


The 2024 Social Media Calendar

150+ Key Dates 

JUNE 5TH
World Environment Day


MARCH 17TH
St Patrick's Day


OCTOBER 10TH
World Mental Health Day


JANUARY 21ST
National Hugging Day




JANUARY 15TH
Blue Monday




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

Holidays

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:

- 1. 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
<div>01 New Year’s Day</div>	<div>02 Science Fiction Day</div>	<div>03</div>	<div>04 National Spaghetti Day</div>	<div>05 National Bird Day</div>	<div>06</div>	<div>07</div>
<div>08</div>	<div>09</div>	<div>10 Peculiar People Day</div>	<div>11</div>	<div>12</div>	<div>13</div>	<div>14</div>
<div>15 • Martin Luther King Jr. Day • National Hat Day</div>	<div>16</div>	<div>17</div>	<div>18</div>	<div>19 National Popcorn Day</div>	<div>20 National Cheese Lover’s Day</div>	<div>21 National Hugging Day</div>
<div>22 Community Manager Day</div>	<div>23</div>	<div>24 National Compliment Day</div>	<div>25 Opposite Day</div>	<div>26</div>	<div>27</div>	<div>28</div>
<div>29</div>	<div>30</div>	<div>31</div>				

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
			01 First Day of Black History Month	02 Groundhog Day	03 National Wear Red Day	04 🏆 • World Cancer Day • Grammy Awards
05	06	07 🏃 National Girls and Women in Sports Day	08	09 🍕 National Pizza Day	10 Chinese New Year	11 🏈 Superbowl Sunday
12	13	14 💕 Valentine's Day	15	16	17 💞 Random Act of Kindness Day	18
19 President's Day	20 🐕 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 [make CSR part of your strategy](#).

MARCH

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				01 <ul style="list-style-type: none">Women’s History MonthNational Employee Appreciation DayWorld Compliment Day	02	03
04	05	06	07 National Be Heard Day	08 International Women’s Day	09 National Picnic Day	10
11	12  Plant a Flower Day	13	14	15	16	17  St Patrick’s Day
18  Global Recycling Day	19  Spring Begins	20  International Day of Happiness	21  International Day of Forests	22 World Water Day	23  National Puppy Day	24
25	26	27	28	29	30	31 <ul style="list-style-type: none">Easter SundayInternational 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 [engage
your audience on social
media](#).

APRIL

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<div><div>01</div><div><ul style="list-style-type: none">Easter MondayApril Fool's Day</div></div>	<div><div>02</div></div>	<div><div>03</div></div>	<div><div>04</div><div>Tell a Lie Day</div></div>	<div><div>05</div></div>	<div><div>06</div></div>	<div><div><div>07</div><div><ul style="list-style-type: none">National Beer DayWalk to Work Day</div></div></div>
<div><div>08</div></div>	<div><div>09</div></div>	<div><div>10</div><div>Siblings Day</div></div>	<div><div><div>11</div><div>National Pet Day</div></div></div>	<div><div>12</div></div>	<div><div>13</div></div>	<div><div>14</div></div>
<div><div>15</div><div>Tax Day</div></div>	<div><div>16</div></div>	<div><div>17</div></div>	<div><div>18</div></div>	<div><div>19</div><div>National Wear Your Pajamas to Work Day</div></div>	<div><div>20</div></div>	<div><div>21</div></div>
<div><div><div>22</div><div>Earth Day</div></div></div>	<div><div>23</div></div>	<div><div>24</div></div>	<div><div>25</div></div>	<div><div>26</div></div>	<div><div>27</div></div>	<div><div><div>28</div><div><ul style="list-style-type: none">National Superhero DayPay it Forward Day</div></div></div>
<div><div>29</div></div>	<div><div>30</div></div>					

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.

MAY

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		01 <ul style="list-style-type: none">First Day of Asian Pacific American Heritage MonthMay Day	 02National Fitness Day	03	04Star Wars Day	05Cinco de Mayo
06 <ul style="list-style-type: none">International No Diet DayNurses Day	07	08	09	10National Small Business Day	11	 12Mother's Day
13	14	15International Day of Families	16	 17World Baking Day	18	19Pizza Party Day
 20 <ul style="list-style-type: none">National Bike to Work DayNational Be a Millionaire Day	21	22	23	24	25	26
27Memorial Day	28	29	 30National 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 [expert tips for successful storytelling](#) shared during our [Content Summit!](#)

JUNE

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					<div><div></div><div>01</div><div><ul style="list-style-type: none">• First Day of LGBTQ+ Pride Month• National Say Something Nice Day</div></div>	<div><div></div><div>02</div><div>Leave the Office Early Day</div></div>
<div><div></div><div>03</div><div></div></div>	<div><div></div><div>04</div><div>National Cheese Day</div></div>	<div><div></div><div>05</div><div>World Environment Day</div></div>	<div><div></div><div>06</div><div></div></div>	<div><div></div><div>07</div><div>National Donut Day</div></div>	<div><div></div><div>08</div><div><ul style="list-style-type: none">• Best Friends Day• World Oceans Day</div></div>	<div><div></div><div>09</div><div></div></div>
<div><div></div><div>10</div><div></div></div>	<div><div></div><div>11</div><div></div></div>	<div><div></div><div>12</div><div>International Children's Day</div></div>	<div><div></div><div>13</div><div></div></div>	<div><div></div><div>14</div><div>Flag Day</div></div>	<div><div></div><div>15</div><div></div></div>	<div><div></div><div>16</div><div>Father's Day</div></div>
<div><div></div><div>17</div><div>National Flip Flop Day</div></div>	<div><div></div><div>18</div><div>International Sushi Day</div></div>	<div><div></div><div>19</div><div>Juneteenth</div></div>	<div><div></div><div>20</div><div>Summer Begins</div></div>	<div><div></div><div>21</div><div>National Selfie Day</div></div>	<div><div></div><div>22</div><div></div></div>	<div><div></div><div>23</div><div></div></div>
<div><div></div><div>24</div><div>Take Your Dog to Work Day</div></div>	<div><div></div><div>25</div><div></div></div>	<div><div></div><div>26</div><div></div></div>	<div><div></div><div>27</div><div>National Sunglasses Day</div></div>	<div><div></div><div>28</div><div></div></div>	<div><div></div><div>29</div><div></div></div>	<div><div></div><div>30</div><div>Social Media Day</div></div>

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 [create your podcasts on PlayPlay](#) and [find all our tips for success](#).

JULY

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<div>01</div> <div><ul style="list-style-type: none">• First Day of Plastic Free Month• International Joke Day</div>	<div></div> <div>02</div> <div>World UFO Day</div>	<div></div> <div>03</div> <div></div>	<div></div> <div>04</div> <div>Independence Day</div>	<div></div> <div>05</div> <div>National Workaholics Day</div>	<div></div> <div>06</div> <div>International Kissing Day</div>	<div></div> <div>07</div> <div><ul style="list-style-type: none">• World Chocolate Day• Global Forgiveness Day</div>
<div></div> <div>08</div> <div></div>	<div></div> <div>09</div> <div></div>	<div></div> <div>10</div> <div></div>	<div></div> <div>11</div> <div></div>	<div></div> <div>12</div> <div>Pecan Pie Day</div>	<div></div> <div>13</div> <div></div>	<div></div> <div>14</div> <div></div>
<div></div> <div>15</div> <div>Give Something Away Day</div>	<div></div> <div>16</div> <div></div>	<div></div> <div>17</div> <div>World Emoji Day</div>	<div></div> <div>18</div> <div></div>	<div></div> <div>19</div> <div>Olympic Games Begin</div>	<div></div> <div>20</div> <div></div>	<div></div> <div>21</div> <div>National Hot Dog Day</div>
<div></div> <div>22</div> <div></div>	<div></div> <div>23</div> <div></div>	<div></div> <div>24</div> <div><ul style="list-style-type: none">• International Self Care Day• Tell an Old Joke Day</div>	<div></div> <div>25</div> <div>National Wine and Cheese Day</div>	<div></div> <div>26</div> <div></div>	<div></div> <div>27</div> <div></div>	<div></div> <div>28</div> <div></div>
<div></div> <div>29</div> <div></div>	<div></div> <div>30</div> <div>International Day of Friendship</div>	<div></div> <div>31</div> <div></div>				

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

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			<div><div></div><div>01<ul style="list-style-type: none">• Friendship Day• World Wide Web Day</div></div>	02	03	04 <ul style="list-style-type: none">• Olympic Games End• International Beer Day
05International Hangover Day	06	07	<div><div></div><div>08International Cat Day</div></div>	09World Book Lovers Day	10 <div></div> National Lazy Day	11
12	13	14	<div><div></div><div>15National Relaxation Day</div></div>	16National Tell a Joke Day	17National Nonprofit Day	18Bad Poetry Day
<div></div> 19World Photo Day	20National Dog Day	21	22	23	24	25
26Women’s Equality Day	27	28	29	30	<div></div> 31National 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

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						01 <ul style="list-style-type: none">National Lazy Mom's DayWorld Letter Writing Day
02Labor Day	03	04  International Bacon Day	05Be Late for Something Day	06  Read a Book Day	07	08
09	10National Grandparents Day	11	12	13	14	15 <ul style="list-style-type: none">First Day of Hispanic Heritage MonthOnline Learning Day
16Working Parents Day	17	18	19	20	21  International Day of Peace	22  Fall Begins
23	24	25	26	27National Women's Health and Fitness Day	28	29  National Coffee Day
30International Podcast Day						

PLAYPLAY'S NOTE








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

Here's a tip to save you time: [create your own templates](#) 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
	<div><div>01</div><div><ul style="list-style-type: none">Breast Cancer DayWorld Vegan DayInternational Coffee Day</div></div>	<div><div>02</div><div>Name Your Car Day</div></div>	<div><div>03</div><div>Mean Girls Day</div></div>	<div><div>04</div><div>National Taco Day</div></div>	<div><div><div>05</div><div>World Teachers Day</div></div></div>	<div><div><div>06</div><div>World Smile Day</div></div></div>
<div><div>07</div></div>	<div><div>08</div></div>	<div><div>09</div></div>	<div><div>10</div><div>World Mental Health Day</div></div>	<div><div>11</div></div>	<div><div>12</div></div>	<div><div><div>13</div><div>National Train Your Brain Day</div></div></div>
<div><div>14</div><div><ul style="list-style-type: none">Indigenous Peoples' Day / Columbus DayNational Dessert Day</div></div>	<div><div>15</div></div>	<div><div><div>16</div><div><ul style="list-style-type: none">World Food DayNational Boss's Day</div></div></div>	<div><div>17</div></div>	<div><div>18</div></div>	<div><div><div>19</div><div>Get to Know Your Customers Day</div></div></div>	<div><div>20</div></div>
<div><div>21</div></div>	<div><div>22</div></div>	<div><div>23</div></div>	<div><div>24</div></div>	<div><div>25</div></div>	<div><div>26</div></div>	<div><div>27</div></div>
<div><div>28</div></div>	<div><div>29</div><div>National Frankenstein Day</div></div>	<div><div>30</div><div><ul style="list-style-type: none">National Candy Corn DayNational Checklist Day</div></div>	<div><div><div>31</div><div>Halloween</div></div></div>			



PLAYPLAY'S NOTE

When communicating about large-scale initiatives, you can [adapt your visual identity accordingly](#).

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

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				01 <ul style="list-style-type: none">• Diwali• American Indian Heritage Month• World Vegan Day• National Author's Day	02	03 <div> Sandwich Day</div>
04	05 <div>Election Day</div>	06	07	08	09 <div> Social Media Kindness Day</div>	10 <div>Forget-Me-Not Day</div>
11 <div>Veterans Day</div>	12	13 <div>World Kindness Day</div>	14	15 <div> America Recycles Day</div>	16 <ul style="list-style-type: none">• National Fast Food Day• World Philosophy Day	17
18	19 <div>National Entrepreneurs Day</div>	20	21	22	23	24
25	26	27	28 <div> Thanksgiving Day</div>	29 <ul style="list-style-type: none">• Black Friday• Native American Heritage Day	30	

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
						01 Rosa Parks Day
02 Cyber Monday	03 Giving Tuesday	04 🎅 • National Cookies Day • National Santa's List Day	05 International Volunteer Day	06	07	08
09	10 Human Rights Day	11	12	13 National Cocoa Day	14	15 Bill of Rights Day
16 🧶 Ugly Sweater Day	17 🍁 National Maple Syrup Day	18 Free Shipping Day	19	20	21 ❄️ • Winter Begins • Bah Humbug Day	
23	24 Christmas Eve	25 🎄 • Christmas Day • Start of Hanukkah	26 Start of Kwanzaa	27	28	29
30	31 🥂 New Year's Eve					

PLAYPLAY'S
NOTE

To conclude the year, what could be better than creating your digital advent calendar?

The concept: 25 videos for 25 days.

If you need a helping hand, you always have our [2024 advent calendar](#) and templates in the Festive category!

The 2025 version will be available from our team at the beginning of November!



**Happy New Year
to you and your teams!**

PlayPlay