

MARKETING CALENDAR

2024

TwentyTwo

JANUARY

[JUMP TO SECTION ↓](#)

SUN	MON	TUE	WED	THU	FRI	SAT
31	1 NEW YEARS DAY	2	3	4	5	6
7	8	9	10	11	12	13
14 AUSTRALIAN OPEN	15	16	17	18	19	20
21	22	23	24	25	26 AUSTRALIA DAY	27
28	29	30	31	1	2	3

FEBRUARY

[JUMP TO SECTION ↓](#)

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	1	2	3
4	5	6	7	8	9	10 LUNAR NEW YEAR
11 SUPER BOWL	12	13 HARRO GINS	14 VALENTINES DAY	15	16	17 BANKSWOMEN ACTS OF KINDNESS DAY
18	19	20	21	22	23	24
25	26	27	28	29	1	2

MARCH

[JUMP TO SECTION ↓](#)

SUN	MON	TUE	WED	THU	FRI	SAT
25	26	27	28	29	1	2
3	4	5	6	7	8 INTL WOMENS DAY	9
10	11	12	13	14	15 GLOBAL RECYCLING DAY	16
17 ST PATRICKS DAY	18 CULTURAL DIVERSITY WEEK	19	20 HARMONY DAY (AUSTRALIA)	21	22	23
24	25	26	27	28	29 GOOD FRIDAY	30
31 EASTER SUNDAY	1	2	3	4	5	6

APRIL

[JUMP TO SECTION ↓](#)

SUN	MON	TUE	WED	THU	FRI	SAT
31	1 APRIL FOOLS	2	3	4	5	6
7 WORLD HEALTH DAY	8	9	10	11	12	13
14 GARDENING DAY	15	16	17	18	19	20
21	22 EARTH DAY	23 WORLD BOOK DAY	24	25 ANZAC DAY	26	27 WORLD DESIGN DAY
28	29	30	1	2	3	4

MAY

[JUMP TO SECTION ↓](#)

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	1	2	3	4 LAWYERS DAY
5	6 MET GALA	7	8	9	10	11
12 MOTHERS DAY	13 WORLD COFFEE DAY	14	15	16	17	18
19	20 NATIONAL VOLUNTEER WEEK	21 INTL TEA DAY	22	23	24	25
26	27 NATIONAL RECONCILIATION WEEK	28	29	30	31	1

JUNE

[JUMP TO SECTION ↓](#)

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	1 PRIDE MONTH
2	3	4	5	6	7	8
9	10 WOMENS HEALTH WEEK	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29 TOUR DE FRANCE
30 SOCIAL MEDIA	1	2	3	4	5	6

JULY

[JUMP TO SECTION ↓](#)

SUN	MON	TUE	WED	THU	FRI	SAT
30	1 SUMMERSOON	2	3	4	5	6
7 INDOOR WEEK	8	9	10	11	12	13
14	15	16	17 WORLD BANKS DAY	18	19	20
21	22	23	24	25	26 START OF SUMMER OLYMPICS	27
28	29	30 INTL DAY OF PARAGLIDING	31	1	2	3

AUGUST

[JUMP TO SECTION ↓](#)

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	1	2 INTL BEER DAY	3
4	5	6	7	8	9	10
11 END OF PARIS OLYMPICS	12	13	14	15	16	17
18	19 WORLD PHOTOGRAPHY DAY	20	21 ENGINEERS EUROPE DAY	22	23	24
25	26	27	28	29	30	31

SEPTEMBER

[JUMP TO SECTION ↓](#)

SUN	MON	TUE	WED	THU	FRI	SAT
1 FATHERS DAY	2	3	4	5 INTL CHARITY DAY	6	7
8	9	10 WORLD RESISTANCE MOVEMENT DAY	11	12 F.I.R. DAY	13	14
15	16	17	18	19	20	21 OCTOBERFEST
22	23	24	25	26	27	28
29	30 INTL PODCAST DAY	1	2	3	4	5

OCTOBER

[JUMP TO SECTION ↓](#)

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	1 INTL COFFEE	2	3	4	5
6	7	8	9	10 WORLD HEALTH DAY	11	12
13	14	15	16 ROMANS DAY	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31 HALLOWEEN & TRICKY	1	2

NOVEMBER

[JUMP TO SECTION ↓](#)

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	1 NOVEMBER	2
3	4	5	6	7	8	9
10	11 REMEMBERANCE DAY	12	13 WORLD KINDNESS DAY	14	15	16
17	18	19 INTL MEETS DAY	20	21	22	23
24	25	26	27	28	29 BLACK FRIDAY	30 SMALL BUSINESS SATURDAY

DECEMBER

[JUMP TO SECTION ↓](#)

SUN	MON	TUE	WED	THU	FRI	SAT
1	2 CYBER MONDAY	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25 CHRISTMAS	26 BOXING DAY	27	28
29	30	31 NEW YEARS EVE	1	2	3	4

MARKETING CALENDAR

2024

JANUARY

New Year, New Social Calendar! Let's get 2024 started with plenty of planning and strategising. This calendar will help you plan content in advance so there's less time scratching your head and more time making beautiful posts. Start easy with New Years and then dive into upcoming months.

SUN	MON	TUE	WED	THU	FRI	SAT
31	1 NEW YEAR'S DAY 📱 POST IDEA! Aesthetic reel of your year's vision board, encouraging viewers to comment	2	3	4	5	6
7	8	9	10	11	12	13
14 AUSTRALIAN OPEN 👉 WORKPLACE TIP! Indulge in cheese and crackers with AO on the TV and a friendly tipping competition	15	16	17	18	19	20
21	22	23	24	25	26 AUSTRALIA DAY 👉 WORKPLACE TIP! Opportunity to discuss company policy on flexible holidays	27
28	29	30	31	1	2	3

NOTES

MARKETING CALENDAR

2024

FEBRUARY

Whilst February is best known as the month of love (shoutout to Valentine's Day!) there are a number of other insta-worthy days you should add to your marketing calendar. We encourage you to embrace colourful, lovey dovey social posts throughout February because why not?

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	1	2	3
4	5	6	7	8	9	10 LUNAR NEW YEAR (UNTIL 20 FEB) 💛 WORKPLACE TIP! Exchange fortune cookies and don your favourite red attire to celebrate
11 SUPER BOWL 📱 POST IDEA! Post personalised memes referencing the event to boost engagement	12	13 MARDI GRAS 📱 POST IDEA! Product photoshoot styled on colourful and extravagant floats	14 VALENTINES DAY 📱 POST IDEA! Create "to: and from:" Valentine's card memes related to your industry	15	16	17 RANDOM ACTS OF KINDNESS DAY 📱 POST IDEA! Host a giveaway, in which followers nominate the kindest person they know
18	19	20	21	22	23	24
25	26	27	28	29	1	2

NOTES

MARKETING CALENDAR

2024

MARCH

Embrace the spirit of great workplace culture with March's range of festivities! Celebrating in the office isn't only a good way to build relationships, but also a fun way to get new content. Encourage your company or clients' companies to get involved for relationship-building content.

SUN	MON	TUE	WED	THU	FRI	SAT
31 EASTER SUNDAY 💡 WORKPLACE TIP! Ahead of Easter Weekend, host celebrations in the office with trivia and chocolates	26	27	28	29	1	2
3	4	5	6	7	8 INTERNATIONAL WOMEN'S DAY 💡 POST IDEA! A reel that celebrates the achievements of women in the workplace or list tips for success	9
10	11	12	13	14	15 GLOBAL RECYCLING DAY 💡 POST IDEA! Social media managers can post a silly reel about "recycling" old content	16
17 ST PATRICK'S DAY 💡 POST IDEA! Host a "Luck of the Irish" giveaway for your followers, similar to a spin the wheel for discounts	18 CULTURAL DIVERSITY WEEK 💡 WORKPLACE TIP! Encourage employees to bring in a plate of food that represents their culture	19	20 HARMONY DAY (AUSTRALIA) 💡 POST IDEA! Promote all the ways your client or company promotes positive relationships at work	21	22	23
24	25	26	27	28	29 GOOD FRIDAY	30

NOTES

MARKETING CALENDAR

2024

APRIL

One of our team's favourite holidays falls in this month: April Fools Day! There's so much fun to be had in April, from playing pranks to embracing the world around us with Earth Day. Make sure to mark up your social calendar with these exciting events.

SUN	MON	TUE	WED	THU	FRI	SAT
31	1 APRIL FOOLS 📱 POST IDEA! Play a silly (and harmless) prank on your followers, e.g. A Limited Edition product no one asked for.	2	3	4	5	6
7 WORLD HEALTH DAY 💡 WORKPLACE TIP! Create a team health plan or offer a fun exercise class during the week.	8	9	10	11	12	13
14 GARDENING DAY 💡 WORKPLACE TIP! Get the team to vote on a new plant addition to the workplace!	15	16	17	18	19	20
21	22 EARTH DAY 📱 POST IDEA! Reel about all the ways your team tries to make a positive difference.	23 WORLD BOOK DAY 📱 POST IDEA! Post sharing the best books related to industry or your team's recommendations.	24	25 ANZAC DAY	26	27 WORLD DESIGN DAY 📱 POST IDEA! Create a reel that shows the full process from design brief to the results.
28	29	30	1	2	3	4

NOTES

MARKETING CALENDAR

2024

MAY

Get your creative juices flowing for a month full of iconic events and fun celebrations in May! With a range of dates from World Cocktail Day to Mother's Day, there's sure to be a series of fun social posts scheduled into your marketing calendar.

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	1	2	3	4 STAR WARS DAY 📱 POST IDEA! Mandatory silly post about "May the 4th be with you"
5	6 MET GALA 📱 POST IDEA! Beauty or fashion industry profiles can post their favourite (and so no favourite) looks	7	8	9	10	11
12 MOTHER'S DAY 📱 POST IDEA! Curate beautiful gift guides for all the different kinds of Mother Figures	13 AUSTRALIAN FASHION WEEK 📱 POST IDEA! Share office "fit checks" to get in the spirit of fashion or share highlights of the week	14	15	16	17	18
19	20 NATIONAL VOLUNTEER WEEK 💡 WORKPLACE TIP! Encourage the company to participate in local volunteering events	21 INTERNATIONAL TEA DAY 📱 POST IDEA! Dish the "tea" on common misconceptions about your industry in a cheeky reel	22	23	24	25
26	27 NATIONAL RECONCILIATION WEEK 💡 WORKPLACE TIP! Host educational sessions for the team and encourage community engagement.	28	29	30	31	1

NOTES

MARKETING CALENDAR

2024

JUNE

Welcome to (arguably) the most colourful month of the year! Fill your space and socials with plenty of colour in celebration for Pride. Also gear up your clients or company for the End of Financial Year - there's sure to be plenty of fun posts about amazing sales!

SUN	MON	TUE	WED	THU	FRI	SAT
30 SOCIAL MEDIA DAY & EOFY 📌 POST IDEA! Social media managers to make a reel about the joys of working in social media	27	28	29	30	31	1 PRIDE MONTH 📌 POST IDEA! Create fun photoshoots that are colourful and exciting 💡 WORKPLACE TIP! Celebrate with Pride-themed events and celebrate diversity!
2	3	4	5	6	7	8
9	10 MEN'S HEALTH WEEK 💡 WORKPLACE TIP! Company events that educate about men's health concerns and promote means to improve quality of life	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29 TOUR DE FRANCE

NOTES

MARKETING CALENDAR

2024

JULY

Break out the sporting equipment and gear up for a big month in July! Marking the start of the iconic Wimbledon and the long-awaited Paris Olympics, July will be all sorts of fun for content marketers. We encourage you to get in the spirit of things and raise some friendly competition in the workplace!

SUN	MON	TUE	WED	THU	FRI	SAT
30	1 WIMBLEDON 📱 SOCIAL POST! Athleisure and exercise brands can create outfit ideas inspired by tennis players	2	3	4	5	6
7 NAIDOC WEEK 💡 WORKPLACE TIP! Company sessions about the purpose of NAIDOC week and involvement in the community	8	9	10	11	12	13
14	15	16	17 WORLD EMOJI DAY 📱 POST IDEA! Describe your products using emojis only or create fun puzzles with emojis for engagement	18	19	20
21	22	23	24	25	26 START OF PARIS OLYMPICS 📱 POST IDEA! Reel of an office Olympics day with some friendly competition	27
28	29	30 INTERNATIONAL DAY OF FRIENDSHIP 📱 POST IDEA! Bundle products or service offerings for friends to celebrate with	31	1	2	3

NOTES

MARKETING CALENDAR

2024

AUGUST

Take a breath of air with a more quiet August in 2024. There's still some fun dates in the calendar to work into your schedule and don't forget the ongoing Olympics, which can be a theme for an organic socials campaign. Make sure you celebrate your hard work on National Work Like A Dog Day!

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	1	2 INTERNATIONAL BEER DAY 🍷 SOCIAL POST! Food brands can create the perfect pairing between their food and different beers (or vice versa!)	3
4	5	6	7	8	9	10
11 END OF PARIS OLYMPICS 🏆 POST IDEA! A highlight reel of all the best moments from the Olympics	12	13	14	15	16	17
18	19 WORLD PHOTOGRAPHY DAY 📸 POST IDEA! Create an aesthetic behind the scenes reel for a product or company photoshoot	20	21 ENTREPRENEURS DAY 💡 POST IDEA! List tips for entrepreneurs wanting to boost their brand on social media	22	23	24
25	26	27	28	29	30	31

NOTES

MARKETING CALENDAR

2024

TwentyTwo

SEPTEMBER

After a quiet August in terms of special dates, it's time to ramp it back up! In September you can expect to focus on supporting the local community and fostering caring conversations with those near to us. This month presents great opportunities for meaningful company activities and some fun posts.

SUN	MON	TUE	WED	THU	FRI	SAT
1 FATHER'S DAY 📌 POST IDEA! Gift guides for all the father figures based on your products or services	2	3	4	5 INTERNATIONAL CHARITY DAY 📌 POST IDEA! If your team or client contributes to charities, be sure to post an honourable mention to promote them	6	7
8	9	10 WORLD SUICIDE PREVENTION DAY 💡 WORKPLACE TIP! Company donation drive to support the cause and lend extra mental health support to all employees	11	12 R U OK DAY 📌 POST IDEA! Share a reel about the best ways to reach out to friends, family, and colleagues	13	14
15	16	17	18	19	20	21 OKTOBERFEST 📌 POST IDEA! Take the team out for the night and create a fun reel that recaps your night
22	23	24	25	26	27	28
29	30 INTERNATIONAL PODCAST DAY 📌 POST IDEA! Share recommendations for the best podcasts on topics related to your industry and tag them for greater reach	1	2	3	4	5

NOTES

MARKETING CALENDAR

2024

OCTOBER

Hello, spooky month! We believe it is entirely appropriate to celebrate Halloween all month long. But we won't get carried away with that because there are other events worth celebrating. For example, International Coffee Day would have to be just about everyone's most anticipated day...

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	1 INTERNATIONAL COFFEE DAY ☕ POST IDEA! Aesthetic reel of coffee, which can have overlay text about anything to do with your industry or inspiration	2	3	4	5
6	7	8	9	10 WORLD MENTAL HEALTH DAY 💡 WORKPLACE TIP! Encourage team dialogue about wellness and build a long-term strategy for workplace psychological safety	11	12
13	14	15	16 BOSSES DAY 👑 POST IDEA! Post an honourable mention of the company's founder so your audience can place a face to the brand	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31 DIWALI & HALLOWEEN 👻 POST IDEA! For Halloween, post a fashion show reel about your team or celebrity costumes for the occasion	1t	2

NOTES

MARKETING CALENDAR

2024

NOVEMBER

Time to get your Mo on for November, everyone! This month is full of events as we all gear up for the end of year. Businesses and social media will be going crazy leading up to Black Friday (we can't wait) and it's important to be all across it as a marketer or small business owner.

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	1 MOVEMBER 📌 POST IDEA! Share images of everyone who is participating in the workplace and spread the message of the good cause	2
3	4	5	6	7	8	9
10	11 REMEMBRANCE DAY 💡 WORKPLACE TIP! Honour the moment's silence in your workplace, if it is possible	12	13 WORLD KINDNESS DAY 📌 POST IDEA! Run a social giveaway that asks entrants to compliment the people they tag in the comments	14	15	16
17	18	19 INTERNATIONAL MEN'S DAY 💡 WORKPLACE TIP! Create company awareness about creating a safe space for men's mental health.	20	21	22	23
24	25	26	27	28	29 BLACK FRIDAY 📌 POST IDEA! It's one of the most anticipated sales of the year! Promote your company sales like crazy on social media!!!	30 SMALL BUSINESS SATURDAY 📌 POST IDEA! Post about your business' impact on the community or appreciation for the support to build relationships

NOTES

MARKETING CALENDAR

2024

DECEMBER

What a year! But it isn't over yet as we fully embrace the silly season. This is a very busy time for marketers, business owners, and just about everyone! Always prepare for December well in advance so that you have time for more pressing tasks... or just to be able to relax a little!

SUN	MON	TUE	WED	THU	FRI	SAT
1	2 CYBER MONDAY 🛒 POST IDEA! Continue posting your sales like crazy!! DO IT!!!	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25 CHRISTMAS 🛒 POST IDEA! End of the year highlight reel to celebrate accomplishments of your team and brand	26 BOXING DAY 🛒 POST IDEA! Post Boxing Day Sales like crazy!! Nothing else to say, really...	27	28
29	30	31 NEW YEAR'S EVE 🛒 POST IDEA! Don't post - go party!!	1	2	3	4

NOTES