

2023 SOCIAL MEDIA EDITORIAL CALENDAR

Hi social media friends.

Whether you've been managing social media for weeks or for years, you've probably noticed that it's hard to keep up with all of the special dates and holidays!

To help take the stress out of content planning, we've created this free, monthly social media editorial calendar.

You'll notice that it includes some of the bigger dates (and, of course, fun animal and food days). There's also room to add in your own important holidays and milestones, and space for you to check off which accounts you're planning to post content on.

We hope this makes managing social media just a little bit easier.

Cheers,
Sandra Muir

P.S. Have questions or comments? Feel free to email hello@thesocialplatypus.com. I read every message!

Legend

IN = Instagram
FB = Facebook
TW = Twitter
LI = LinkedIn
TT = TikTok



JANUARY 2023

| JAN. 1-7 | IN | FB | TW | LI | TT |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|----|----|----|
| <ul style="list-style-type: none"> Jan. 1: New Year's Day Jan. 2: World Introvert Day Jan. 4: World Braille Day Jan. 5: National Bird Day | | | | | |

| JAN. 8-14 | IN | FB | TW | LI | TT |
|-------------------------------------------------------------------------------------------|----|----|----|----|----|
| <ul style="list-style-type: none"> Jan. 14: National Dress Up Your Pet Day | | | | | |

| JAN. 15-21 | IN | FB | TW | LI | TT |
|------------------------------------------------------------------------------------------------------------------------|----|----|----|----|----|
| <ul style="list-style-type: none"> Jan. 19: National Popcorn Day Jan. 21: National Hugging Day | | | | | |

| JAN. 22-31 | IN | FB | TW | LI | TT |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|----|----|----|
| <ul style="list-style-type: none"> Jan. 23: National Pie Day Jan. 23: Community Manager Appreciation Day Jan. 24: International Education Day Jan. 27: Holocaust Remembrance Day | | | | | |



FEBRUARY 2023



BLACK HISTORY MONTH

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| FEB. 1-4 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none"> Feb. 2: Groundhog Day Feb. 4: World Cancer Day | | | | | |

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| FEB. 5-11 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none"> Feb. 11: International Day of Women & Girls in Science | | | | | |

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| FEB. 12-18 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none"> Feb. 14: Valentine's Day Feb. 15: National Flag of Canada Day Feb. 17: Random Acts of Kindness Day | | | | | |

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| FEB. 19-28 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none"> Feb. 20: Family Day (B.C., Alta., Ont., N.B., Sask.)/President's Day (U.S.) Feb. 20: Love Your Pet Day Feb. 22: Pink Shirt Day (Anti-bullying) | | | | | |



MARCH 2023

| MAR. 1-11 | IN | FB | TW | LI | TT |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|----|----|----|
| <ul style="list-style-type: none"> Mar. 1: World Compliment Day Mar. 3: Employee Appreciation Day Mar. 8: International Women's Day | | | | | |

| MAR. 12-18 | IN | FB | TW | LI | TT |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|----|----|----|
| <ul style="list-style-type: none"> Mar. 12: Daylight Saving Time Begins Mar. 14: Pi Day Mar. 17: St. Patrick's Day Mar. 17: World Sleep Day | | | | | |

| MAR. 19-25 | IN | FB | TW | LI | TT |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|----|----|----|
| <ul style="list-style-type: none"> Mar. 20: First Day of Spring Mar. 20: International Day of Happiness Mar. 21: Int'l Day for the Elim. of Racial Discrimination Mar. 22: World Water Day Mar. 23: National Puppy Day | | | | | |

| MAR. 26-31 | IN | FB | TW | LI | TT |
|-----------------------------------------------------------------------------|----|----|----|----|----|
| <ul style="list-style-type: none"> Mar. 31: World Backup Day | | | | | |



APRIL 2023



SEXUAL ASSAULT AWARENESS MONTH

| APR. 1-8 | IN | FB | TW | LI | TT |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|----|----|----|
| <ul style="list-style-type: none"> Apr. 1: April Fool's Day Apr. 7: World Health Day Apr. 7: Good Friday | | | | | |
| APR. 9-15 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none"> Apr. 11: National Pet Day | | | | | |
| APR. 16-22 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none"> Apr. 16-22: National Volunteer Week (Canada) Apr. 20: National High Five Day Apr. 22: Earth Day | | | | | |
| APR. 23-30 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none"> Apr. 23: World Book & Copyright Day/Canada Book Day Apr. 29: International Dance Day Apr. 30: International Jazz Day | | | | | |



MAY 2023



NATIONAL BIKE MONTH

| MAY 1-6 | IN | FB | TW | LI | TT |
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| <ul style="list-style-type: none"> • May 3: World Press Freedom Day • May 4: Star Wars Day (May the Fourth Be With You) • May 5: Cinco de Mayo | | | | | |
| MAY 7-13 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none"> • May 8-14: National Nursing Week • May 12: International Nurses Day | | | | | |
| MAY 14-20 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none"> • May 14: Mother's Day • May 16: Love a Tree Day • May 19: Bike to Work Day (Canada) • May 20: World Bee Day | | | | | |
| MAY 21-31 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none"> • May 22: Victoria Day | | | | | |



JUNE 2023



PRIDE MONTH
NATIONAL INDIGENOUS HISTORY MONTH

| JUN. 1-10 | IN | FB | TW | LI | TT |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|----|----|----|
| <ul style="list-style-type: none"> June 2: National Donut Day June 3: World Bicycle Day June 5: World Environment Day June 8: National Best Friend Day June 8: World Oceans Day | | | | | |
| JUN. 11-17 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none"> June 15: National Nature Photography Day | | | | | |
| JUN. 18-24 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none"> June 18: Father's Day June 20: World Refugee Day June 21: First Day of Summer June 21: National Indigenous Peoples Day June 21: National Selfie Day | | | | | |
| JUN. 25-30 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none"> June 27: Canadian Multiculturalism Day June 30: Social Media Day | | | | | |



JULY 2023

| JUL. 1-8 | IN | FB | TW | LI | TT |
|------------------------------------------------------------------------------------------------------------------------------------------|----|----|----|----|----|
| <ul style="list-style-type: none"> July 1: Canada Day July 2: World UFO Day July 7: World Chocolate Day | | | | | |

| JUL. 9-15 | IN | FB | TW | LI | TT |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|----|----|----|
| <ul style="list-style-type: none"> July 11: World Population Day July 13: National French Fry Day July 14: Shark Awareness Day | | | | | |

| JUL. 16-22 | IN | FB | TW | LI | TT |
|---------------------------------------------------------------------------------------------------------------------|----|----|----|----|----|
| <ul style="list-style-type: none"> July 16: National Ice Cream Day July 17: World Emoji Day | | | | | |

| JUL. 23-31 | IN | FB | TW | LI | TT |
|--------------------------------------------------------------------------------------------|----|----|----|----|----|
| <ul style="list-style-type: none"> July 30: International Day of Friendship | | | | | |



AUGUST 2023



BLACK BUSINESS MONTH

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| AUG. 1-5 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none"> Aug. 4: International Beer Day | | | | | |

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| AUG. 6-12 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none"> Aug. 7: Civic Holiday (Alta., B.C., Sask, Ont., N.B, NU) Aug. 8: International Cat Day Aug. 9: Int'l Day of the World's Indigenous Peoples Aug. 12: International Youth Day | | | | | |

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| AUG. 13-19 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none"> Aug. 13: International Left Handers Day Aug. 16: National Tell a Joke Day Aug. 21: World Senior Citizen's Day | | | | | |

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| AUG. 20-31 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none"> Aug. 26: International Dog Day Aug. 26: Women's Equality Day | | | | | |



SEPTEMBER 2023

| SEPT. 1-9 | IN | FB | TW | LI | TT |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|----|----|----|
| <ul style="list-style-type: none"> Sept. 2: World Beard Day Sept. 4: Labour Day (Canada) Sept. 8: International Literacy Day Sept. 10: World Suicide Prevention Day | | | | | |

| SEPT. 10-16 | IN | FB | TW | LI | TT |
|------------------------------------------------------------------------------|----|----|----|----|----|
| <ul style="list-style-type: none"> Sept. 10: Grandparents Day | | | | | |

| SEPT. 17-23 | IN | FB | TW | LI | TT |
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| <ul style="list-style-type: none"> Sept. 21: World Gratitude Day Sept. 21: International Day of Peace Sept. 23: First Day of Fall | | | | | |

| SEPT. 24-30 | IN | FB | TW | LI | TT |
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| <ul style="list-style-type: none"> Sept. 30: National Day for Truth and Reconciliation Sept. 30: International Podcast Day | | | | | |



OCTOBER 2023



BREAST CANCER AWARENESS MONTH

CHILD ABUSE PREVENTION MONTH

WOMEN'S HISTORY MONTH (CANADA)

| OCT. 1-7 | IN | FB | TW | LI | TT |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|----|----|----|
| <ul style="list-style-type: none"> Oct. 1: International Day of Older Persons Oct. 1: International Coffee Day Oct. 4: World Animal Day Oct. 5: World Teachers Day Oct. 6: World Smile Day | | | | | |
| OCT. 8-14 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none"> Oct. 9: Thanksgiving Day (Canada) Oct. 10: World Mental Health Day Oct. 11: International Day of the Girl Oct. 16: World Food Day | | | | | |
| OCT. 15-21 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none"> Oct. 18: Persons Day (Canada) Oct. 20: International Chefs Day Oct. 21: International Nacho Day | | | | | |
| OCT. 22-31 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none"> Oct. 27: Dress Purple Day (Ontario) Oct. 31: Halloween | | | | | |



NOVEMBER 2023



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| NOV. 1-4 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none"> Nov. 2: Day of the Dead | | | | | |

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| NOV. 5-11 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none"> Nov. 5: Daylight Saving Time Ends Nov. 11: Remembrance Day | | | | | |

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| NOV. 12-18 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none"> Nov. 13: World Kindness Day Nov. 15: National Philanthropy Day | | | | | |

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| NOV. 19-30 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none"> Nov. 20: National Child Day (Canada) Nov. 25: National Day for the Elimination of Violence Against Women Nov. 28: Giving Tuesday | | | | | |



DECEMBER 2023



| DEC. 1-9 | IN | FB | TW | LI | TT |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|----|----|----|
| <ul style="list-style-type: none">Dec. 1: World AIDS DayDec. 6: National Day of Remembrance and Action on Violence Against WomenDec. 10: Human Rights Day | | | | | |
| DEC. 10-16 | IN | FB | TW | LI | TT |
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| DEC. 17-23 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none">Dec. 21: First Day of Winter | | | | | |
| DEC. 24-31 | IN | FB | TW | LI | TT |
| <ul style="list-style-type: none">Dec. 26: Boxing DayDec. 31: New Year's Eve | | | | | |