



2025 Social Media Calendar

Date	Content
June 1	<ul style="list-style-type: none"> • Social media channel launch • Announcement of International Day of Play series
June 2	<ul style="list-style-type: none"> • Services highlight: Spring cleaning post
June 3-10	<ul style="list-style-type: none"> • Daily post with tips for accessible play leading up to International Day of Play
June 11	<ul style="list-style-type: none"> • International Day of Play
June 20	<ul style="list-style-type: none"> • First Day of Summer <ul style="list-style-type: none"> ○ Tips for staying safe during summer
June 27	<ul style="list-style-type: none"> • Announce date and time of July Monthly Group Birthday party with sign up information • Call for donations for party supplies
July 5	<ul style="list-style-type: none"> • Post highlights from July Monthly Group Birthday party
July 15	<ul style="list-style-type: none"> • National Give Something Away Day <ul style="list-style-type: none"> ○ Promote ways to donate and share resources with community members
July 20	<ul style="list-style-type: none"> • Services highlight: Cleaning Crew sign-ups
July 27	<ul style="list-style-type: none"> • Announce date and time of August Monthly Group Birthday party with sign up information • Call for donations for party supplies
August 2	<ul style="list-style-type: none"> • National Sunflower Day

	<ul style="list-style-type: none"> ○ Highlight the sunflower icon in the logo to tell more of the brand story
August 8	<ul style="list-style-type: none"> • Post highlights from August Monthly Group Birthday party
August 15	<ul style="list-style-type: none"> • Back to School <ul style="list-style-type: none"> ○ Call for school supplies for community members and programing updates for the school year
August 17	<ul style="list-style-type: none"> • National Nonprofit Day <ul style="list-style-type: none"> ○ Highlight services and ways to get involved
August 22	<ul style="list-style-type: none"> • Announce date and time of September Monthly Group Birthday party with sign up information • Call for donations for party supplies
September 1	<ul style="list-style-type: none"> • Labor Day <ul style="list-style-type: none"> ○ Tips for rest and self care
September 7	<ul style="list-style-type: none"> • Post highlights from September Monthly Group Birthday party
September 12	<ul style="list-style-type: none"> • Post announcing National Parents Day Off activities
September 20	<ul style="list-style-type: none"> • National Care for Kids Day and Fall Equinox Celebration
September 26	<ul style="list-style-type: none"> • Announce date and time of October Monthly Group Birthday party with sign up information • Call for donations for party supplies
October 3	<ul style="list-style-type: none"> • Announce Halloween costume closet drive
October 11	<ul style="list-style-type: none"> • Post highlights from October Monthly Group Birthday party
October 13	<ul style="list-style-type: none"> • Indigenous People's Day
October 20	<ul style="list-style-type: none"> • National Youth Confidence Day
October 24	<ul style="list-style-type: none"> • Announce date and time of November Monthly Group Birthday party with sign up information • Call for donations for party supplies
October 27	<ul style="list-style-type: none"> • Announce Halloween activities and Halloween Closet
October 31	<ul style="list-style-type: none"> • Halloween

November 8	<ul style="list-style-type: none"> • National S.T.E.A.M Day <ul style="list-style-type: none"> ○ Tips for S.T.E.A.M. activities
November 10	<ul style="list-style-type: none"> • Post highlights from November Monthly Group Birthday party
November 14	<ul style="list-style-type: none"> • Gratitude Month <ul style="list-style-type: none"> ○ Recap of the year to far
November 21	<ul style="list-style-type: none"> • Announce food drive for Thanksgiving • Announce date and time of December Monthly Group Birthday party with sign up information • Call for donations for party supplies
November 27	<ul style="list-style-type: none"> • Thanksgiving
December 1	<ul style="list-style-type: none"> • Announce holiday gift drive
December 8	<ul style="list-style-type: none"> • Post highlights from December Monthly Group Birthday party
December 15	<ul style="list-style-type: none"> • Gift drive reminder and Solstice party announcement
December 20	<ul style="list-style-type: none"> • Solstice Party and end of year celebration
December 22	<ul style="list-style-type: none"> • Announce date and time of January Monthly Group Birthday party with sign up information • Call for donations for party supplies