



2025 B2B Social Media Holidays Calendar

Every year, we can plan to prepare our posts for the different channels we manage based on the important and fun social media holidays being mentioned worldwide. Preparing beforehand will allow us to get our creative juices flowing and our Canva templates set up.

1 January

Social Holiday	Date	Themes for B2B	Recommended hashtags
New Year's Day	January 1, Wednesday	<ul style="list-style-type: none">• New Year's resolutions• Goal setting	<ul style="list-style-type: none">#NewYearsDay#HappyNewYear#NewYearResolutions
National Bagel Day	January 15, Wednesday	<ul style="list-style-type: none">• Team building• Office culture• A day to appreciate the versatility of bagels	<ul style="list-style-type: none">#NationalBagelDay#BagelDayBliss#SpreadTheBagelLove15
Ditch Your Resolution Day	January 17, Friday	<ul style="list-style-type: none">• Work-life balance• Employee wellness• Discuss realistic goal-setting on	<ul style="list-style-type: none">#DitchYourResolutionDay
Blue Monday	January 20, Monday	<ul style="list-style-type: none">• Address "Blue Monday" with positive workplace initiatives	<ul style="list-style-type: none">#BlueMonday#MentalHealthAwareness#SelfCare#YouAreNotAlone
Community Manager Appreciation Day	January 27, Monday	<ul style="list-style-type: none">• Social media strategy• Community engagement	<ul style="list-style-type: none">Celebrate Community Manager Appreciation Day#CMAD #CMAD25



2 February

Social Holiday	Date	Themes for B2B	Recommended hashtags
Black History Month (US)	February 1-28, Month-long	<ul style="list-style-type: none">Diversity in businessCultural awareness	<ul style="list-style-type: none">#blackhistorymonth#blackhistory#blacklivesmatter#blackexcellence
Safer Internet Day	February 6, Thursday	<ul style="list-style-type: none">CybersecurityData protectionFocus on digital safety for Safer Internet Day	<ul style="list-style-type: none">#OnlineSafetyTips#WebWisdom#ProtectAndServeOnline#NetSafetyAdvocates#CyberWelfare
International Day of Women and Girls in Science	February 11, Tuesday	<ul style="list-style-type: none">Women in STEMDiversity in techHighlight female leaders	<ul style="list-style-type: none">#WomenInScience#GirlsInSTEM
Valentine's Day	February 14, Friday	<ul style="list-style-type: none">Customer appreciationBusiness partnershipsValentine's Day themed content about B2B relationships	<ul style="list-style-type: none">#happyvalentinesday#valentinesday #valentines#valentinegift #valentinesdaygift#valentines #valentinesday2025
Random Acts Of Kindness Day	February 17, Monday	<ul style="list-style-type: none">Corporate social responsibility	<ul style="list-style-type: none">#RandomActsOfKindnessDay#KindnessMatters#SpreadKindness#ChooseKindness#KindnessWins

3 March

Women's History Month	March 1-31, Month-long	<ul style="list-style-type: none">Women's leadership,Gender equality	<ul style="list-style-type: none">#WomensHistoryMonth#WomenEmpowerment#WomenWhoLead#InspirationalWomen
Zero Discrimination Day	March 1, Saturday	<ul style="list-style-type: none">Diversity and inclusion	<ul style="list-style-type: none">#zerodiscriminationday#Zerodiscrimination#nodiscrimination



3 March

Social Holiday	Date	Themes for B2B	Recommended hashtags
International Women's Day	March 8, Saturday	<ul style="list-style-type: none">International Women's Day campaignWomen's leadershipGender equality	#IWD2025 #AccelerateAction #IWDtypism
Pi Day	March 14, Friday	<ul style="list-style-type: none">Data analysisStatistics in business	#PiDay #piday #pi #pie #happypiday #pieday #math #nationalpiday
National Mom and Pop Business Owners Day	March 29, Saturday	<ul style="list-style-type: none">Small business supportEntrepreneurship	#MomPopBusinessOwnersDay #MomAndPopDay #SupportLocalBusinesses #SmallBizOwners.
Mother's Day	March 30, Sunday	<ul style="list-style-type: none">Mother's Day for the UK audienceWork-life balance (UK + Ireland)	#mothersday #happymothersday #mothersdaygifts #motherhood #mum
International Transgender Day of Visibility	March 31, Monday	<ul style="list-style-type: none">Diversity and inclusion	Support for #TransDayofVisibility #TransDay

4 April

Women's History Month	April 1st, Tuesday	<ul style="list-style-type: none">Brand personalityCreative marketing	#Aprilfoolsday #Aprilfools #aprilfoolsjokes #aprilfoolsprank
Walk to Work Day	April 4, Friday	<ul style="list-style-type: none">Promote healthy habits for Walk to Work DayEmployee wellnessSustainability	#Walktowork #lunchwalk #ofttowork #workfromhome #walktobusiness



4 April

Social Holiday	Date	Themes for B2B	Recommended hashtags
World Health Day	April 7, Monday	<ul style="list-style-type: none">World Health DayWorkplace health initiatives	#worldhealthday #fitlife #worldmentalhealthday #itsbetterinthebahamas
Siblings' Day	April 10, Thursday	<ul style="list-style-type: none">Company cultureEmployee relationsTeamwork	#NationalSiblingsDay #siblingsday #twinsiblings
Easter Sunday	April 20, Sunday	<ul style="list-style-type: none">Holiday greetingsEaster Sunday	#eastersunday #easterfun #eastergifts #happyeastereveryone
Earth Day	April 22, Tuesday	<ul style="list-style-type: none">Sustainability initiativesEarth Day-themed content on corporate responsibility	#earthday, #earthhome, #theworld, #naturegood

5 May

Mental Health Awareness Month	May 1-31, Month-long	<ul style="list-style-type: none">Mental health awarenessEmployee mental healthWorkplace wellness company initiatives	#mentalwellness #mentalhealthmonth #mentalillnessawareness #mentalhealth #mentalhealthadvocate
Star Wars Day	May 4, Sunday	<ul style="list-style-type: none">Pop cultureBrand personality	#StarWarsDay #starwars #starwarsfan #starwarsdaily #maytheforcebewithyou #maythe4thbewithyou
Mother's Day	May 11, Sunday	<ul style="list-style-type: none">Work-life balanceEmployee appreciation	Mother's Day content (US + Canada) #mothersday #mommyday
International Nurses Day	May 12, Monday	<ul style="list-style-type: none">International Nurses Day recognitionHealthcare industryEmployee wellness	#internationalnursesday #nursessavelives #medicalprofessionals #nursesareheroes #nursesbelike



6 June

Social Holiday	Date	Themes for B2B	Recommended hashtags
LGBTQ Pride Month	June 1-30, Month-long	<ul style="list-style-type: none">LGBTQ Pride MonthDiversity and inclusion	#lgbtqpridemonth #lgbtqpride #lgbtpride #pridemonth #lgbtworld #pridemonth2025
Global Running Day	June 5, Thursday	<ul style="list-style-type: none">Global Running Day activitiesEmployee wellness, team building	#globalrunningday #runforlife #runningislife #runstrong #runningwithfriends #runwiththewinners
National Donut Day	June 6, Friday	<ul style="list-style-type: none">Company culture, employee engagementNational Donut Day office celebration post	#nationaldoughnutday #happydonuts #doughnut #freshdonuts
Father's Day	June 15, Sunday	<ul style="list-style-type: none">Father's Day (US, UK + Canada)Work-life balanceEmployee appreciation	#fathersday #dadlife #happyfathersday #fathers #busydads #mydadmyhero #fatheranddaughter #fatherandson
Juneteenth	June 19, Thursday	<ul style="list-style-type: none">Diversity and inclusionEqual opportunityJuneteenth reflection on workplace equality	#juneteenth #happyjuneteenth #juneteenth2025
National Selfie Day	June 21, Saturday	<ul style="list-style-type: none">Brand personalityEmployee spotlightsNational Selfie Day with staff photos	#nationalselfieday #selfie #selfiesunday #photooftheday
Social Media Day	June 30, Monday	<ul style="list-style-type: none">Social media success storiesPlatform updatesShare B2B social media tips	#SocialMediaDay #socialmedialife #socialmediaguru #socialmediaexpert #socialmediamarketingtips #socialcommunity



7 July

Social Holiday	Date	Themes for B2B	Recommended hashtags
Independence Day (US)	July 4, Friday	<ul style="list-style-type: none">Company culture (US) Independence Day post for US audience	<ul style="list-style-type: none">#independenceday#happyindependenceday#independence
World Chocolate Day	July 7, Monday	<ul style="list-style-type: none">Employee appreciationOffice culture	<ul style="list-style-type: none">#WorldChocolateDay#worldchocolateday#internationalchocolateday#chocolatelovers#chocolatelovers
Social Media Giving Day	July 15, Tuesday	<ul style="list-style-type: none">Corporate social responsibility highlightsThe company's giving programs	<ul style="list-style-type: none">#socialmediagivingday#socialmedia#socialhealthnetwork#socialhealthandwellness#socialhealthempowerment
World Emoji Day	July 17, Thursday	<ul style="list-style-type: none">Digital communication trendsPost on business communication	<ul style="list-style-type: none">#WorldEmojiDay#worldemojiday #emojiday #emoji

8 August

International Cat Day	August 8, Friday	<ul style="list-style-type: none">Brand personalityWork-life balanceEmployee cats	<ul style="list-style-type: none">#InternationalCatDay#internationalcatday #catday#catworld #catoftheday #catlife#catsoftheworld
National Financial Awareness Day	August 14, Thursday	<ul style="list-style-type: none">Financial literacyBusiness finance tipsShare insights on national financial awareness	<ul style="list-style-type: none">#financialindependence#financialfreedom#financialemPOWERment#financialeducationay
National Dog Day (US)	August 26, Tuesday	<ul style="list-style-type: none">Company cultureWork-life balancePost with office pets	<ul style="list-style-type: none">#NationalDogDay,#dogoftheday #doggo #doglife#workingdog



9 September

Social Holiday	Date	Themes for B2B	Recommended hashtags
National Hispanic Heritage Month (US)	Sep 15-Oct 15 Month-long	<ul style="list-style-type: none">Diversity in businessCultural awarenessNational Hispanic Heritage Month stories	#NationalHispanicHeritageMonth
International Equal Pay Day	September 18, Thursday	<ul style="list-style-type: none">Pay equityFair compensation practicesAddress wage gaps on International Equal Pay Day	#InternationalEqualPayDay #equalpay
International Podcast Day	September 30, Tuesday	<ul style="list-style-type: none">B2B podcastsIndustry thought leadershipPromote company podcasts	#InternationalPodcastDay, #internationalpodcastday #podcasts

10 October

Black History Month (UK)	October 1-31 Month-long	<ul style="list-style-type: none">Black History Month is an annual observance in the United States, Canada, and the United Kingdom	#blackhistorymonth #blackhistory #blacklivesmatter #blackexcellence
Global Diversity Awareness Month	October 1-31 Month-long	<ul style="list-style-type: none">Celebrate cultures worldwide	#GlobalDiversityAwarenessMonth
International Coffee Day	October 1, Wednesday	<ul style="list-style-type: none">Employee appreciationOffice culture, office perks, office coffee	#InternationalCoffeeDay #internationalcoffeeday #coffeelover #coffeeday #coffeelovers
Halloween	October 31, Friday	<ul style="list-style-type: none">Company cultureEmployee engagement	#Halloween2025 #Halloween #HalloweenCostume



11 November

Social Holiday	Date	Themes for B2B	Recommended hashtags
STEM Day	November 8, Saturday	<ul style="list-style-type: none">• Innovation• Technology advancements• Showcase STEM initiatives	#STEMDay #nationalstemday #stemeducation #stemforkids #nationalsteamday #womeninstem #stemteacher #stemlearning #stemgirls #stemisforeveryone
Social Media Kindness Day	November 13, Thursday	<ul style="list-style-type: none">• Positive social media engagement• Promote respectful online interactions	#SocialMediaKindnessDay #SpreadKindness #BeKindOnline #PositiveSocialMedia #KindnessMatters
Thanksgiving (US)	November 27, Thursday	<ul style="list-style-type: none">• Employee appreciation• Company culture• Thanksgiving post (US)	#Thanksgiving #Gratitude #FamilyGathering #ThanksgivingFeast #HolidaySeason #Thankful
Black Friday	November 28, Friday	<ul style="list-style-type: none">• Product promotions• B2B offers	#blackfriday #blackfridaysale #blackfridaydeals #blackfridaysales
Small Business Saturday	November 29, Saturday	<ul style="list-style-type: none">• Support for small businesses	#smallbusinesssaturday #supportsmallbusiness #smallbusinessowners #smallbusinessuk #localbusiness



12 December

Social Holiday	Date	Themes for B2B	Recommended hashtags
Cyber Monday	December 1, Monday	<ul style="list-style-type: none">Cyber Monday (Monday following Thanksgiving Day (US))E-commerce, digital transformation	#cybermonday #cybermondaysale #cybermondaydeals #cyber
International Day of Persons with Disabilities	December 3, Wednesday	<ul style="list-style-type: none">AccessibilityInclusive designHighlight initiatives for International Day of Persons with Disabilities	#IDPD #InclusionMatters #DisabilityRights #EqualOpportunity #AccessibleWorld #CelebrateAbilities
National Cookie Day	December 4, Thursday	<ul style="list-style-type: none">Employee appreciationOffice culture	#NationalCookieDay #nationalcookie day
Christmas Eve-Christmas Day	December 24-25, Wed-Thu	<ul style="list-style-type: none">Holiday greetings Christmas Eve and Christmas Day messages	#christmas #merrychristmas #christmastime #christmasgifts #christmaslights #xmas #christmasdecorations
New Year's Eve	December 31, Wednesday	<ul style="list-style-type: none">Year in reviewFuture outlookNew Year's Eve blessings and wishes	#newyarseve #newyear #happynewyear #newyearsday #newyearsresolution #nye #happyholidays #newyears #newyearscelebration



Tips for creating content for social media holidays

Cross-platform strategy

Adapt your content for several social media platforms to maximize reach and engagement.

Diversify content

Mix professional themes with lighter, engaging topics to maintain audience interest.

Educate and inform

Leverage awareness months and days to provide valuable insights to your B2B audience.

Show off your corporate responsibility

Use relevant days to showcase your company's sustainability, diversity, and community support initiatives.

Align with business goals

Choose holidays that resonate with your industry and company values. If pancake day doesn't fit your brand, it's okay to skip it.

Plan ahead

Pre-schedule content for major holidays while leaving room for real-time engagement on the day.

Engage employees and leverage employee advocates

Incorporate internal initiatives that align with these holidays. Create posts for advocates to share on social and showcase company culture.



About us

Oktopost is a B2B social media management platform that helps marketing and revenue teams drive engagement, measure success, and link social media to revenue growth. Trusted by thousands of marketing professionals in some of the world's leading B2B technology and financial services companies, Oktopost provides a robust suite of solutions for social media publishing, business intelligence, social listening, and employee advocacy, all in one platform.

Learn how to measure social media impact and increase revenues with Oktopost's specialized B2B social media management platform.

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