

Ecommerce content calendar

Awareness days and
social media post ideas

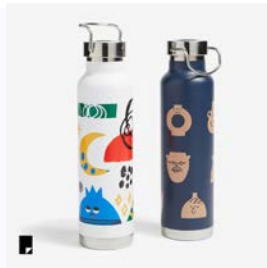


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Content ideas

Posting regularly on your brand's social media channels will help you to boost your following, increase brand awareness, strengthen your relationship with your audience, and ultimately, generate sales. A range of different types of post will keep your content fresh and engaging. Here are some ideas:

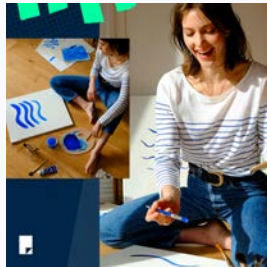
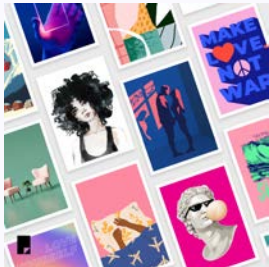


Product pictures and videos

- Unboxing videos
- Product close ups

Behind the scenes footage

- How it's made
- Meet the team
- Company news



Exclusive offers

- Sales and discount codes
- Competitions & giveaways

Informative

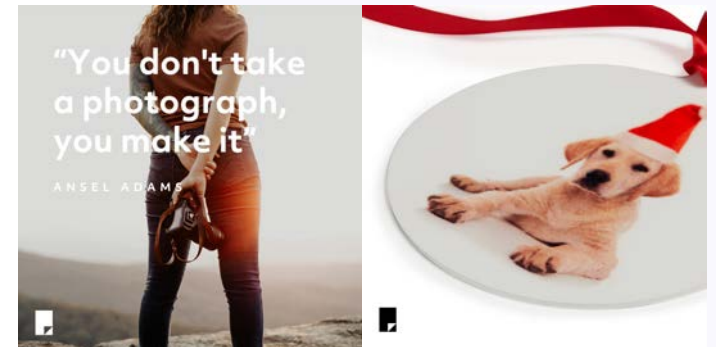
- Infographics
- Blog posts (yours & shared)

Just for fun

- GIFs & memes
- Quotes

Customer content

- Polls & surveys
- Customer pictures & reviews



TOP TIP

THE 80/20 RULE

People don't like to feel like they're being sold to all of the time, so it's important to balance your content - mix up your sales / product-focused posts with informative or entertaining pictures, videos and writing.

Aim to have just 20% of your posts promoting your brand, and dedicate the majority (80%) to things that interest and excite your audience.

Visual assets

Visual content is more important than ever when marketing your print on demand business on social media, and essential for standing out amongst all the noise. In fact a recent survey¹ found that 63.6% of businesses rely heavily on videos and images within their marketing strategy.

But with so many platforms, come many different image size requirements. Your content should be optimised for each channel, to make sure it displays correctly to your audience. Below are the different image sizes for some of the top social media networks.



TOP TIP

These sizes are recommendations. In many cases, you can use larger image dimensions but to ensure images and videos display correctly on each platform, stick to the aspect ratios.

Social media image sizes, 2023

				
Profile picture	170 x 170	320 x 320	400 x 400	400 x 400
Cover photo	851 x 315	N/A	1500 x 500	1128 x 191
Square	1200 x 1200	1080 x 1080	N/A	N/A
Portrait	630 x 1200	1080 x 1350	N/A	627 x 1200
Landscape	1200 x 630	1080 x 566	1024 x 512	1200 x 627
Stories	1080 x 1920	1080 x 1920	N/A	N/A

JANUARY

1

1	New Year's Day	17	Customer Service Day (US)
2		18	
3		19	
4	National Trivia Day (US)	20	
5	National Bird Day	21	National Hugging Day
6	National Cuddle Up Day	22	
7		23	National Pie Day
8	National Bubble Bath Day	24	National Compliment Day
9		25	Burn's Night (UK)
10		26	Australia Day (AUS)
11	International Thank You Day	27	National Chocolate Cake Day
12	National Youth Day (IN)	28	Pop Art Day
13	National Sticker Day	29	National Puzzle Day
14	National Dress Up Your Pet Day	30	
15	World Snow Day	31	National Hot Chocolate Day
16			

Month:

Veganuary: All month

Dates that vary:

Blue Monday: Third Monday in January

Chinese New Year: 1st - 15th of first lunar month

National Clean Your Desk Day: Second Monday of January

Martin Luther King Day (US): Third Monday of January

Get To Know Your Customers Day: Third Thursday of each quarter (January, April, July, October)

National Fun at Work Day: Last Friday of January

Notes:

FEBRUARY

2

1	International Face & Body Art Day	17	Random Acts of Kindness Day
2	Groundhog Day (US)	18	
3	American Painters Day (US)	19	
4	World Cancer Day	20	National Comfy Day
5		21	
6	National Valentine Shopping Reminder Day	22	National Margarita Day
7	National Send a Card to a Friend Day	23	Digital Learning Day (US)
8		24	Día de la Bandera (Flag Day) (MX)
9	National Pizza Day	25	Quiet Day
10		26	Black Lives Matter Day
11	National Inventors Day	27	No Brainer Day (US)
12	World Marriage Day	28	National Science Day (IN)
13	Galentine's Day	29	Leap year day!
14	Valentine's Day		
15	Singles Awareness Day		
16			

Month:

Black History Month (US & CAN)

LBGTQ+ History Month (UK)

Bike to Work Month

Dates that vary:

Fat Thursday (DE, IT): Last Thursday before Lent

Shrove Tuesday (Pancake day): Day before Lent

Ash Wednesday: First Day of Lent

Maha Shivaratri (Hindu): 12th Month of Hindu Calendar

Super Bowl (US): Second Sunday in February

Notes:

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MARCH

3

1	St. David's Day (UK)	17	St. Patrick's Day (UK)
2		18	Global Recycling Day
3	World Wildlife Day	19	International Clients Day
4	National Snack Day	20	International Day of Happiness
5		21	National Flower Day
6		22	
7		23	National Puppy Day
8	International Women's Day	24	National Cocktail Day
9		25	International Waffle Day
10	International Day of Awesomeness	26	Good Hair Day
11		27	World Theatre Day
12		28	
13	National Napping Day	29	
14	International Ask a Question Day	30	National Pencil Day
15		31	National Crayon Day
16			

Month:

Women's History Month
National Crafting Month

Dates that vary:

Mother's Day (UK): Fourth Sunday of Lent
Holi (Hindu): Last full moon day or Purnima of the Hindu month of Falgun
Purim (Jewish): 14th day of the Hebrew month of Adar
Ramadan Begins (Muslim): Throughout the 9th month of the Islamic calendar
World Sleep Day: Friday before Spring Equinox
Employee Appreciation Day (US): First Friday in March
World Book Day (UK): First Thursday in March

Notes:

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APRIL

4

1	April Fools Day Greeting Card Day	17	Blah Blah Blah Day
2	Nature Day	18	National Exercise Day
3		19	National Banana Day
4		20	420 (US)
5		21	National Tea Day (UK)
6	Army Day (US)	22	Earth Day
7	World Health Day	23	St George's Day (UK)
8	Draw a Bird Day	24	
9		25	World Penguin Day
10	Siblings Day	26	Get Organised Day (US)
11	National Pet Day	27	World Design Day
12	National Hamster Day	28	National Superhero Day
13	National Scrabble Day	29	International Dance Day
14	National Gardening Day	30	Honesty Day (US)
15	World Art Day		
16			

Month:

Earth Month

Dates that vary:

Easter (Good Friday, Easter Sunday, Easter Monday)

Pesach / Passover (Jewish): During the Hebrew month of Nisan

National Walking Day: First Wednesday of April

Get To Know Your Customers Day: Third Thursday of each quarter
(January, April, July, October)

National Arbor Day (US): Last Friday in April

Tax Day (US): Variable date mid-April

Wear Pyjamas to Work Day (US): The day after Tax Day

Eid al-Fitr (Muslim): 1st day of Shawwal in the Islamic calendar

World Stationery Day: Last Wednesday of April

Notes:

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MAY

5

1	Beltane	17	
2	Baby Day	18	International Museum Day
3	National Textile Day	19	
4	Star Wars Day (May the Fourth)	20	World Bee Day
5	Cinco de Mayo (MX)	21	World Meditation Day
6		22	World Goth Day
7	World Laughter Day	23	World Turtle Day
8	No Socks Day	24	Brother's Day
9		25	National Wine Day
10	National Golf Day (UK)	26	National Sorry Day (AUS)
11	Make a Book Day International Nurses Day	27	
12	National Limerick Day	28	National Hamburger Day (US)
13	National Apple Pie Day (US)	29	National Biscuit Day (UK)
14		30	
15	International Day of Families	31	Web Designer Day
16	National Drawing Day		

Month:

Mental Health Awareness Month

Dates that vary:

Mother's Day (US, CAN & AUS): Second Sunday in May

National Notebook Day: 3rd Thursday of May

National Armed Forces Day (US): 3rd Saturday in May

World Baking Day: 3rd Sunday in May

Memorial Day (US): Last Monday in May

Notes:

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JUNE

6

1	Global Day of Parents	17	
2	National Donut Day	18	International Picnic Day
3	World Bicycle Day	19	National Watch Day
4	National Cheese Day	20	World Productivity Day
5	World Environment Day	21	International Day of Yoga World Music Day
6	D-Day (UK)	22	
7		23	National Hydration Day
8	National Best Friends Day	24	International Fairy Day
9	National Sex Day	25	
10	World Gin Day	26	
11		27	National Bingo Day
12		28	National Logistics Day
13		29	National Camera Day
14	International Bath Day	30	World Social Media Day
15	Beer Day Britain (UK)		
16			

Month:

Pride Month

Dates that vary:

Father's Day (UK & US): 3rd Sunday in June

Global Running Day: 1st Wednesday of June

World Gin Day: 2nd Saturday of June

Flip Flop Day: 3rd Friday of June

June Solstice: Late June

Armed Forces Day (UK): Late June

National Day of Joy: The last Wednesday in June

Notes:

JULY

7

1	Canada Day (CAN)	17	National Tattoo Day World Emoji Day
2	Made in the USA Day (US)	18	World Listening Day
3		19	
4	Independence Day (US)	20	International Chess Day
5	National Bikini Day	21	
6	International Kissing Day	22	World Brain Day
7	World Chocolate Day	23	
8	Be a Kid Again Day	24	International Self Care Day
9	Fashion Day	25	National Wine and Cheese Day
10	National Kitten Day (US)	26	Aunt & Uncle's Day (US)
11	National Mojito Day (US)	27	
12	National Simplicity Day	28	
13	National French Fry Day (US)	29	International Tiger Day
14	Bastille Day (FR)	30	International Day of Friendship
15		31	National Avocado Day
16	World Snake Day		

Dates that vary:

Get To Know Your Customers Day: Third Thursday of each quarter
(January, April, July, October)

National Ice Cream Day: Third Sunday in July

Islamic New Year (Muslim): Huring the first month of the Hijrī

Tisha B'Av (Jewish): First nine days of the Jewish month of Av

Notes:

AUGUST

8

1	National Girlfriends Day	17	National Nonprofit Day
2		18	Serendipity Day
3	Clean Your Floors Day	19	World Photo Day
4	National Choc Chip Cookie Day	20	National Radio Day
5	Blogger Day	21	
6		22	Folklore Day (BR)
7		23	Find Your Inner Nerd Day
8	International Cat Day	24	
9	National Book Lover's Day	25	Kiss and Make Up Day
10	National Lazy Day	26	International Dog Day
11	Hip Hop Day	27	
12	International Youth Day World Elephant Day	28	
13	International Left-Handers Day	29	National Sports Day (IN)
14	World Lizard Day	30	National Beach Day
15	National Relaxation Day	31	
16	National Tell a Joke Day		

Dates that vary:

Qixi - Chinese Valentine's Day (7th day of the 7th lunar month of the Chinese calendar)

Sister's Day: First Sunday in August

World Calligraphy Day: Second Wednesday in August

Raksha Bandhan (Hindu): takes place on the full moon during Sravana, the fifth month of the Hindu lunar calendar.

Notes:

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SEPTEMBER

9

1		17	
2	World Beard Day	18	National Respect Day
3		19	International Talk Like a Pirate Day
4	National Wildlife Day	20	International NFT Day
5	National Be Late For Something Day	21	World Gratitude Day
6	National Read a Book Day (US)	22	World Rhino Day
7	National Feel the Love Day	23	
8		24	
9	National Teddy Bear Day	25	National One-Hit Wonder Day
10	World Suicide Prevention Day	26	
11		27	World Tourism Day
12	National Video Games Day	28	National Neighbor Day
13	Positive Thinking Day	29	
14	National Coloring Day	30	
15	National Google.com Day		
16	National Stepfamily Day		

Month:

Self Improvement Month

Dates that vary:

Father's Day (AUS): First Sunday of September

National Lazy Mom's Day: First Friday of September every year

National Doodle Day: Friday of the third full week in September

Rosh Hashanah (Jewish New Year): The beginning of the month of Tishrei

September Equinox

Navaratri (Hindu): Nine nights, first in the month of Chaitra, and again in the month of Sharada

Notes:

OCTOBER

10

1	World Coffee Day Postcard Day	17	Wear Something Gaudy Day
2		18	
3	National Boyfriend Day	19	
4	World Animal Day	20	International Sloth Day
5	World Teacher's Day	21	
6	National Plus Size Appreciation Day (US)	22	INTERNATIONAL CAPS LOCK DAY
7	National Forgiveness & Happiness Day	23	National Slap Your Annoying Coworker Day
8	World Dyslexia Day	24	United Nations Day
9	World Post Day (US)	25	International Artist's Day
10	World Mental Health Day	26	
11	National Coming Out Day	27	National Mentoring Day
12		28	Bandana Day
13	International Day for Failure	29	National Cat Day
14	National I Love You Day (US)	30	National Checklist Day
15		31	Halloween
16	National Boss' Day (US) World Food Day		

Month:

Black History Month (UK)

LBGTQ+ History Month (US, CAN & AUS)

Dates that vary:

Diwali (Hindu): Five or six days during the Hindu lunisolar month

Kartika

World Smile Day: First Friday of October

Grandparents Day (UK): First Sunday of October

Canadian Thanksgiving: Second Monday in October

Get To Know Your Customers Day: Third Thursday of each quarter
(January, April, July, October)

National Mother-in-Law Day: Fourth Sunday in October

Notes:

NOVEMBER

11

1	Samhain	17	National Hiking Day
2	Día de los Muertos (MX)	18	
3	National Accessory Day	19	International Men's Day
4	Use Your Common Sense Day	20	World Children's Day
5	Bonfire Night (UK)	21	World Hello Day
6	National Nachos Day	22	Go For a Ride Day
7		23	National Espresso Day
8		24	
9	World Freedom Day	25	Shopping Reminder Day
10	International Accounting Day	26	International Cake Day
11	Remembrance Day (UK)	27	
12		28	
13	World Kindness Day	29	
14		30	St Andrew's Day (UK)
15	National Recycling Day (US)		
16	National Fast Food Day		

Month:

November

Dates that vary:

Zero Tasking Day: First Sunday in November

National Entrepreneur's Day: Third Tuesday of November

Thanksgiving (US): Fourth Thursday in November

Black Friday: Friday after Thanksgiving

Cyber Monday: Monday after Thanksgiving

National Day of Giving: Tuesday after Thanksgiving

Notes:

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DECEMBER

12

1	National Christmas Lights Day	17	
2		18	National Twin Day
3	Make a Gift Day	19	
4	National Cookie Day	20	Games Day
5	International Volunteer Day	21	
6		22	National Short Person Day
7		23	National Christmas Movie Marathon Day
8		24	Christmas Eve
9	Christmas Card Day	25	Christmas Day
10		26	Boxing Day
11		27	
12	Gingerbread House Day	28	National Call a Friend Day
13	National Cocoa Day	29	
14	Monkey Day	30	
15		31	New Year's Eve
16	Chocolate Covered Anything Day		

Month:

Month of Giving

Dates that vary:

National Re-Gifting Day: Thursday before Christmas

Hannukah: Begins on the 25th of Kislev on the Hebrew calendar
(November or December)

Christmas Jumper Day

Kwanzaa: From 26th December to 1st January

December Solstice: Typically around 21st December

National Underdog Day (US): Third Friday in December

Ugly Sweater Day: Third Friday in December

December Solstice

Notes:
