Business Month

#BlackBusinessMonth

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**Aug 2nd** #NationalColoringBookDay

**Aug 8th** #InternationalCatDay

**Aug 9th** #NationalBookLoversDay

**Aug 10th** #NationalLazyDay

**Aug 12th** #WorldElephantDay

**Aug 13th** #LefthandersDay

**Aug 15th** #NationalRelaxationDay

**Aug 16th** #NationalTellAJokeDay

**Aug 19th** #WorldPhotographyDay

**Aug 19th** #WorldHumanitarianDay

**Aug 20th** #NationalLemonadeDay

**Aug 21st** #SeniorCitizensDay

**Aug 26th** #WomensEqualityDay

**Aug 26th** #NationalDogDay

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## « september »

## Hispanic Heritage Month

#HispanicHeritageMonth

**Sep 4th** #NationalWildlifeDay**Sep 5th** #CharityDay**Sep 6th** #ReadABookDay**Sep 5th** #LaborDay**Sep 15th** #OnlineLearningDay**Sep 22nd** #FirstDayOfFall**Sep 22nd** #AmericanBusinessWomensDay**Sep 25th-27th** #RoshHashanah**Sep 8th** #LiteracyDay**Sep 9th** #NationalTeddyBearDay**Sep 11th** #DayOfServiceAndRemembrance**Sep 12th** #GrandparentsDay**Sep 27th** #NationalScarfDay**Sep 28th** #GoodNeighborDay**Sep 29th** #NationalCoffeeDay**Sep 30th** #InternationalPodcastDay[main page](#)

[main page](#)◀ **october** ▶**Global Diversity Awareness Month**

#GlobalDiversityAwarenessMonth

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<b>Oct 1st</b>	#InternationalCoffeeDay	<b>Oct 16th</b>	#WorldFoodDay
<b>Oct 3rd</b>	#NationalTechiesDay	<b>Oct 18th</b>	#CleanYourVirtualDesktopDay
<b>Oct 4th</b>	#NationalTacoDay	<b>Oct 21st</b>	#Get to Know Your Customers Day
<b>Oct 4th-5th</b>	#YomKippur	<b>Oct 24th</b>	#UnitedNationsDay
<b>Oct 11th</b>	#IndigenousPeopleDay	<b>Oct 28th</b>	#NationalChocolateDay
<b>Oct 13th</b>	#TrainYourBrainDay	<b>Oct 29th</b>	#NationalCatDay
<b>Oct 14th</b>	#NationalDessertDay	<b>Oct 30th</b>	#NationalPublicistDay
<b>Oct 16th</b>	#NationalBossDay	<b>Oct 31st</b>	#Halloween

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## Native American Heritage Month

#NativeAmericanHeritageMonth

**Nov 1st** #NationalAuthorsDay**Nov 17th** #EntrepreneursDay**Nov 3rd** #NationalSandwichDay**Nov 19th** #InternationalMensDay**Nov 4th** #NationalCandyDay**Nov 24th** #Thanksgiving**Nov 6th** #NationalNachosDay**Nov 25th** #BlackFriday**Nov 8th** #CappuccinoDay**Nov 26th** #NationalCakeDay**Nov 11th** #VeteransDay**Nov 28th** #CyberMonday**Nov 13th** #WorldKindnessDay**Nov 30th** #ComputerSecurityDay**Nov 16th** #NationalFastFoodDay[main page](#)

[main page](#)« **december** »**AIDS Awareness Month**

#AIDSAwarenessMonth

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<b>Dec 3rd</b>	#NationalSockDay	<b>Dec 21st</b>	#WinterSolstice
<b>Dec 4th</b>	#NationalCookieDay	<b>Dec 21st</b>	#CrosswordPuzzleDay
<b>Dec 8th</b>	#NationalBartenderDay	<b>Dec 24th</b>	#ChristmasEve
<b>Dec 10th</b>	#HumanRightsDay	<b>Dec 25th</b>	#Christmas
<b>Dec 10th</b>	#SalespersonDay	<b>Dec 26th</b>	#Kwanzaa
<b>Dec 11th</b>	#NationalAppDay	<b>Dec 27th</b>	#NoInterruptionsDay
<b>Dec 18th</b>	#SuperSaturday	<b>Dec 29th</b>	#TickTockDay
<b>Dec 19th</b>	#Hanukkah	<b>Dec 31st</b>	New Year's Eve #NYE

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