


2024






SOCIAL MEDIA CALENDAR

Insight







JAN

SUN	MON	TUE	WED	THU	FRI	SAT
	1 New Year's Day National Hangover Day 	2	3	4 National Spaghetti Day 	5 National Technology Day	6
7	8	9 International Static Electricity Day	10 Houseplant Appreciation Day 	11	12	13
14 Start of Aus Open 	15	16	17	18	19	20
21	22 Back to School	23	24 International Day of Education	25	26 Australia Day 	27
28 Data Protection Day	29	30 International Croissant Day 	31 National Hot Chocolate Day			

FEB






SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4 World Cancer Day	5  Grammy Awards	6	7	8	9  National Pizza Day	10 International Day of Women and Girls in Science Chinese New Year
11 Super Bowl LVIII 	12	13 Start of Mardi Gras Shrove Tuesday Galentine's Day	14  Valentine's Day Ash Wednesday	15	16 Taylor Swift Eras Tour starts in Aus	17 Random Acts of Kindness Day
18	19	20	21	22 National Margarita Day 	23	24
25	26	27	28	29 Leap Day Last day of Summer		

MAR

SUN	MON	TUE	WED	THU	FRI	SAT
31 Easter Sunday 					1 First day of Autumn Women's History Month 	2
3 World Wildlife Day Clean Up Australia Day	4	5	6 National Dentist's Day 	7	8 International Women's Day	9
10 Start of Ramadan	11 National Napping Day Oscars	12	13	14	15	16 Close The Gap Day
17 St Patrick's Day 	18	19	20 International Day of Happiness 	21 Harmony Day	22 World Water Day 	23 Earth Hour
24	25 Holi Festival of Colours	26	27	28	29 Good Friday	30

*Afterpay Day will fall sometime in March 2023.
Visit their website closer to the date for details






APR

SUN	MON	TUE	WED	THU	FRI	SAT
	1 April Fool's Day Easter Monday	2	3	4 International Burrito Day 	5	6
7 World Health Day 	8	9	10 World Sibling Day	11 National Pet Day 	12	13
14	15 	16	17	18 World Heritage Day	19	20
21 World Creativity & Innovation Day	22 Earth Day	23 World Book Day 	24	25 ANZAC Day	26	27
28 Pay It Forward Day	29	30				

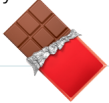



MAY

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4 Star Wars Day
5 World Laughter Day Cinco de Mayo	6 The Met Gala 	7	8 Global Day of Parents	9	10	11 Click Frenzy Mayhem Sale Eurovision Song Contest 
12 Mother's Day	13 World Cocktail Day	14	15 International Day of Families	16 International Day of Light 	17	18
19	20 World Bee Day 	21	22	23	24	25 Australia's Biggest Morning Tea 
26 National Sorry Day	27 Reconciliation Week starts	28 International Burger Day 	29	30	31 Last day of Autumn	







JUN

SUN	MON	TUE	WED	THU	FRI	SAT
30 End of Financial Year Social Media Day 						1 Start of Winter Pride Month National Meat Pie Day
2	3	4 National Cheese Day	5 World Environment Day 	6	7 National Donut Day	8 World Oceans Day
9	10 Men's Health Week King's Birthday (National except QLD & WA)	11	12	13	14	15
16 National Vegemite Day	17	18 International Sushi Day 	19	20 World Refugee Day	21 International Day of Yoga Take your Dog to Work Day Winter Solstice 	22
23	24	25	26	27 International Pineapple Day	28	29 Tour de France






JUL

SUN	MON	TUE	WED	THU	FRI	SAT
	1 Wimbledon	2	3	4	5	6 Dry July Plastic Free July
7 NAIDOC Week World Chocolate Day 	8	9	10	11	12	13
14 Bastille Day	15	16	17 World Emoji Day 	18	19	20
21	22	23	24	25 Christmas in July	26 Paris Olympics begin 	27
28 National Tree Day	29	30 International Day of Friendship 	31			






AUG

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2 International Beer Day 	3
4 National Aboriginal & Islander Children's Day Jeans for Genes Day	5 Keep Australia Beautiful Week	6	7 Dental Health Week	8 World Cat Day 	9 International Day of the World's Indigenous People	10 National Science Week
11	12 Ekka Day  International Youth Day	13	14	15	16	17 Book Week
18	19 World Humanitarian Day World Photography Day 	20	21	22 National Tooth Fairy Day 	23	24
25	26 International Dog Day	27	28	29	30	31 Daffodil Day  International Bacon Day Last Day of Winter





SEP

SUN	MON	TUE	WED	THU	FRI	SAT
1 Beginning of Spring Father's Day 	2	3 Australian National Flag Day	4 Indigenous Literacy Day	5 Vogue Online Shopping Night	6	7
8 International Literacy Day	9	10	11	12 R U OK Day	13 100 days until Christmas	14
15	16	17	18	19  International Talk Like a Pirate Day	20 World Clean Up Day	21 Oktoberfest begins International Day of Peace 
22	23 King's Birthday (WA)	24	25	26	27 World Tourism Day Save the Koala Day 	28 AFL Grand Final
29  NRL Grand Final	30					






OCT

SUN	MON	TUE	WED	THU	FRI	SAT
		1 Breast Cancer Awareness Month World Coffee Day 	2	3 Mean Girls Day	4 World Smile Day 	5
6 Daylight Saving Time Starts	7 Labor Day (ACT, NSW, SA) King's Birthday (QLD) 	8	9	10 World Mental Health Day World Sight Day	11	12
13	14	15	16 World Food Day	17	18 Loud Shirt Day 	19
20	21	22	23	24 United Nations Day	25 World Teacher's Day Bandana Day World Pasta Day	26
27 Grandparents' Day	28	29	30	31 Halloween Diwali 		

NOV

SUN	MON	TUE	WED	THU	FRI	SAT
					1 Movember Month World Vegan Month 	2
3	4	5 Melbourne Cup 	6	7	8	9
10	11 Remembrance Day	12	13 Kindness Day 	14	15	16 International Day for Tolerance
17	18	19 International Men's Day	20	21	22 Green Friday	23 National Espresso Day
24 Fairy Bread Day	25	26	27	28 Thanksgiving	29 Black Friday Sales 	30 Last day of Spring

DEC

SUN	MON	TUE	WED	THU	FRI	SAT
1 Beginning of Summer World AIDS Day	2 Cyber Monday	3 International Day of People with Disabilities	4 International Cookie Day 	5	6 White Ribbon Day	7
8	9	10 Human Rights Day	11	12	13	14
15	16	17	18	19	20	21  Summer Solstice
22	23	24 Christmas Eve	25 Christmas Day Sydney Hobart Race 	26 Boxing Day Boxing Day Test Cricket 	27	28
29	30	31 New Year's Eve 	1	2	3	4