










2025

SOCIAL MEDIA CALENDAR







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 Start of Aus Open  | 7 | 8 | 9 World Nerd Day | 10 Houseplant Appreciation Day  | 11 |
| 12 | 13 Make your dreams come true Day | 14 | 15 | 16 Nothing day  | 17 | 18 |
| 19 | 20 | 21 | 22 Celebration of life day | 23 | 24 International Day of Education | 25 |
| 26 Australia Day  | 27 | 28 Back to school | 29 | 30 International Croissant Day  | 31 National Hot Chocolate Day | |






FEB

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---|---|-----------------------|-----|------------------------|---|--|
| | | | | | | 1 |
| 2 | 3 Grammy Awards  | 4 World Cancer Day | 5 | 6 | 7 | 8 |
| 9 Super Bowl LVIII National Pizza Day  | 10 | 11 | 12 | 13 Galentine's Day | 14 Valentine's Day  | 15 |
| 16 | 17 Random Acts of Kindness Day | 18 | 19 | 20 | 21 | 22 Margarita Day  |
| 23 World peace and understanding day  | 24 | 25 | 26 | 27 Start of Ramadan | 28 Last day of Summer | |



MAR

| SUN | MON | TUE | WED | THU | FRI | SAT |
|--|---|---|--------------------|---|-------------------|---|
| 30 | 31 | | | | | 1 First day of Autumn  Women's History Month |
| 2 Clean Up Australia Day  | 3 Oscars | 4 Start of Mardi gras | 5 Ash Wednesday | 6 | 7 | 8 International Women's Day |
| 9 | | 11 National Napping Day  | 12 | 13 | 14 | 15 |
| 16 | 17 St Patrick's Day  | 18 | 19 | 20 International Day of Happiness  Afterpay Day | 21 Harmony Day | 22 World Water Day Earth Hour  |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |







APR

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---------------------|--|--|---|---|---|-----|
| | | 1 April Fool's Day | 2 | 3 International Burrito Day  | 4 | 5 |
| 6 | 7 World Health Day  | 8 | 9 | 10 World Sibling Day | 11 National Pet Day  | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 Good Friday | 19 |
| 20 Easter Sunday | 21 World Creativity & Innovation Day Easter Monday | 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 World Laughter Day  | 5 The Met Gala Labour Day (QLD) | 6 | 7 | 8 | 9 | 10 |
| 11 Mother's Day | 12 | 13 Click Frenzy Mayhem Sale Eurovison 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 | 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 |
|---|---|-----|--|---|--|---|
| 1 Start of Winter Pride Month Global Day of Parents  | 2 | 3 | 4 National Cheese Day | 5 World Environment Day  | 6 National Donut Day | 7 |
| 8 World Oceans Day | 9 Men's Health Week King's Birthday (National except QLD & WA) | 9 | 11 | 12 | 13 | 14 |
| 15 | 16 National Vegemite Day | 17 | 18 International Sushi Day  | 19 | 20 World Refugee Day Take your Dog to Work Day | 21 International Day of Yoga Winter Solstice  |
| 22 | 23 | 24 | 25 | 26 | 27 International Pineapple Day  | 28 |
| 29 | 30 Start of Wimbledon End of Financial Ye Social Media Day   | | | | | |






JUL

| SUN | MON | TUE | WED | THU | FRI | SAT |
|--|---|------------------------------------|--|--|--|--|
| | | 1 Dry July Plastic Free July | 2 | 3 | 4 | 5 Tour de France  |
| 6 NAIDOC Week | 7 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 |
| 27 National Tree Day  | 28 | 29 | 30 International Day of Friendship  | 31 | | |





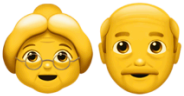

AUG

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







SEP

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






OCT

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

NOV

| SUN | MON | TUE | WED | THU | FRI | SAT |
|--|-----------------------|---|----------------------------------|---|---|---|
| 30 Last day of Spring  | | | | | | 1 Movember Month World Vegan Month  |
| 2 | 3 | 4 Melbourne Cup  | 5 | 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 |
| 23 National Espresso Day  | 24 Fairy Bread Day | 25 | 26 | 27 Thanksgiving | 28 Black Friday Sales  | 29 |

DEC

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|--|-----|---|--|--|-----------------------|
| | 1 Beginning of Summer World AIDS Day Cyber Monday | 2 | 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 | 22 Summer Solstice  | 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  | | | |