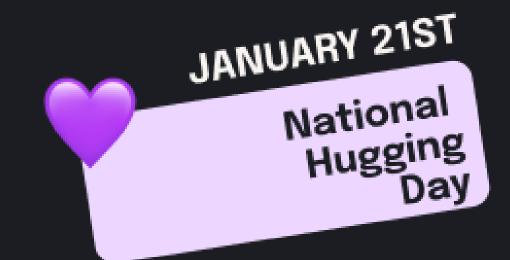


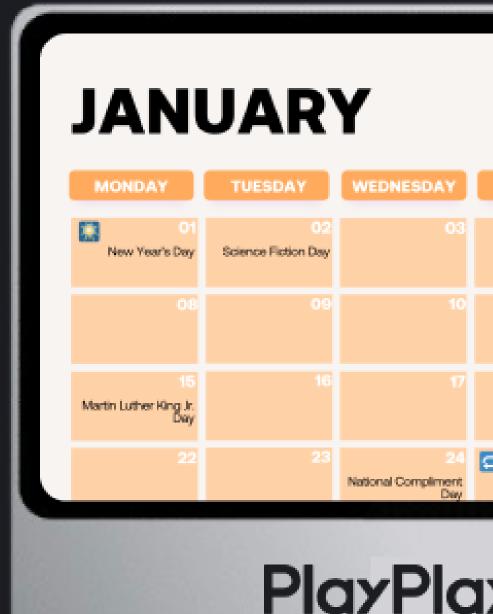


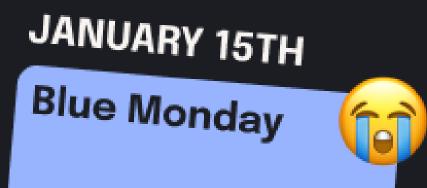
# The 2024 Social Media Calendar

OCTOBER 10TH
World Mental
Health Day

150+ Key Dates 📛







# Lacking ideas for your communications?

National holidays, sports events, global days, cultural events... PlayPlay has it all covered!

What's inside? A **reminder of key dates** and a **complete calendar featuring all events** that will shape 2024.

All to help you prepare and stay ahead with your marketing and communication campaigns!

You can add the calendar directly to your google calendar

# Key dates in 2024



01-1: New year's day

01-15: Martin Luther King Jr. Day

02-19: President's Day

04-1: Easter Monday

05-27: Memorial Day

06-19: Juneteenth

**07-4**: Independence Day

**09-2**: Labor Day

10-14: Indigenous Peoples' Day

11-11: Veterans Day

11-28: Thanksgiving Day

12-25: Christmas Day

# Culture, society & celebrations

02-2: Groundhog Day

02-4: Grammy Awards

02-10: Chinese New Year

**02-14**: Valentine's Day

03-17: St. Patrick's Day

05-5: Cinco de Mayo

10-31: Halloween

11-01: Diwali

11-05: Presidential elections

11-29: Black Friday

12-25: Start of Hanukkah

12-26: Start of Kwanzaa

#### CSR

**Month of February** - Black History Month

03-8: International Women's Day

03-21: International Day of Forests

03-22: World Water Day

**04-22:** Earth Day

Month of May - Asian American and Pacific Islander Heritage Month

Month of June - Pride Month

06-5: World Environment Day

06-8: World Oceans Day

09-21: International Day of Peace

10-16: World Food Day

11-13: World Kindness Day

11-15: America Recycles Day

12-10: Human Rights Day

#### Sport & Health

02-11: Super Bowl

02-04: World Cancer Day

**02-7**: National Girls and Women in Sports Day

**07-19 to 08-4**: Olympic Games

10-01: Breast Cancer Day

# How to use these key dates in your social media strategy?

#### Celebrate some of the key dates to help you:

- Identify your message: humanize your brand, share your values, convert your prospects, assert your brand's credibility...
- 2. Define the story behind your communication: share behind-the-scenes moments, testimonials, highlight your commitments...
- 3. Choose the format: video, blog, carousel, meme...

# JANUARY

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
New Year's Day	Science Fiction Day	03	National Spaghetti Day	05 National Bird Day	06	07
08	09	10 Peculiar People Day	11	12	13	14
<ul><li>Martin Luther King Jr. Day</li><li>National Hat Day</li></ul>	16	17	18	National Popcorn Day	National Cheese Lover's Day	National Hugging Day
Community Manager Day		National Compliment Day	Opposite Day	26	27	28
29	30	31				

## PLAYPLAY'S NOTE

New year = new communications campaigns!

With our calendar, you'll find the 2024 highlights. It's up to you to choose which ones you want to celebrate!

January is also the time to catch up on upcoming trends.

# FEBRUARY

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			First Day of Black History Month	O2 Groundhog Day	National Wear Red Day	<ul><li>World Cancer Day</li><li>Grammy Awards</li></ul>
05	06	National Girls and Women in Sports Day	08	National Pizza Day	Chinese New Year	Superbowl Sunday
12	13	Valentine's Day	15	16	Random Act of Kindness Day	18
President's Day	Love Your Pet Day	21	22	23	24	25
26	27 National Retro Day	28	29 Leap Day			

### PLAYPLAY'S NOTE

From Black History Month,
Valentine's Day,
World Cancer Day,
Presidents' Day...

February offers plenty of occasions to connect with your audience and share impactful stories.

Communicators have the chance to align their messages with broader societal conversations.

Here's how you can <u>make</u>
<a href="mailto:csr">CSR part of your strategy</a>.

# MARCH

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					<ul> <li>Women's History Month</li> <li>National Employee</li></ul>	02	03
	04	05	06	National Be Heard Day	International Women's Day	National Picnic Day	10
	11	Plant a Flower Day	13	14	15	16	St Patrick's Day
į	Global Recycling Day	Spring Begins	International Day of Happiness	International Day of Forests	World Water Day	National Puppy Day	24
	25	26	27	28	29	30	• Easter Sunday • International Transgender Day of Visibility

### PLAYPLAY'S NOTE

International Women's Day, St Patrick's Day, World Compliment Day.

March provides a vibrant canvas for communicators to infuse their messaging with positivity and joy.

Leverage these celebrations
with snackable content to
captivate your audience,
foster engagement,
and amplify
your brand's visibility.

Find all our tips to <u>engage</u>
your audience on social
media.

# APRIL

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<ul><li>Easter Monday</li><li>April Fool's Day</li></ul>	02	03	Tell a Lie Day	05	06	<ul><li>National Beer Day</li><li>Walk to Work Day</li></ul>
08	09	10 Siblings Day	National Pet Day	12	13	14
15 Tax Day	16	17	18	National Wear Your Pajamas to Work Day	20	21
22 Earth Day	23	24	25	26	27	<ul> <li>National Superhero Day</li> <li>Pay it Forward Day</li> </ul>
29	30					

## PLAYPLAY'S NOTE

April offers a unique opportunity to strengthen your employer branding by showcasing your company's human side and celebrating your employees.

Invite your employees
to highlight their sports,
charitable, or cultural
commitments
on social media.

#### Employee advocacy

gives employees a voice on social media and turns them into brand ambassadors.





MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		• First Day of Asian Pacific American Heritage Month • May Day	National Fitness Day	03	O4 Star Wars Day	Cinco de Mayo
• International N Diet D • Nurses D	ay	08	09	National Small Business Day	11	Mother's Day
	14	International Day of Families	16	World Baking Day	18	19 Pizza Party Day
<ul> <li>National Bito to Work D</li> <li>National Bet Millionaire D</li> </ul>	ay a	22	23	24	25	26
Memorial D	27 ay	29	National Creativity Day	31		

## PLAYPLAY'S NOTE

May is a month rich in events, so choose carefully the ones you want to cover.

Effective communication about these events relies primarily on good storytelling.

Find all our <u>expert tips for</u>
<u>successful storytelling</u>
shared during our
<u>Content Summit!</u>

# JUNE

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					• First Day of LGBTQ+ Pride Month • National Say Something Nice Day	Leave the Office Early Day
03	National Cheese Day	World Environment Day	06	National Donut Day	<ul><li>• Best Friends Day</li><li>• World Oceans Day</li></ul>	09
10	11	International Children's Day	13	Flag Day	15	Father's Day
National Flip Flop Day	18 International Sushi Day	Juneteenth	Summer Begins	21 National Selfie Day	22	23
Take Your Dog to Work Day	25	26	National Sunglasses Day	28	29	Social Media Day

## PLAYPLAY'S NOTE

June shines in rainbow's colors: it's Pride Month!

It's a great opportunity to highlight your social commitments and initiatives for more inclusivity.

To humanize your
message, why not give
the floor to your
employees in an interview
or a podcast?

You can <u>create your</u>
<u>podcasts on PlayPlay</u> and
<u>find all our tips for success</u>.

# JULY

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
<ul> <li>First Day of</li> <li>Plastic Free Month</li> <li>International Joke</li> <li>Day</li> </ul>	World UFO Day	03	04 Independence Day	National Workaholics Day	International Kissing Day	<ul><li>World Chocolate Day</li><li>Global Forgiveness Day</li></ul>	
80	09	10	11	Pecan Pie Day	13	14	
Give Something Away Day	16	World Emoji Day	18	Olympic Games Begin	20	21 National Hot Dog Day	
22	23	• International Self Care Day • Tell an Old Joke Day	National Wine and Cheese Day	26	27	28	
29	International Day of Friendship	31					

#### PLAYPLAY'S NOTE

Summer is often quieter.

It's an opportunity to
prepare your
communications for the
second half of the year.

To help unlock your creativity, save time, optimize your efficiency... transform your marketing with ChatGPT!

# AUGUST

N	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				<ul><li>Friendship Day</li><li>World Wide Web</li><li>Day</li></ul>	02	03	<ul><li>Olympic Games End</li><li>International Beer Day</li></ul>
	International Hangover Day	06	07	International Cat Day	World Book Lovers Day	National Lazy Day	11
	12	13	14	National Relaxation Day	National Tell a Joke Day	National Nonprofit Day	18 Bad Poetry Day
	World Photo Day	20 National Dog Day	21	22	23	24	25
Wom	26 nen's Equality Day	27	28	29	30	National Eat Outside Day	

#### PLAYPLAY'S NOTE

To prepare for back-to-school season, optimize your resources by repurposing your content.

Just resume
a creation
(image, podcast, blog
article, video, etc.)
and reuse it
in another format.

For example, if you wrote an article, you can reuse the content in form of video.

# SEPTEMBER



### PLAYPLAY'S NOTE

September = back-toschool season, it's often a rush.

Here's a tip to save you time: <u>create your own</u> <u>templates</u> on PlayPlay!

Simply create a video that you will use as a foundation for your upcoming creations.

Perfect if you're producing a video series or have a recurring format.

# OCTOBER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	<ul> <li>Breast Cancer Day</li> <li>World Vegan Day</li> <li>International Coffee Day</li> </ul>	Name Your Car Day	03 Mean Girls Day	04 National Taco Day	World Teachers Day	<ul><li>○ World Smile Day</li></ul>
07	80	09	World Mental Health Day	11	12	National Train Your Brain Day
<ul> <li>Indigenous Peoples' Day / Columbus Day National Dessert Day </li> </ul>	15	<ul><li>World Food Day</li><li>National Boss's Day</li></ul>	17	18	Get to Know Your Customers Day	20
21	22	23	24	25	26	27
28	National Frankenstein Day	<ul> <li>National Candy Corn Day</li> <li>National Checklist Day</li> </ul>	Halloween			

### PLAYPLAY'S NOTE

When communicating about large-scale initiatives, you can <u>adapt</u> your visual identity <u>accordingly</u>.

You can highlight your actions in video by incorporating details from these significant events, such as colors or other visual elements.

For example: if your company is participating in Pink October, you can dress your logo with the pink ribbon associated with this campaign.

# NOVEMBER



### PLAYPLAY'S NOTE

You're starting to prepare your content and communication strategy.

It's not always easy to know which directions to take...

What if you knew the major future trends and how to adapt to them?

Discover the marketer of the futur.

# DECEMBER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	PLAYPLAY'S NOTE
						Rosa Parks Day	To conclude the year,
Cyber Monday	O3 Giving Tuesday	<ul><li>National Cookies Day</li><li>National Santa's List Day</li></ul>	International Volunteer Day	06	07	08	what could be better than creating your digital advent calendar?
09	10 Human Rights Day	11	12	National Cocoa Day	14	Bill of Rights Day	The concept: 25 videos for 25 days.  If you need a helping hand,
Ugly Sweater Day	National Maple Syrup Day	Free Shipping Day	19	20	• Winter Begins • Bah Humbug Day		you always have our 2024  advent calendar and templates in the Festive category!
23	24 Christmas Eve	<ul><li>Christimas Day</li><li>Start of Hanukkah</li></ul>	26 Start of Kwanzaa	27	28	29	The 2025 version will be available from our team at the beginning of November!
30	New Year's Eve						



# Happy New Year to you and your teams!

PlayPlay