

Copyright ©2021 Louise McDonnell

978-1-912328-91-8

All rights reserved. This book or any portion thereof may not be reproduced or transmitted in any form or by any means including photocopying or recording without the express written permission of the author except for the use of brief quotations in a book review.

Published by Orla Kelly Publishing.

Orla Kelly Publishing
27 Kilbrody
Mount Oval
Rochestown
Cork
Ireland



Hello!

My goodness! I don't think anyone will be sad to see the last of 2020! It certainly has been a year like no other. Covid-19 swept across every corner of our world and changed the way we live, work and do business.

The way people purchase goods and services has changed. According to Josh Martin ONS, it took 7 years for online shopping to get from 9% to 19% of retail sales in the UK, but only four months to get from 19% to 33% in May 2020. Argos reported that its click and collect service increased by 32% and home delivery sales grew by 87% while its 573 stores were closed. Dixons PC World also reported that online sales recovered about two-thirds of lost store sales.

With the risk of Covid-19 ever present, I predict the move towards online shopping will continue in 2021. Consumers will research online before making

cautious instore visits, click and collect will also continue to grow in popularity and home deliveries will be the only option for many including those cocooning. Businesses that adapt will be more successful than those that do not. Our world has changed, and we must change with it.

Social media marketing is not just a box ticking exercise! It is not a “nice to have”, it is not just about engagement and networking, it is about using sophisticated advertising techniques to build brand awareness and generate sales. This diary will help you use social media more strategically. I help companies use social media to grow their businesses. I have trained more than 16,000 people over the last ten years, including 8,000 online students in the last 12 months. I am a social media author, coach and keynote speaker. My passion is helping individuals, businesses and organisations to reach their full potential while teaching them to recognise their worth, differentiate themselves from their competitors and use social media more effectively and efficiently.

This planner is a useful resource to guide you through the practical process of creating and



implementing a social media strategy. All the topics discussed in this diary are explored more deeply, with accompanying webinars, video tutorials and downloadable PDFs via my SellOnSocial.Media online training platform. Join my Social Media Academy to gain access to over 93 video training tutorials covering Facebook and Instagram marketing and paid advertising, live monthly training and coaching as well as discounts on one to one coaching packages.

To your success,

Louise

Personal Details

Name :

Address :

Telephone :

Email :

In Case of Emergency Please Contact

Name :

Address :

Telephone :

Email :



Passwords

Brand Colours



Notes

Social Media Channels **11**

Facebook	11
● Facebook Business Page	12
● Facebook Group	14
● Facebook Event Page	14
Instagram	15
Twitter	17
LinkedIn	20
● LinkedIn Personal Profile	20
● LinkedIn Company Page	22
TikTok	23
YouTube	25
● YouTube Channel	25
Pinterest	27

Table of Contents

How to Create a Social Media Strategy 28

○ Step 1 – Set Your SMART Goals 28

○ Step 2 – Why Should Someone Do Business with You? 32

○ Step 3: Customer Analysis and Profiling 38

○ Step 4 - Creating a Content Plan 41

○ Facebook and Instagram Ads 49

Content Calendar - Get Real About 2021 58

Social Media Channels

Facebook

About

Set up in 2004, Facebook provides a platform for users around the world to connect with friends, family, communities and businesses. It is also the biggest social networking site based on global reach and active users.

Users

2.7 billion active users.

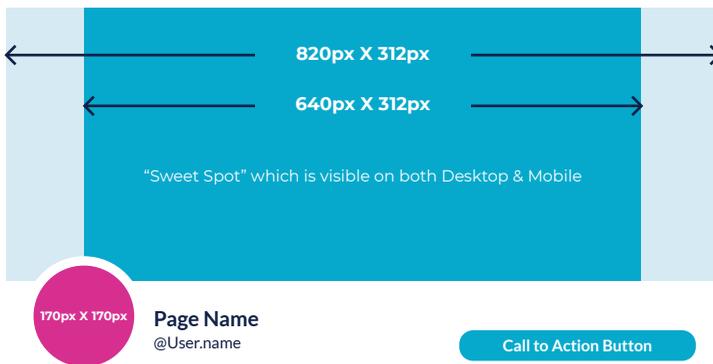
Demographics

54% female and 46% male.

Business

One of the most powerful social media platforms available to small businesses. Over 90 millions sme's are using Facebook as a marketing tool.

Facebook Business Page



Profile Picture Size

170px x 170px

Use the company logo or a professional headshot (for sole traders)

Cover Photo Size

Displays at 820 pixels wide by 312 pixels tall on your page on computers and 640 pixels wide by 360 pixels tall on smartphones.

Cover Video

The recommended specification for videos covers are:



- a. Cover video size: 828px by 315px
- b. Cover video length: Between 20 and 90 seconds
- c. Cover video must have a resolution of 1080p
- d. Keep any text central

Page Name

75 characters.

Use your company name – aim for consistency with your website and other social media channels.

Username Limit

50 characters.

Aim for consistency with other social media channels.

Description Limit

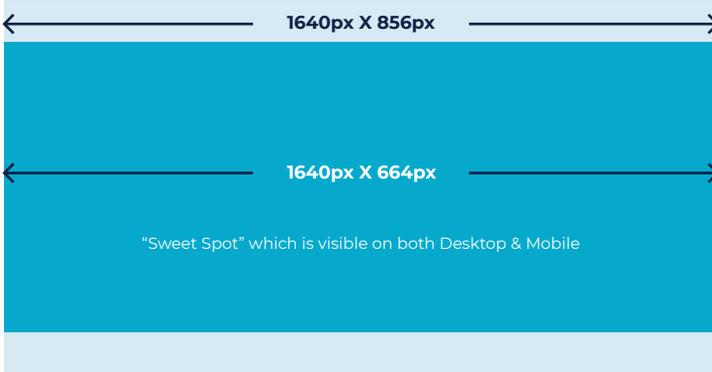
155 characters.

Remember to communicate your unique selling proposition here. Why should a prospective customer do business with you?

Post Limit

63,206 characters.

Facebook Group



Facebook Event Page



Instagram

About	Launched in 2010, Instagram allows users to share videos and pictures with their audience.
Users	2.7 billion active users.
Demographics	54% female and 46% male.
Business	25 million businesses use Instagram. Over 200 million users visit at least one business profile a day. 70% of shoppers look to Instagram for product discovery.
Trends for 2021	Instagram reels (Similar to Tiktok) Augmented reality story filters. Shopping directly on the platform.

Profile Picture Size

110 px x 110 px.

Use the company logo or a professional headshot (for sole traders).

Username Limit

30 characters.

Aim for consistency across other social media platforms.

Biography Limit

150 characters.

Explain why people should follow your account and what they can expect. Why should potential customers do business with you? Use emojis to brighten up your bio!

Post Caption Limit

2200 characters.

Square Newsfeed Photo

1080px x 1080px.

Instagram Stories

1080px x 1920px.

Twitter

About

Founded in 2006, Twitter is a 'microblogging' platform that allows users to send and receive short posts called tweets. It is estimated that 500 million tweets are sent daily.

Users

330 million.

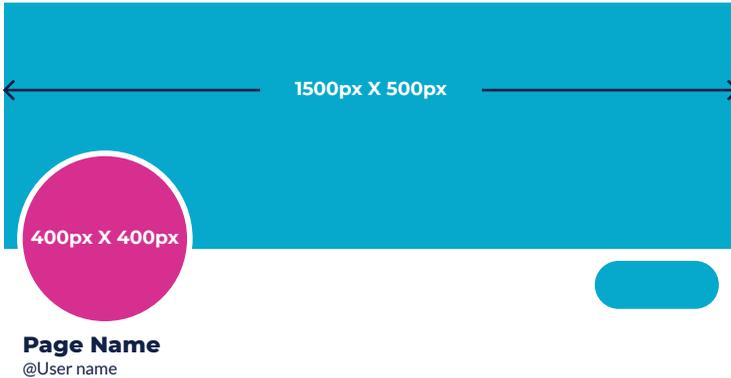
Demographics

34% female and 66% male.

Business

67% of B2B businesses are using Twitter as a marketing tool. 77% of Twitter users have a better impression of a brand when they respond to a tweet.

Twitter Business Profile



Cover Photo Size (Header)

1500 px x 1500 px.

Profile Picture Size (Icon)

400 x 400px

Use the company logo or a professional headshot (for sole traders).

Username Limit

15 characters.

Aim for consistency across other social media platforms.



Biography Limit

160 characters.

Explain why people should follow your account and what they can expect. Include a company hashtag if you have one.

Tweet Limit

280 characters.

LinkedIn

About

LinkedIn was set up in 2003 to allow users to network with other professionals and further develop their careers and reputations.

Users

675 million.

Demographics

43% female and 57% male.

Business

LinkedIn is the number one social networking site that B2B marketers use to distribute content.

LinkedIn Personal Profile





Profile Picture Size	400 px x 400 px.
Cover Image	1584 px x 396 px.
Profile Name	Your name (and maiden name if relevant)
Headline	120 characters including spaces. Has a really prominent position on your profile and is used to index your profile for relevant searches.
Summary	2000 characters that have a very prominent position. Strikes a balance between being general enough to cover your bases and specific enough to show up on search engines. Include keyword phrases – reinforce what is in your headline. On desktop the first 220 characters are immediately visible, with the rest requiring a user click on “View More”.

On mobile the first 92 characters are immediately visible.

LinkedIn Company Page



Profile Image 300 px x 300px.

Cover Image Size 1128 px x 191 px.

Page Tagline 120 Characters.
Explain why people should follow your business page. What makes your business different from others. What can you say to stand out.

Company Name 100 characters.

Company Description 2000 characters.

Status Update Limit 700 characters.

TikTok

About Originally launched in 2014 as Musical.ly, TikTok is quickly becoming a popular form of user-generated content. Users can create, share and discover short videos such as singing, dancing and comedy content.

Users 800 million.

Demographics 44% female and 56% male.

Business In June of 2020, TikTok announced its extended platform 'TikTok for business' that allows businesses to market and push branding on the site. Users spend an average of 52 minutes per day on the app.



**Profile Picture
Size**

100 px x 100 px.

Video Size

1080 px x 1920 px.

Username Limit

24 characters.

Caption Limit

150 characters including
hashtags.

YouTube

About

YouTube was founded in 2005 and has since seen 50 million users create, upload and share original video content. The platform also allows users to create their own profile, comment on other videos and subscribe to their favourite YouTubers.

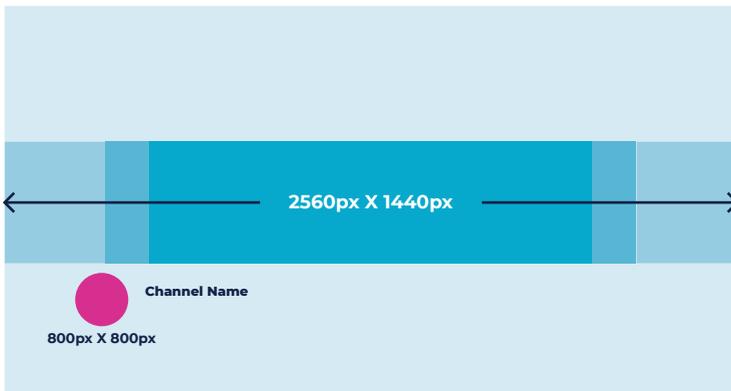
Users

2 billion.

Demographics

32% female and 68% male.

YouTube Channel





Profile Picture Size 800 px x 800 px.

Channel Cover Image 2560 px x 1440 px.

Username Limit 20 characters.

Channel description 1000 characters.

Video Title Limit 100 characters.

Video Description Limit 5000 characters.

Pinterest

About	Pinterest was set up in 2010 and is described as being a visual discovery engine that allows users to search for ideas and inspiration.
Users	416 million.
Demographics	71% female and 29% male.
Business	Pinterest is an excellent SEO (Search Engine Optimisation) tool. Increases brand awareness.
Profile Picture Size	160 px x 160 px.
Post Picture Size	600 px x 900 px.
Username Limit	30 characters.
Picture Description Limit	500 characters.

How to Create a Social Media Strategy

Fail to plan is a plan to fail!

Businesses that spend time planning their social media strategy are more successful. I meet so many businesses that literally create content on the go, run ads sporadically (or not at all) and then are frustrated with their results. If you are doing this, you are not using your time effectively, you are missing opportunities and you are more than likely spending good money after bad on social media ads.

Here is a very simple guide to help you plan your social media content and ads more effectively. I guarantee it will save you time and money. You will produce more effective, strategic content which will in turn enable you to run higher converting ad campaigns.

Step 1 – Set Your SMART Goals

The business goals you set for 2021 will greatly influence your social media content and ads. Failure to set goals often results in you wasting time and money on social media. If you do not know what you want to achieve you will simply meander along, with no purpose, direction and you may not make any

progress. Setting SMART Goals enables you to identify the starting and the finishing line. Goals keep you on track and accountable.

1. What are your business goals for 2021? Break these down by product/service/territory and also by month/quarter.
2. What are your social media goals for 2021?

2021 followers	Q1	Q2	Q3	Q4
Facebook				
Instagram				
Twitter				
LinkedIn				
Other				
Other				

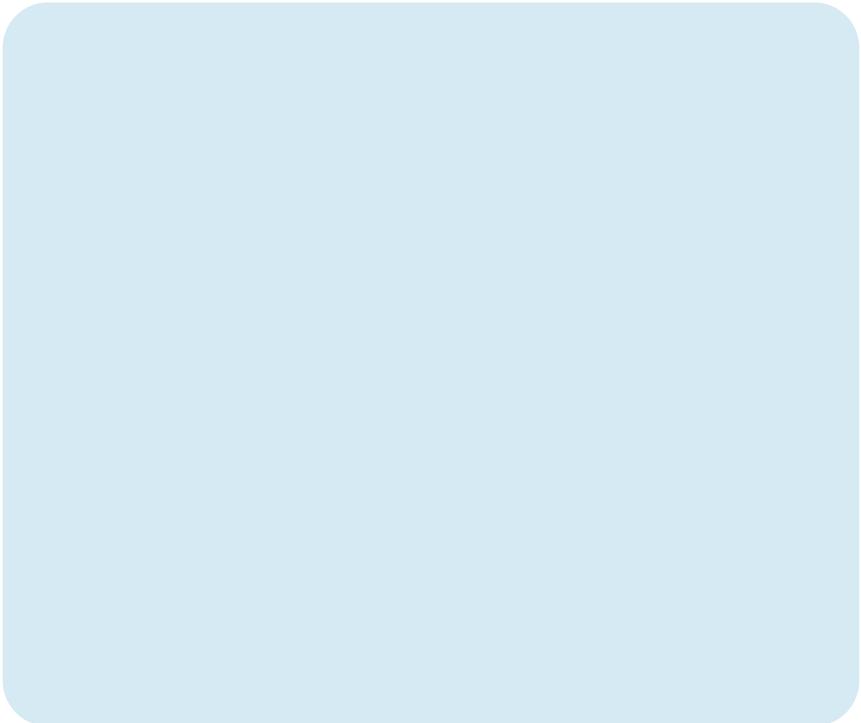
3. Other metrics to tune into are
 - a. Reach – the number of people seeing your social media posts on a weekly/monthly basis. Reach is a more important metric than followers as it is also an indication of how active your social media channels are as well as being a gauge of the quality of your content

- b. Engagement – The way in which people are reacting to your social media content. People can engage by reacting/liking, commenting, sharing, clicking or viewing (a video). Engagement is directly related to the quality of your content.
Post engagements are like “votes” for your content. The more people engage (or vote) the more the algorithm (on whatever social media platform you are using) will show your content to a wider audience.

- c. Enquiries – We market online but we sell offline (for the most part!) Having a goal around the number of enquiries generated from social media will encourage posts which will encourage people to reach out by direct message, email or other means.

- d. Sales – Integrating a shop with your Facebook and Instagram channels as well as other online booking systems means that sales can be generated directly from social media.
- e. Traffic to your website – set goals around driving traffic to your website from your social media channels.

Goals



Step 2 – Why Should Someone Do Business with You?

Do you know why customers choose your products/-services over your competitors? Often, when I ask this question, I get a look... The look that says “of course I know!” But closer examination of websites, brochures, signage and other marketing tools tells a different story.

Developing a unique selling proposition (USP) for your company, products or services takes time and careful consideration. Once developed it must be used by everyone in the company as part of the marketing and sales strategy. It must be consistent, accurate and realistic.

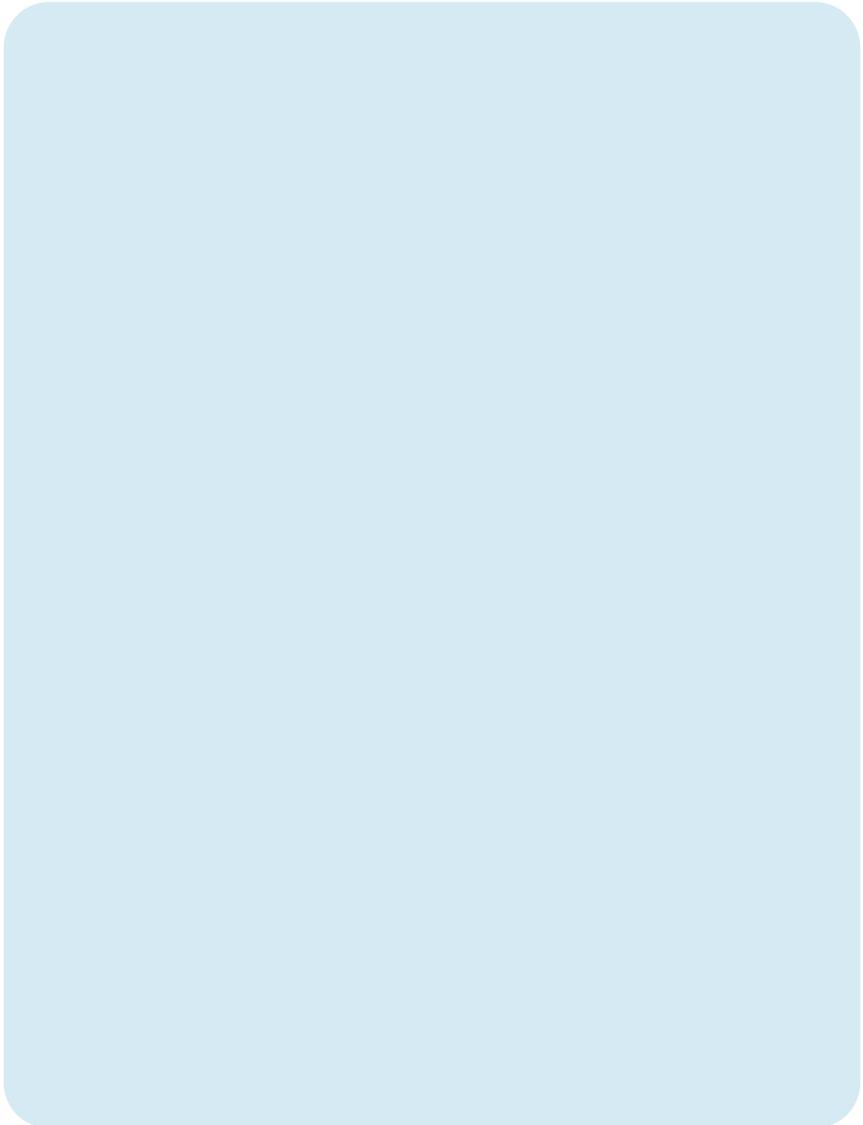
So how do you uncover your USP?

1. Walk in Your Customers Shoes:

Write down all the reasons your customers choose to buy from you. What do they like about you? What need are you fulfilling? What problem are you solving? And why do they consistently choose you over your competitors? The answer may be relating to quality, location, convenience, reliability, customer service, cleanliness or availability. Remember, price is rarely the sole factor



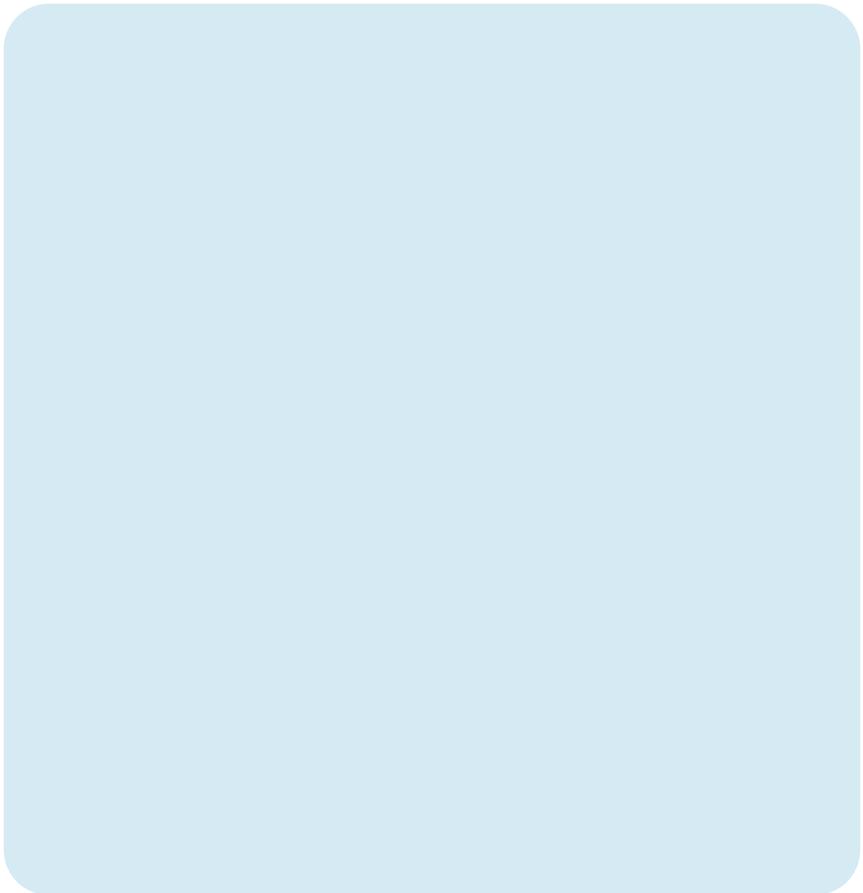
why customers choose one product over another.
If you're unsure – ask them!





2. Understand What Motivates your Customers:

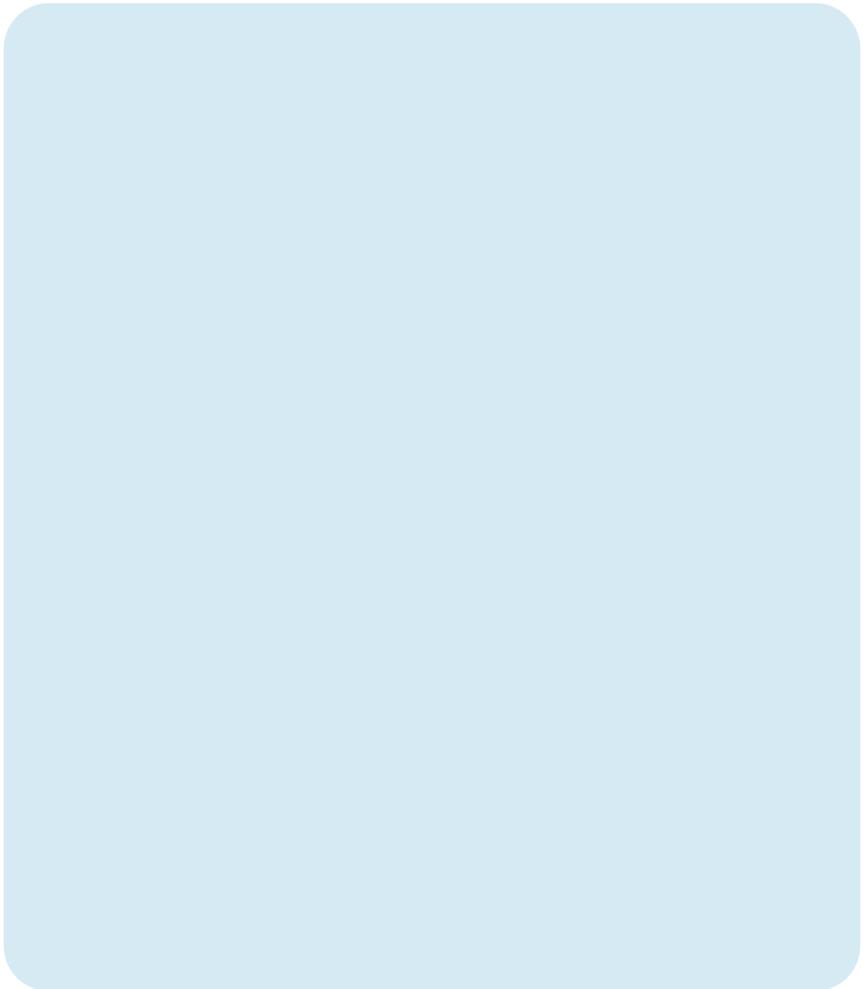
Go beyond your product features and think more of its benefits. What are the wider factors motivating your customers? What are the benefits to them? How are their lives or situation better from doing business with you?





3. Identify Why Customers Choose You Over Competitors:

Listen to customer feedback and encourage your staff to do likewise. Ask your best customers.



Once you have identified your USPs, make sure everyone in your organisation is clear on what they are. They should be used on all marketing material, on your website, in the descriptions on your social media channels, in your sales proposals and presentations. They should also be used to create a tag line that becomes closely associated with your business.



Complete the following sentences

The reasons you should do business with me/us is that

.....

I/We have expertise in

.....

I am/We are the only company that can

.....

My/Our promise to you is that

.....

I/We guarantee that you will benefit from

.....

I/We will make your life easier by

.....

Step 3: Customer Analysis and Profiling

Understanding your customers is the key to planning a social media campaign. It will enable you to identify key audiences, create content that will appeal to them and run more successful social media paid ad campaigns.

Customers are the lifeline of every business. Without customers there is no business. Businesses that understand their customers needs, wants and motivations have more of a chance of succeeding than those that do not. Businesses that understand their customers are better at product development, selecting distribution channels, pricing and marketing. In order to understand our customer, we need to ask ourselves the following questions :

- Who are our customers?
- What are their needs?
- Do I meet those needs?
- Are they satisfied with my product/service offering?
- How can I reach my customers?
What will I say to them to encourage them to buy (more) from me?

1. Have a staff brain storming session

Here are some questions to consider as a group:

1. When people hear what you do, what question do they ask you?
2. What are the top questions you get asked all the time by your clients?
3. What does your ideal customer complain about?
4. What are the goals of your target audience?
5. What do they talk about continually?

2. Chat to at least 2/3 Customers

Here are some questions to consider using:

1. What do you like about us?
2. What bugs you about our business?
3. What might put you off coming in?
4. What can we do to make your life easier?

3. Create customer personas for all your customer groups

Use the information you have gathered from your research (brainstorming, customer chats, customer survey) along with the information from your Facebook Insights and Facebook Advertising Audience Insights to start creating your customer personas. If you feel out of your depth with Facebook Ads and Audiences, check out my "Six Step System to Success" to up your confidence and make your ads really work for you on www.sellonsocial.media.

Use the following questions to help you to create the profiles:

- Age
- Gender
- Where do they live?
- Where do they work?
- Do they work?
- What is going on in their lives?
- What do they worry about?
- What takes up their time?
- What do they do to de-stress?
- Where do they hang out?
- What do they read?

- What radio station do they listen to?
- What social networks do they use?
- What would make life easier?
- How can you make their lives easier?

Step 4: Creating a Content Plan

Understanding your customers is the key to successful content creation on Social Media, your website and in all your marketing materials. In the last section we investigated who our customers are. We also considered the reasons that they choose to do business with us. Having done some research into customer demo-graphics and psychographics we created customer personas. In this section we are going to start “having conversations” with our personas. We are going to visualize our typical customers and what we would say to them if they were sitting in front of us. Social media is about connecting with our audience and consistently communicating our core messages to them. You need to consider your social media channels as a radio station where your customers can tune in. What would you broadcast to keep your listeners tuned in? Would you tune into a radio



station where it broadcast one advertisement after another?... What if the advertisements were not of great quality?... I doubt you would

and your customers won't either.... If you use your social media channels to publish one advertisement after another your audience will tune out and they will stop engaging with your posts. If people stop interacting with your social media posts, it will have a negative impact on reach. The most important advice I can offer when it comes to creating social media content is, it is not about what you want to say, it is about what your customer wants to hear about from you.

It is not about you. It is about them. If you publish content that is useful to your customer they are much more likely to engage.

Brand Awareness Content

Create engaging sociable content that your fans will interact with. It is not about selling it is about getting your brand in front of customers and potential customers. Brand impressions are the aim here – how many times someone sees your logo, brand colours etc. The quality of your content and how much it

appeals to your audiences will determine how they engage with it (likes, comment, tag friends, share). Make your audience feel like they know you. This helps build trust.

Examples of awareness content include:

- Behind the scenes
- Out and out
- Business milestones
- Memes
- Throwback images, etc.

List at least 3 different examples of posts from behind the scenes in your business.

- 1.
- 2.
- 3.



List any business or industry milestones

- 1.
- 2.
- 3.

List any memes or inspirational quotes you can plan around key dates (see the Calendar at the back of this Planner for inspiration).

- 1.
- 2.
- 3.

Top Tip:

Feature you and your staff as much as possible in images and videos as this helps build brand awareness.



Consideration Content

This type of content enables your customers to connect with your brand in a more meaningful way. Consideration posts often offer advice or can be educational. How can you help your ideal customer right now? What advice can you give? Think about how you can position your company as an expert in the eyes of a potential customer.

List at least 3 different examples of posts that solve a problem for your customers:

1.

2.

3.

List at least 3 different examples of posts that offer tips/advice for your clients:

1.

2.

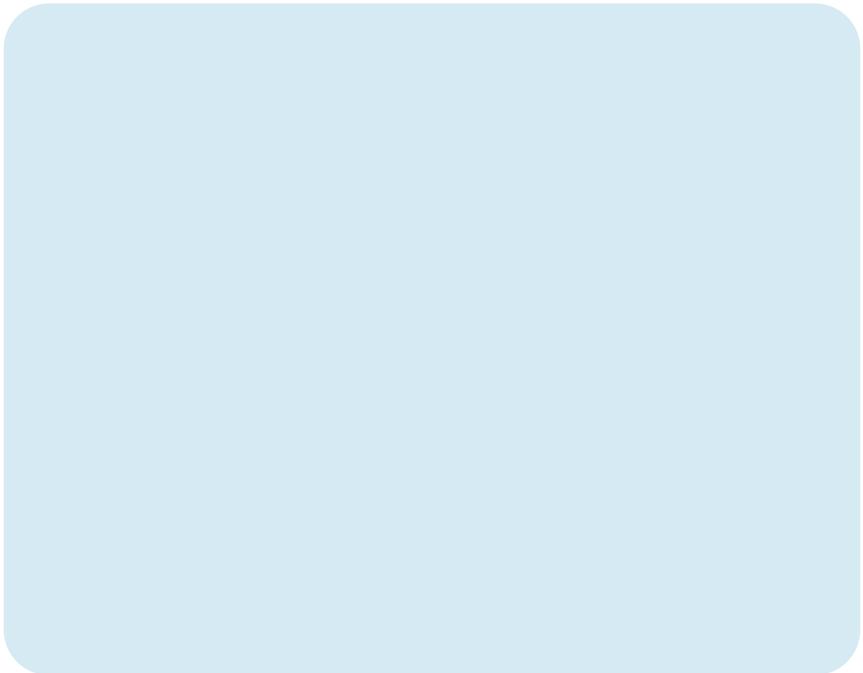
3.



Conversion or Sales Content

These are posts where you sell a product or service. Sales posts should have a clear call to action (call now, email here, PM my page etc.) and should be directed at your warmest audiences. Use paid ads to get sales posts in front of people that have previously visited your website, watched your social media video content and follow you on Facebook & Instagram.

Notes



Advocate Content

This is content produced by your most loyal customers. It is really valuable content as potential customers are more likely to believe what people say about you rather than your own claims.

Encourage customers to post reviews/recommendations on your Facebook page. Set up a system to encourage as many reviews as possible. Hand pick people that you know will leave you a positive review. And... also ask for video reviews! You can use them as stand alone content or create a collage of multiple testimonials.

Encourage customers to post reviews/recommendations on your Facebook page.

Who will you ask to post a review on your Facebook page?

- 1.
- 2.
- 3.



Who will you ask to do a video testimonial?

1.

2.

3.

Facebook and Instagram Ads

Facebook Ads can be run across Facebook, Instagram and Messenger. They enable businesses both large and small to reach people that are most likely to become customers. Anyone who has a Facebook Business page or business Instagram account can use Facebook Ads. This offers small businesses the same opportunity as large multinationals. Businesses set their own budget and spend as much or as little as they wish. Facebook will guide you through the steps to optimise your budget.

Facebook offers us the opportunity to create different audiences for our ads. The audience is who we want Facebook to show our ads to. You can select a different audience for every ad including audiences using demographics or remarketing audiences.

Please list below “Custom” audiences that you can potentially create.

Examples of custom audiences include people that have been on your website, people on your mailing list, people who have spent time watching videos on Facebook and Instagram and people who have interacted with your Facebook page or Instagram business account.

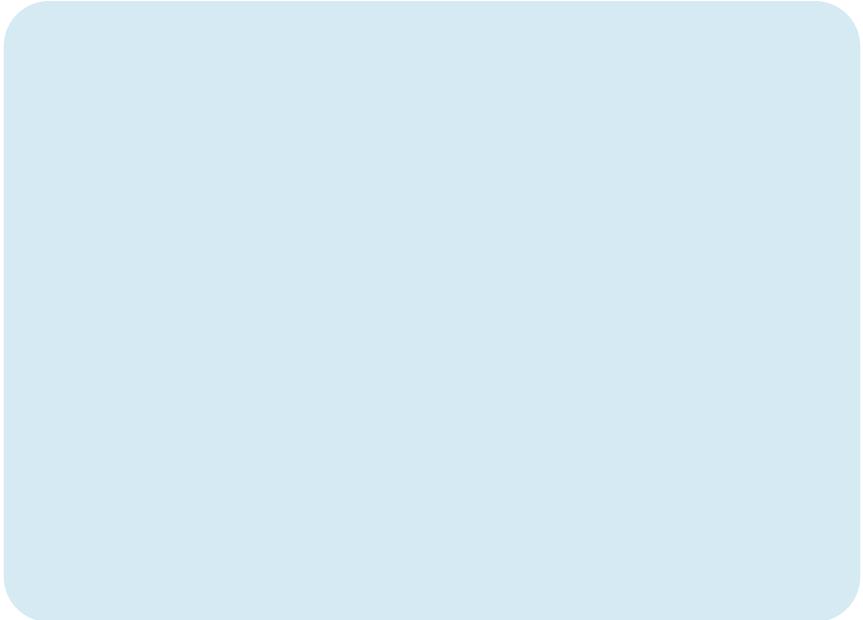


Please list below “Lookalike” audiences that you can potentially create.

Lookalike audiences are cold audiences that “look like” any of your custom audiences.

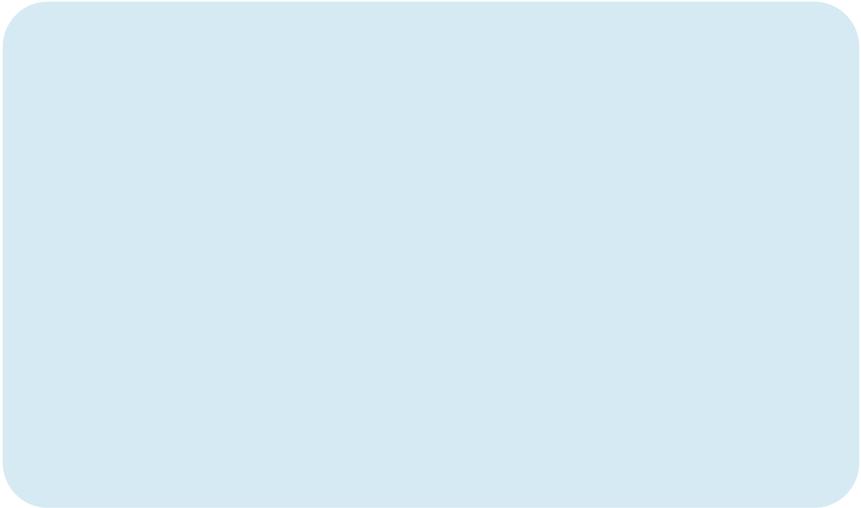
What “Saved” audiences can you create?

Use your customer persona or avatar to create saved audiences based on demographics and interests.



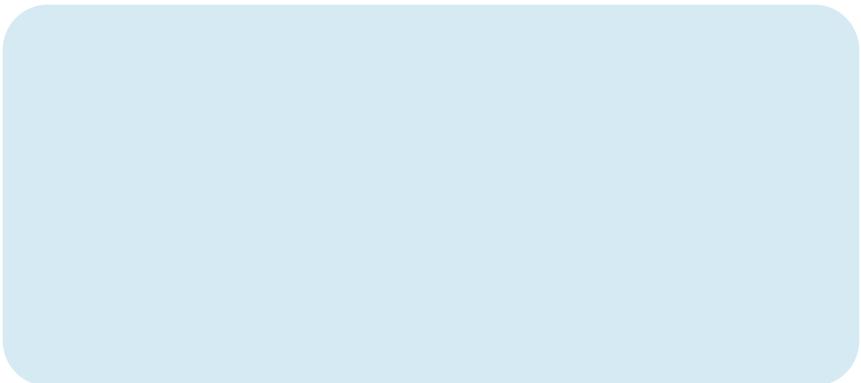
Can you think of a lead magnet you can offer cold prospects?

Can you produce a simple ebook, cheat sheet, industry report - something that your ideal customer will value enough that they will provide you with their email address or phone number in exchange for what you are offering?



How can you keep the lines of communication open?

Can you email them, text them or use Facebook Ads to remarket to them? Use your warmest audiences here. Think also about Messenger ads.



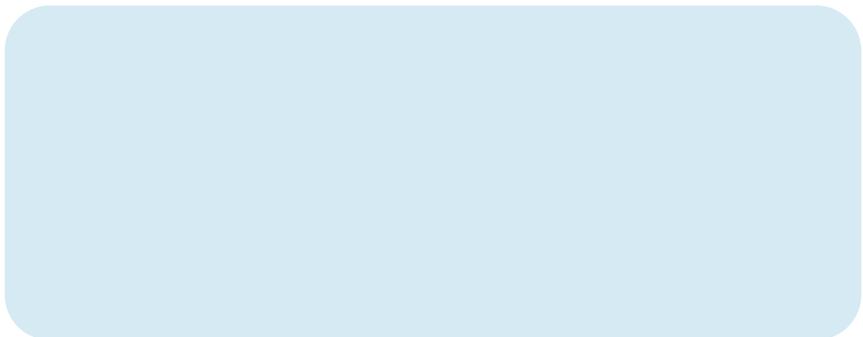
What is the easiest way to draw in the warmest prospects?

Can you offer a free trial, a tester, a free consultation or a money back guarantee?



How can you convert the warmest prospects?

Once prospects have used their free trial/consultation etc – how can you get them to purchase? What conversion ads will you run?



Creating Ads That Convert

It is so important when creating your ad to choose your headline and ad description well.

- What will appeal to your target audience?
- How can you capture their attention?
- What is important and will resonate with your audience over the lifetime of your ad?
- What is the most important aspect of the ad that will be useful to your ideal customer?
- What problem are you solving? What need are you filling?
- Can you incentivise the reader to act quickly by offering an early bird offer or limited availability?
- Can you add credibility by including examples of awards, accolades or social proof?
- Use local town names if relevant
- Use month references too if relevant
- It is always advisable to include a “call to action” button – This tells the reader what you want them to do next (call now, email now, shop now etc.).
- Remember to sell benefits not just features.



Creating Your Ad Text

Remember to capture attention in the first five words. Tell your audience what problem you are solving. What social proof can you offer? How can you incentivise your targets to act sooner rather than later?



Reviewing Ad Performance

It is possible to see a breakdown of how each ad is performing in terms of its result, reach, cost and relevance score through Facebook.

Reach The number of people that saw your ad.

Impressions The number of times your ad was viewed.

Cost The average cost you paid for each action or result (the action related to the campaign objective. For example, if the campaign objective is to grow page likes, the action is the number of new page likes)

Budget The amount you are willing to pay for each ad set.

Clicks Clicks on the ad.

CTR Click through rate (clicks/impressions).

CPC Cost per click.

For more detail visit www.SellOnSocial.Media and view my course on “Measuring the Success of Facebook and Instagram ads”.

Content Calendar - Get Real About 2021

This space is for planning your year in themes, concepts and seasons – use the prompts or come up with your own!

Q1

You have lots of options – choose a seasonal or monthly or even annual theme as an anchor for your marketing efforts.

January

Make 2021 your year – create posts that discuss you and your customers' resolutions, plans, commitments.

February

What is a rising trend for 2021 in your industry? Position yourself as an expert and pass your knowledge on to your followers.

March

What is your company core messages? Share these with your customers in a series of posts.

Q2

What is important to your business and customers?

April

Try out some new business tools & show the results to your clients over a period of time.

May

Choose a month to boost your followers or email list – run a BIG competition or create a lead magnet to draw people in.

June

AMA – Ask Me Anything month. Customers can text, email, message or comment with questions, and you answer as many as possible.

Q3

As you get used to using these tools, you will save time and feel more confident.

July

Share your space – work with another business or influential individual to cross-promote and bring a breath of fresh air to your social media presence.

August

User-generated content – get your superfans and long-term clients to leave reviews or give testimonials for your website.

September

Introduce your team – tell your customers about your staff or yourself. Show your human side!

Q4

Find more information and help at www.sellonsocial.media

October

This is the time to start sowing the seeds for Christmas – showcase your products or services, launch a new package or bundle.

November

Start thinking about your vision for 2022! Research what is coming next and start talking to your customers about it.

December

Tis the season! Offer maximum support to your customers because even if you are not affected by Xmas sales – they will be under pressure!

January 2021

**Veganuary
Dry January**

**#Veganuary
#Dry January**

01 Jan

New Year's Day

02 Jan

National Buffet Day

#BuffetDay

03 Jan

Festival of Sleep Day

#FestivalOfSleepDay

04 Jan

National Trivia Day
World Braille Day

#NationalTriviaDay
#WorldBrailleDay

05 Jan

National Whipped Cream
Day

#NationalWhippedCream
Day

06 Jan

National Bean Day

#NationalBeanDay

07 Jan

-

-

08 Jan

National Bubble Bath
Day

#NationalBubbleBathDay

09 Jan	National Apricot Day	#NationalApricotDay
10 Jan	-	-
11 Jan	National Human Trafficking Awareness Day	#WearBlueDay (wear blue is the awareness campaign)
12 Jan	National Pharmacist Day	#nationalpharmacistday
13 Jan	National Sticker Day	#NationalStickerDay
14 Jan	-	-
15 Jan	National Hat Day	#NationalHatDay
16 Jan	-	-
17 Jan	World Snow Day World Religion Day	#snowday #WorldRegionDay

18 Jan	Martin Luther King Day	#MLKDay
19 Jan	-	-
20 Jan	National Penguin Day	#NationalPenguinDay
21 Jan	National Hugging Day	#NationalHuggingDay
22 Jan	Celebration of Life Day	#CelebrationofLifeDay
23 Jan	National Handwriting Day	#NationalHandwritingDay
24 Jan	National Compliment Day	#NationalComplimentDay
25 Jan	Opposite Day National Irish Coffee Day	#OppositeDay #NationalIrishCoffeeDay
26 Jan	National Spouse Day	#NationalSpouseDay

27 Jan

Holocaust Memorial Day

#HolocaustMemorialDay

28 Jan

Data Privacy Day

#PrivacyAware

29 Jan

National Puzzle Day

#NationalPuzzleDay

30 Jan

National Croissant Day

#NationalCroissantDay

31 Jan

National Hot Chocolate
Day

#NationalHotChocolate
Day

February 2021

Black History
Month

#BlackHistoryMonth

01 Feb

National Freedom Day

#NationalFreedomDay

02 Feb

Groundhog Day
World Wetlands Day

#GroundhogDay
#WorldWetlandsDay

03 Feb

National Golden Retriever
Day

#NationalGoldenRetriever
Day

04 Feb

World Cancer Day

#WorldCancerDay
#WeCanICan

05 Feb

World Nutella Day

#WorldNutellaDay

06 Feb

-

-

07 Feb

Super Bowl LV

#SBLV

08 Feb

-

-

09 Feb

National Pizza Day

#NationalPizzaDay

10 Feb

National Umbrella Day

#NationalUmbrellaDay

11 Feb

World Day of the Sick

#WorldDayOfTheSick

12 Feb

Chinese New Year

#ChineseNewYear
#YearOfTheOx

13 Feb

World Radio Day

#WorldRadioDay

14 Feb

Valentine's Day

#ValentinesDay

15 Feb

Presidents' Day

#PresidentsDay

16 Feb

Pancake Tuesday

#PancakeTuesday

17 Feb

Random Acts of Kindness
Day

#RandomActsOfKindness
Day
#RAKDay

18 Feb

National Drink Wine Day

#NationalDrinkWineDay

19 Feb

-

-

20 Feb

World Day of Social Justice
National Love Your Pet Day

#SocialJusticeDay
#LoveYourPetDay

21 Feb

International Mother
Language Day

#MotherLanguageDay

22 Feb

National Margarita Day

#NationalMargaritaDay

23 Feb

National Banana Bread Day

#NationalBananaBreadDay

24 Feb

National Tortilla Chip Day

#NationalTortillaChipDay

25 Feb

National Toast Day

#NationalToastDay

26 Feb

National Pistachio Day

#NationalPistachioDay

March 2021**Women's History Month****#WomensHistory Month****01 Mar**

Self-Injury Awareness Day

#SIAD

02 Mar

National Old Stuff Day

#NationalOldStuffDay

03 Mar

World Wildlife Day

#WorldWildlifeDay

04 Mar

National Grammar Day

#NationalGrammarDay

05 Mar

Employee Appreciation Day

#EmployeeAppreciation Day

06 Mar

National Oreo Cookie Day

#NationalOreoCookieDay

07 Mar

National Be Heard Day

#NationalBeHeardDay

08 Mar

International Women's Day

#InternationalWomensDay
#BeBoldForChange

09 Mar	-	-
10 Mar	National Pack Your Lunch Day	#PackYourLunchDay
11 Mar	World Kidney Day	#WorldKidneyDay
12 Mar	National Plant a Flower Day	#NationalPlantaFlowerDay
13 Mar	National Good Samaritan Day	#GoodSamaritanDay
14 Mar	UK and Ireland Mother's Day	#MothersDay
15 Mar	World Consumer Rights Day	#WorldConsumerRightsDay
16 Mar	World Social Work Day	#WorldSocialWorkDay
17 Mar	Saint Patrick's Day	#StPatricksDay

18 Mar

Global Recycling Day

#GlobalRecyclingDay

19 Mar

National Poultry Day

#NationalPoultryDay

20 Mar

International Day of
Happiness
First Day of Spring

#InternationalDayOfHappi
ness
#FirstDayOfSpring

21 Mar

World Down Syndrome
Day

#WDS
#WorldDownSyndromeDay

22 Mar

World Water Day

#WorldWaterDay

23 Mar

World Meteorological Day
National Puppy Day

#WorldMeteorologicalDay
#NationalPuppyDay

24 Mar

World Tuberculosis Day

#WorldTuberculosisDay

25 Mar

International Waffle Day

#InternationalWaffleDay

26 Mar

National Spinach Day

#NationalSpinachDay

27 Mar

World Theatre Day

#InternationalWaffleDay

28 Mar

Respect Your Cat Day

#RespectYourCatDay

29 Mar

-

-

30 Mar

Take a Walk in the Park
Day

#TakeAWalkInTheParkDay

April 2021**Autism Awareness
Month****#AutismAwareness
Month****01 Apr**

April Fool's Day

#AprilFoolsDay

02 AprWorld Autism Awareness
Day
Good Friday#WorldAutismAwareness
Day
#GoodFriday**03 Apr**National Find a Rainbow
Day#NationalFindARainbow
Day**04 Apr**

Easter Sunday

#EasterSunday

05 Apr

-

-

06 AprInternational Day of Sport
for Development and
Peace#IDSDP
#WhiteCard**07 Apr**

World Health Day

#WorldHealthDay

08 Apr

National Zoo Lovers Day

#NationalZooLoversDay

09 Apr	National Unicorn Day	#NationalUnicornDay
10 Apr	National Siblings Day	#NationalSiblingsDay
11 Apr	National Pet Day	#NationalPetDay
12 Apr	National Grilled Cheese Day International Day of Human Space Flight	#NationalGrilledCheeseDay #HumanSpaceFlight
13 Apr	-	-
14 Apr	National Dolphin Day	#NationalDolphinDay
15 Apr	National High Five Day World Art Day	#NationalHighFiveDay #WorldArtDay
16 Apr	National Wear Your Pajamas to Work Day	#PJDay
17 Apr	Husband Appreciation Day	#HusbandAppreciation Day

18 Apr	-	-
19 Apr	Bicycle Day	#BicycleDay
20 Apr	-	-
21 Apr	World Creativity and Innovation Day	#WorldCreativityAndInnovationDay
22 Apr	Earth Day	#EarthDay
23 Apr	World Book Day	#WorldBookDay
24 Apr	-	-
25 Apr	The 93rd Academic Awards (The Oscars)	#AcademyAwards
26 Apr	International Chernobyl Disaster Remembrance Day	#ChernobylDisasterDay

27 Apr

National Tell A Story Day

#NationalTellAStoryDay

28 Apr

World Day for Safety
and Health at Work

#SafetyAndHealthAtWork

29 Apr

International Dance Day

#InternationalDanceDay

30 Apr

International Jazz Day

#InternationalJazzDay

May 2021

Cystic Fibrosis
Awareness Month

#CFAwareness

01 May

May Day
World Lyme Day

#MayDay
#WorldLymeDay

02 May

World Laughter Day

#WorldLaughterDay

03 May

World Press Freedom Day

#WorldPressFreedomDay

04 May

Star Wars Day
World Asthma Day

#StarWarsDay
#MayThe4thBeWithYou
#WorldAsthmaDay

05 May

Cinco De Mayo

#CincoDeMayo

06 May

National No Diet Day

#NationalNoDietDay

07 May

World Password Day

#WorldPasswordDay

08 May

World Fair Trade Day

#WorldFairTradeDay

09 May	U.S. Mother's Day	#MothersDay
10 May	National Clean Your Room Day	#CleanYourRoomDay
11 May	National Denim Day	#DenimDay
12 May	International Nurses Day	#NursesDay
13 May	International Hummus Day	#InternationalHummusDay
14 May	National Buttermilk Biscuit Day	#NationalButtermilkBiscuitDay
15 May	International Day of Families	#FamilyDay
16 May	International Day of Light	#DayOfLight
17 May	World Telecommunication and Information Society Day	#WTISD

18 May	-	-
19 May	-	-
20 May	World Bee Day	#WorldBeeDay
21 May	Bike to Work Day	#BikeToWorkDay
22 May	International Day for Biological Diversity	#BiologicalDiversity
23 May	World Turtle Day	#WorldTurtleDay
24 May	National Brother Day	#BrotherDay
25 May	National Wine Day	#NationalWineDay
26 May	National Paper Airplane Day	#NationalPaperAirplaneDay

27 May

-

-

28 May

International Burger Day

#InternationalBurgerDay

29 May

National Biscuit Day

#NationalBiscuitDay

30 May

World MS Day

#WorldMSDay

31 May

World No Tobacco Day

#NoTobaccoDay

June 2021

01 June	Global Day of Parents	#GlobalDayOfParents
02 June	Global Running Day	#GlobalRunningDay
03 June	National Egg Day	#NationalEggDay
04 June	National Donut Day	#NationalDonutDay
05 June	World Environment Day	#WorldEnvironmentDay
06 June	D-Day Anniversary	#DDay
07 June	World Food Safety Day	#WorldFoodSafetyDay
08 June	World Oceans Day National Best Friend Day	#WorldOceansDay #NationalBestfriendDay

09 June	-	-
10 June	National Donald Duck Day	#NationalDonaldDuckDay
11 June	-	-
12 June	World Day Against Child Labour	#AgainstChildLabour
13 June	International Albinism Awareness Day	#AlbinismAwarenessDay
14 June	World Blood Donor Day	#WorldBloodDonorDay
15 June	World Elder Abuse Awareness Day	#WorldElderAbuseAwarenessDay
16 June	Fresh Veggies Day	#FreshVeggiesDay
17 June	Eat Your Vegetables Day	#EatYourVegetablesDay

18 June	International Picnic Day	#InternationalPicnicDay
19 June	National Martini Day	#NationalMartiniDay
20 June	Irish Father's Day	#FathersDay
21 June	National Selfie Day	#NationalSelfieDay
22 June	World Rainforest Day	#WorldRainforestDay
23 June	United Nations Public Service Day	#UNPublicServiceDay
24 June	National Handshake Day	#NationalHandshakeDay
25 June	Take Your Dog to Work Day	#TakeYourDogToWorkDay
26 June	-	-

27 June

National Sunglasses Day
Micro-, Small and
Medium-Sized
Enterprises Day

#NationalSunglassesDay
#MSMEDay21

28 June

-

-

29 June

National Camera Day

#NationalCameraDay

30 June

Social Media Day

#SMDay

July 2021

01 July	Canada Day	#CanadaDay
02 July	World UFO Day	#WorldUFODay
03 July	-	-
04 July	Independence Day	#IndependenceDay
05 July	-	-
06 July	International Kissing Day	#InternationalKissingDay
07 July	World Chocolate Day	#WorldChocolateDay
08 July	-	-

09 July

National Sugar Cookie Day

#NationalSugarCookieDay

10 July

National Pina Colada Day

#NationalPinaColadaDay

11 July

World Population Day

#WorldPopulationDay

12 July

National Pecan Pie Day

#NationalPecanPieDay

13 July

Cow Appreciation Day
National French Fry Day

#CowAppreciationDay
#NationalFrenchFryDay

14 July

Bastille Day
National Mac and Cheese Day

#BastilleDay
#MacAndCheeseDay

15 July

World Youth Skills Day

#WorldYouthSkillsDay

16 July

World Snake Day

#WorldSnakeDay

17 July

World Emoji Day

#WorldEmojiDay

18 July	Nelson Mandela International Day National Ice Cream Day	#MandelaDay #NationalIceCreamDay
19 July	-	-
20 July	National Moon Day	#MoonDay
21 July	National Hot Dog Day	#NationalHotDogDay
22 July	-	-
23 July	-	-
24 July	International Self Care Day	#SelfCareDay
25 July	National Wine And Cheese Day	#NationalWineAndCheeseDay
26 July	-	-

27 July	-	-
28 July	-	-
29 July	National Lasagne Day National Intern Day	#NationalLasagneDay #NationalInternDay
30 July	International Friendship Day National Cheesecake Day	#InternationalFriendshipDay #CheesecakeDay
31 July	National Avocado Day	#NationalAvocadoDay

August 2021

01 Aug	National Girlfriend Day National Sister Day World Wide Web Day	#NationalGirlfriendDay #NationalSisterDay #WorldWideWebDay
02 Aug	National Colouring Book Day	#NationalColouringBookDay
03 Aug	National Watermelon Day	#NationalWatermelonDay
04 Aug		
05 Aug	National Underwear Day	#NationalUnderwearDay
06 Aug	National Beer Day	#NationalBeerDay
07 Aug	National Lighthouse Day	#NationalLighthouseDay
08 Aug	International Cat Day	#InternationalCatDay

09 Aug	National Book Lovers Day	#NationalBookLoversDay
10 Aug	National Lazy Day	#NationalLazyDay
11 Aug	-	-
12 Aug	World Elephant Day International Youth Day	#WorldElephantDay #InternationalYouthDay
13 Aug	International Left-Handers Day	#InternationalLeftHandersDay
14 Aug	World Lizard Day	#WorldLizardDay
15 Aug	National Relaxation Day	#NationalRelaxationDay
16 Aug	National Tell a Joke Day	#NationalTellAJokeDay
17 Aug	National Non-Profit Day	#NationalNonProfitDay

18 Aug

World Daffodil Day

#WorldDaffodilDay

19 Aug

World Humanitarian Day

#WorldHumanitarianDay

20 Aug

-

-

21 Aug

Senior Citizens Day

#SeniorCitizensDay

22 Aug

#NationalToothFairyDay

#NationalToothFairyDay

23 Aug

-

-

24 Aug

International Strange Music Day

#InternationalStrangeMusic Day

25 Aug

Spain's Tomato Throwing Festival

#Tomatina

26 Aug

National Dog Day

#NationalDogDay

27 Aug

-

-

28 Aug

National Bow Tie Day

#NationalBowTieDay

29 Aug

-

-

30 Aug

National Beach Day

#NationalBeachDay

31 Aug

-

-

September 2021

01 Sep	-	-
02 Sep	World Coconut Day	#WorldCoconutDay
03 Sep	-	-
04 Sep	World Beard Day	#WorldBeardDay
05 Sep	International Day of Charity	#InternationalDayOf Charity
06 Sep	Read a Book Day	#ReadABookDay
07 Sep	-	-
08 Sep	International Literacy Day	#InternationalLiteracyDay

09 Sep	National Teddy Bear Day	#NationalTeddyBearDay
10 Sep	World Suicide Prevention Day	#WorldSuicidePreventionDay
11 Sep	National Day of Service and Remembrance	#PatriotsDay
12 Sep	National Grandparents Day U.S.	#NationalGrandparentsDay
13 Sep	-	-
14 Sep	-	-
15 Sep	International Day of Democracy	#InternationalDayOfDemocracy
16 Sep	International Day Of The Preservation Of The Ozone Layer	#PreserveTheOzoneLayer
17 Sep	International Country Music Day	#InternationalCountryMusicDay

18 Sep	Oktoberfest European Heritage Days	#Oktoberfest #EuropeanHeritageDays
19 Sep	International Talk Like a Pirate Day	#InternationalTalkLikeA PirateDay
20 Sep	National Pepperoni Pizza Day	#NationalPepperoniPizza Day
21 Sep	International Day of Peace	#PeaceDay
22 Sep	World Rhino Day	#WorldRhinoDay
23 Sep	International Day of Sign Languages	#InternationalDayOfSign Languages
24 Sep	Punctuation Day	#PunctuationDay
25 Sep	World Dream Day	#WorldDreamDay
26 Sep	-	-

27 Sep

World Tourism Day

#WorldTourismDay

28 Sep

World Rabies Day

#WorldRabiesDay

29 Sep

-

-

30 Sep

International Podcast Day

#InternationalPodcastDay

October 2021

Breast Awareness
Month

#BreastAwareness
Month

01 Oct

World Vegetarian Day
International Coffee Day

#WorldVegetarianDay
#InternationalCoffeeDay

02 Oct

International Day of
Non-Violence

#InternationalDayof
Non-Violence

03 Oct

National Boyfriend Day
National Grandparents
Day U.K.

#NationalBoyfriendDay
#NationalGrandparents
Day

04 Oct

National Taco Day

#NationalTacoDay

05 Oct

World Teachers' Day

#WorldTeachersDay

06 Oct

International Walk to
School Day
Grandparents Day in
Ireland

#WalkToSchoolDay
#GrandparentsDay

07 Oct

-

-

08 Oct

World Octopus Day

#WorldOctopusDay

09 Oct	World Post Day	#WorldPostDay
10 Oct	World Mental Health Day	#WorldMentalHealthDay
11 Oct	International Day of The Girls	#InternationalDayofTheGirls
12 Oct	National Farmers Day	#NationalFarmersDay
13 Oct	National Train Your Brain Day	#TrainYourBrainDay
14 Oct	National Dessert Day	#DessertDay
15 Oct	Global Handwashing Day National Pug Day	#GlobalHandwashingDay #NationalPugDay
16 Oct	World Food Day Boss's Day	#WorldFoodDay #BossesDay
17 Oct	National Pasta Day	#NationalPastaDay

18 Oct	-	-
19 Oct	-	-
20 Oct	International Chefs Day	#InternationalChefsDay
21 Oct	International Day of The Nacho	#InternationalDayofThe Nacho
22 Oct	National Nut Day	#NationalNutDay
23 Oct	-	-
24 Oct	United Nations Day	#UnitedNationsDay
25 Oct	European Day of Justice International Artists Day	#EuropeanDayOfJustice #InternationalArtistsDay
26 Oct	National Pumpkin Day	#NationalPumpkinDay

27 Oct

National Black Cat Day

#NationalChocolateDay

28 Oct

-

-

29 Oct

World Stroke Day

#WorldStrokeDay

30 Oct

National Checklist Day

#ChecklistDay

31 Oct

Halloween

#Halloween

November 2021

Men's Health
Awareness

Month
#November

01 Nov

National Author's Day

#NationalAuthorsDay

02 Nov

-

-

03 Nov

International Stress
Awareness Day

#StressAwarenessDay

04 Nov

-

-

05 Nov

American Football Day

#AmericanFootballDay

06 Nov

National Saxophone Day

#NationalSaxophoneDay

07 Nov

-

-

08 Nov

National Cappuccino Day

#NationalCappuccinoDay

09 Nov	-	-
10 Nov	World Science Day for Peace and Development	#WorldScienceDay #WSDPD
11 Nov	Veterans Day	#VeteransDay
12 Nov	World Pneumonia Day	#WorldPneumoniaDay
13 Nov	World Kindness Day	#WorldKindnessDay
14 Nov	World Diabetes Day	#WorldDiabetesDay
15 Nov	Clean Out Your Fridge Day	#CleanYourFridge
16 Nov	-	-
17 Nov	National Take a Hike Day	#TakeAHikeDay

18 Nov	World Philosophy Day	#WorldPhilosophyDay
19 Nov	International Men's Day	#InternationalMensDay
20 Nov	-	-
21 Nov	World Television Day World Hello Day	#TelevisionDay #WorldHelloDay
22 Nov	-	-
23 Nov	National Adoption Day	#NationalAdoptionDay
24 Nov	National Jukebox Day	#NationalJukeboxDay
25 Nov	Thanksgiving Day	#Thanksgiving
26 Nov	Black Friday	#BlackFriday

27 Nov

Small Business Saturday

#ShopSmall

28 Nov

National French Toast Day

#FrenchToastDay

29 Nov

Cyber Monday

#CyberMonday

30 Nov

Giving Tuesday

#GivingTuesday

December 2021

01 Dec	National Christmas Lights Day World AIDS Day	#NationalChristmasLightsDay #WorldAIDSDay #WAD2021
02 Dec	-	-
03 Dec	International Day of Persons with Disabilities	#IDPD
04 Dec	National Cookie Day	#NationalCookieDay
05 Dec	International Volunteer Day	#InternationalVolunteerDay
06 Dec	Saint Nicholas Day	#StNicholasDay
07 Dec	-	-
08 Dec	National Chocolate Brownie Day	#NationalChocolateBrownieDay

09 Dec	Christmas Card Day	#ChristmasCardDay
10 Dec	Human Rights Day	#HumanRightsDay
11 Dec	International Mountain Day	#InternationalMountainDay
12 Dec	Poinsettia Day	#PoinsettiaDay
13 Dec	National Cocoa Day	#NationalCocoaDay
14 Dec	-	-
15 Dec	-	-
16 Dec	-	-
17 Dec	National Maple Syrup Day	#MapleSyrupDay

18 Dec	International Migrants Day	#InternationalMigrantsDay
19 Dec	-	-
20 Dec	International Human Solidarity Day	#HumanSolidarityDay
21 Dec	Crossword Puzzle Day	#CrosswordPuzzleDay
22 Dec	-	-
23 Dec	-	-
24 Dec	Christmas Eve	#ChristmasEve
25 Dec	Christmas Day	#MerryChristmas
26 Dec	Saint Stephen's Day	#StStephensDay #BoxingDay

27 Dec

National Fruitcake Day

#NationalFruitcakeDay

28 Dec

Card Playing Day

#CardPlayingDay

29 Dec

-

-

30 Dec

-

-

31 Dec

New Years Eve

#NYE