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Social Media Calendar 2021

**JANUARY**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  | **Friday 1st** | **Saturday 2nd** | **Sunday 3rd** |
| Social dates |  |  |  |  | New Year’s Day 🎉 | Science Fiction Day |  |
| Facebook  |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn  |  |  |  |  |  |  |  |
|  | **Monday 4th** | **Tuesday 5th** | **Wednesday 6th** | **Thursday 7th** | **Friday 8th** | **Saturday 9th** | **Sunday 10th** |
| Social dates |  |  |  |  |  |  |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 11th** | **Tuesday 12th** | **Wednesday 13th** | **Thursday 14th** | **Friday 15th** | **Saturday 16th** | **Sunday 17th** |
| Social dates |  |  |  |  |  |  |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 18th** | **Tuesday 19th** | **Wednesday 20th** | **Thursday 21st** | **Friday 22nd** | **Saturday 23rd** | **Sunday 24th** |
| Social dates | Winnie the Pooh Day and Blue Monday |  |  |  |  |  |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 25th** | **Tuesday 26th** | **Wednesday 27th** | **Thursday 28th** | **Friday 29th** | **Saturday 30th** | **Sunday 31st** |
| Social dates | Rabbie Burns night  |  |  |  |  |  |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |

**Tuminds Tip:** *Use your social media calendar to plan out activity (up to three months ahead is recommended): what is happening in your business and industry each month; any upcoming events; new products or services etc. Plan* ***what*** *you are going to post,* ***when*** *you are going to post it, on* ***which platform*** *and in* ***which format*** *(photo, text, video).*

Social Media Calendar 2021

**FEBRUARY**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Monday 1st** | **Tuesday 2nd** | **Wednesday 3rd** | **Thursday 4th** | **Friday 5th** | **Saturday 6th** | **Sunday 7th** |
| Social dates |  | Groundhog Day |  | Facebook’s Birthday |  | Six Nations start 🏉 |  |
| Facebook  |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn  |  |  |  |  |  |  |  |
|  | **Monday 8th** | **Tuesday 9th** | **Wednesday 10th** | **Thursday 11th** | **Friday 12th** | **Saturday 13th** | **Sunday 14th** |
| Social dates |  | National Pizza Day 🍕 |  |  | Chinese New Year (Ox) |  | Valentine’s Day ❤ |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 15th** | **Tuesday 16th** | **Wednesday 17th** | **Thursday 18th** | **Friday 19th** | **Saturday 20th** | **Sunday 21st** |
| Social dates |  | Shrove Tuesday 🥞 | Random Acts of Kindness Day 😊 |  |  |  |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 22nd** | **Tuesday 23rd** | **Wednesday 24th** | **Thursday 25th** | **Friday 26th** | **Saturday 27th** | **Sunday 28th** |
| Social dates |  |  |  |  |  |  |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **This month’s hashtags:**#ValentinesDay #Rugby#ShroveTuesday #Sixnations#PancakesDay#Bekind |

**Tuminds Tip**: *Follow the 80/20 rule for posting content – 80% useful and interesting content, 20% promotional. Non-promotional content could include behind the scenes at your business, stories about your team, local news, relevant industry news, tips, articles that your audience will find helpful.*

Social Media Calendar 2021

**MARCH**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Monday 1st** | **Tuesday 2nd** | **Wednesday 3rd** | **Thursday 4th** | **Friday 5th** | **Saturday 6th** | **Sunday 7th** |
| Social dates | St David’s Day |  | World Wildlife Day 🦁 | World Book Day 📚 |  |  |  |
| Facebook  |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn  |  |  |  |  |  |  |  |
|  | **Monday 8th** | **Tuesday 9th** | **Wednesday 10th** | **Thursday 11th** | **Friday 12th** | **Saturday 13th** | **Sunday 14th** |
| Social dates | Int’l Women’s Day |  |  |  |  |  | Mother’s Day 👩‍🦱 |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 15th** | **Tuesday 16th** | **Wednesday 17th** | **Thursday 18th** | **Friday 19th** | **Saturday 20th** | **Sunday 21st** |
| Social dates |  |  | St Patrick’s Day 🍀 |  |  | Spring Equinox | World Poetry Day |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 22nd** | **Tuesday 23rd** | **Wednesday 24th** | **Thursday 25th** | **Friday 26th** | **Saturday 27th** | **Sunday 28th** |
| Social dates |  |  |  |  |  | Earth Hour 🌍 | Clocks forward 1 am |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 29th** | **Tuesday 30th** | **Wednesday 31st** | **This month’s hashtags:** #WorldBookDay; #WorldWildlifeDay; #Internationalwomensday # StPatricksDay; #SpringEquinox #WorldPoetryDay #MothersDay; #MotheringSunday; #EarthHour #ClocksForward |
| Social dates |  |  |  |
| Facebook |  |  |  |
| Twitter |  |  |  |
| Instagram |  |  |  |
| LinkedIn |  |  |  |

**Tuminds Tip:***Using a social media management tool like Hootsuite (*[*https://hootsuite.com/plans/free*](https://hootsuite.com/plans/free)*) can make social media management easier and more efficient. The free Hootsuite plan can be used to manage up to three platforms.*

Social Media Calendar 2021

**APRIL**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  | **Thursday 1st** | **Friday 2nd** | **Saturday 3rd** | **Sunday 4th** |
| Social dates |  |  |  | April Fool’s Day 🤣 | Good Friday  | Easter Saturday 🐰 | Easter Sunday 🐣 |
| Facebook  |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn  |  |  |  |  |  |  |  |
|  | **Monday 5th** | **Tuesday 6th** | **Wednesday 7th** | **Thursday 8th** | **Friday 9th** | **Saturday 10th** | **Sunday 11th** |
| Social dates | Easter Monday |  | World Health Day 🩺 |  |  | The Grand National |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 12th** | **Tuesday 13th** | **Wednesday 14th** | **Thursday 15th** | **Friday 16th** | **Saturday 17th** | **Sunday 18th** |
| Social dates |  |  |  |  |  |  |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 19th** | **Tuesday 20th** | **Wednesday 21st** | **Thursday 22nd** | **Friday 23rd** | **Saturday 24th** | **Sunday 25th** |
| Social dates |  |  | National Tea Day & Queen’s 95th b’day | Earth Day 🌍 | St George’s Day |  | London Marathon |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 26th** | **Tuesday 27th** | **Wednesday 28th** | **Thursday 29th** | **Friday 30th** | **This month’s hashtags:**#AprilFoolsDay #WorldHealthDay#GoodFriday #Easter #Easterweekend #EasterSunday #Eastereggs#HappyBirthdayMam #NationalTeaDay #EarthDay #LondonMarathon |
| Social dates |  |  |  |  |  |
| Facebook |  |  |  |  |  |
| Twitter |  |  |  |  |  |
| Instagram |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |

**Tuminds Tip:** *Keep your Google listing up to date to improve visibility in Google search results. See* [*https://tuminds.com/2018/08/how-tu-claim-and-improve-your-google-listing/*](https://tuminds.com/2018/08/how-tu-claim-and-improve-your-google-listing/?utm_source=Newsletter&utm_medium=Social%20Media%20Calendar&utm_campaign=Spotlight) *for more information.*

Social Media Calendar 2021

**MAY**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  | **Saturday 1st** | **Sunday 2nd** |
| Social dates |  |  |  |  |  |  |  |
| Facebook  |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn  |  |  |  |  |  |  |  |
|  | **Monday 3rd** | **Tuesday 4th** | **Wednesday 5th** | **Thursday 6th** | **Friday 7th** | **Saturday 8th** | **Sunday 9th** |
| Social dates | Bank Holiday | Star Wars Day |  |  |  |  |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 10th** | **Tuesday 11th** | **Wednesday 12th** | **Thursday 13th** | **Friday 14th** | **Saturday 15th** | **Sunday 16th** |
| Social dates |  |  |  |  |  | FA Cup Final ⚽ |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 17th** | **Tuesday 18th** | **Wednesday 19th** | **Thursday 20th** | **Friday 21st** | **Saturday 22nd** | **Sunday 23rd** |
| Social dates |  |  |  |  |  |  |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 25th** | **Tuesday 25th** | **Wednesday 26th** | **Thursday 27th** | **Friday 28th** | **Saturday 29th** | **Sunday 30th** |
| Social dates |  |  |  |  | World Hunger Day |  |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 31st** | **Tuminds Tip:** *Use Facebook Insights to find out more about your audience. The Posts section tells you which content resonates with your audience and People gives you information on the demographics of your audience.***This month’s hashtags:** #worldhungerday #bankholiday #facupfinal #football #starwars #maythefourthbewithyou |
| Social dates | Bank Holiday |
| Facebook |  |
| Twitter |  |
| Instagram |  |
| LinkedIn |  |

Social Media Calendar 2021

**JUNE**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **Tuesday 1st** | **Wednesday 2nd** | **Thursday 3rd** | **Friday 4th** | **Saturday 5th** | **Sunday 6th** |
| Social dates |  |  |  |  |  |  |  |
| Facebook  |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn  |  |  |  |  |  |  |  |
|  | **Monday 7th** | **Tuesday 8th** | **Wednesday 9th** | **Thursday 10th** | **Friday 11th** | **Saturday 12th** | **Sunday 13th** |
| Social dates |  |  |  |  |  | World Gin Day! 🍸 |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 14th** | **Tuesday 15th** | **Wednesday 16th** | **Thursday 17th** | **Friday 18th** | **Saturday 19th** | **Sunday 20th** |
| Social dates |  |  |  |  |  |  | Father’s Day 🧑 |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 21st** | **Tuesday 22nd** | **Wednesday 23rd** | **Thursday 24th** | **Friday 25th** | **Saturday 26th** | **Sunday 27th** |
| Social dates | Summer Solstice 🌞 |  |  |  |  | Tour de France 🚴‍♂️ |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 28th** | **Tuesday 29th** | **Wednesday 30th** | **This month’s hashtags:**#WorldGinDay #NationalBeerDay #FathersDay #HappyFathersDay #tennis #wimbledon #Worldsocialmedia |
| Social dates | Wimbledon starts  |  | World Social Media Day |
| Facebook |  |  |  |
| Twitter |  |  |  |
| Instagram |  |  |  |
| LinkedIn |  |  |  |

**Tuminds Tip:** *Use hashtags on Twitter and Instagram to help your content be found by the right audience. Don’t use more than 2-3 hashtags in tweets. You can use up to 30 hashtags in Instagram posts.*

Social Media Calendar 2021

**JULY**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  | **Thursday 1st** | **Friday 2nd** | **Saturday 3rd** | **Sunday 4th** |
| Social dates |  |  |  |  |  |  |  |
| Facebook  |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn  |  |  |  |  |  |  |  |
|  | **Monday 5th** | **Tuesday 6th** | **Wednesday 7th** | **Thursday 8th** | **Friday 9th** | **Saturday 10th** | **Sunday 11th** |
| Social dates |  |  | World Chocolate Day! 🍫 |  |  |  |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 12th** | **Tuesday 13th** | **Wednesday 14th** | **Thursday 15th** | **Friday 16th** | **Saturday 17th** | **Sunday 18th** |
| Social dates |  |  |  |  |  |  |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 19th** | **Tuesday 20th** | **Wednesday 21st** | **Thursday 22nd** | **Friday 23rd** | **Saturday 24th** | **Sunday 25th** |
| Social dates |  |  |  |  | Tokyo Olympics opening ceremony |  |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 26th** | **Tuesday 27th** | **Wednesday 28th** | **Thursday 29th** | **Friday 30th** | **Saturday 31st** |  |
| Social dates |  |  |  |  |  |  |
| Facebook |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |

**Tuminds Tip:** *Make sure you add a clickable link to descriptions of YouTube videos to drive people to your website and help with Search Engine Optimisation.*

Social Media Calendar 2021

**AUGUST**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  | **Sunday 1st** |
| Social dates |  |  |  |  |  |  | Edinburgh Fringe (tbc) |
| Facebook  |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn  |  |  |  |  |  |  |  |
|  | **Monday 2nd** | **Tuesday 3rd** | **Wednesday 4th** | **Thursday 5th** | **Friday 6th** | **Saturday 7th** | **Sunday 8th** |
| Social dates |  |  |  |  | Beer Day! 🍺 |  | Int'l Cat Day 🐈  |
| Facebook |  |  |  |  |  |  | Tokyo Olympics Close |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 9th** | **Tuesday 10th** | **Wednesday 11th** | **Thursday 12th** | **Friday 13th** | **Saturday 14th** | **Sunday 15th** |
| Social dates |  |  |  |  |  |  |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 16th** | **Tuesday 17th** | **Wednesday 18th** | **Thursday 19th** | **Friday 20th** | **Saturday 21st** | **Sunday 22nd** |
| Social dates |  |  |  |  |  |  |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 23rd** | **Tuesday 24th** | **Wednesday 25th** | **Thursday 26th** | **Friday 27th** | **Saturday 28th** | **Sunday 29th** |
| Social dates |  |  |  | National Burger Day |  |  |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 30th** | **Tuesday 31st** | **Tuminds Tip:** *Posting consistently and engaging on your social media platforms can help to grow your audience.***This month’s hashtags:** #Olympics #Olympicgames #Tokyoolympics  |
| Social dates |  | Bank Holiday |
| Facebook |  |  |
| Twitter |  |  |
| Instagram |  |  |
| LinkedIn |  |  |

Social Media Calendar 2021

**SEPTEMBER**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | **Wednesday 1st** | **Thursday 2nd** | **Friday 3rd** | **Saturday 4th** | **Sunday 5th** |
| Social dates |  |  |  |  |  |  |  |
| Facebook  |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn  |  |  |  |  |  |  |  |
|  | **Monday 6th** | **Tuesday 7th** | **Wednesday 8th** | **Thursday 9th** | **Friday 10th** | **Saturday 11th** | **Sunday 12th** |
| Social dates |  |  |  |  |  |  |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 13th** | **Tuesday 14th** | **Wednesday 15th** | **Thursday 16th** | **Friday 17th** | **Saturday 18th** | **Sunday 19th** |
| Social dates | Roald Dahl Day |  |  | 100 days til Xmas! |  |  | Talk like a Pirate day |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 20th** | **Tuesday 21st** | **Wednesday 22nd** | **Thursday 23rd** | **Friday 24th** | **Saturday 25th** | **Sunday 26th** |
| Social dates |  |  | Autumn Equinox |  |  |  |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 27th** | **Tuesday 28th** | **Wednesday 29th** | **Thursday 30th** | **This month’s hashtags:**#roalddahl #tourism |
| Social dates | World Tourism Day |  |  |  |
| Facebook |  |  |  |  |
| Twitter |  |  |  |  |
| Instagram |  |  |  |  |
| LinkedIn |  |  |  |  |

**Tuminds Tip:** *As Twitter is an open platform you can reach people who have never heard about your business (as opposed to Facebook which is closed and the people who like your page are those who already know about you). Search for keywords and hashtags that are relevant to your business to see who is tweeting about them.*

Social Media Calendar 2021

**OCTOBER**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  | **Friday 1st** | **Saturday 2nd** | **Sunday 3rd** |
| Social dates |  |  |  |  | World Vegetarian Day |  | Grandparent’s Day |
| Facebook  |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn  |  |  |  |  |  |  |  |
|  | **Monday 4th** | **Tuesday 5th** | **Wednesday 6th** | **Thursday 7th** | **Friday 8th** | **Saturday 9th** | **Sunday 10th** |
| Social dates | World Animal Day | World Teacher’s Day | World Mental Health Day |  |  |  |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  | Insta’s 11th Birthday |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 11th** | **Tuesday 12th** | **Wednesday 13th** | **Thursday 14th** | **Friday 15th** | **Saturday 16th** | **Sunday 17th** |
| Social dates |  |  |  |  |  | World Food Day |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 18th** | **Tuesday 19th** | **Wednesday 20th** | **Thursday 21st** | **Friday 22nd** | **Saturday 23rd** | **Sunday 24th** |
| Social dates |  |  |  | Apple Day |  |  |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 25th** | **Tuesday 26th** | **Wednesday 27th** | **Thursday 28th** | **Friday 29th** | **Saturday 30th** | **Sunday 31st** |
| Social dates |  World Pasta Day |  |  |  |  |  | Halloween 🎃 |
| Facebook |  |  |  |  |  |  | Clocks go back 2am |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |

**Tuminds Tip:** *Use Instagram Stories to get feedback from your audience (through the poll, questions and slider stickers). Instagram Stories is a great way to show behind the scenes content.*

Social Media Calendar 2021

**NOVEMBER**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Monday 1st** | **Tuesday 2nd** | **Wednesday 3rd** | **Thursday 4th** | **Friday 5th** | **Saturday 6th** | **Sunday 7th** |
| Social dates |  |  |  |  | Bonfire Night 🔥 |  |  |
| Facebook  |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn  |  |  |  |  |  |  |  |
|  | **Monday 8th** | **Tuesday 9th** | **Wednesday 10th** | **Thursday 11th** | **Friday 12th** | **Saturday 13th** | **Sunday 14th** |
| Social dates |  |  |  |  |  | World Kindness Day💛 | Remembrance Sunday |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 15th** | **Tuesday 16th** | **Wednesday 17th** | **Thursday 18th** | **Friday 19th** | **Saturday 20th** | **Sunday 21st** |
| Social dates |  |  |  |  |  | World Children’s Day |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 22nd** | **Tuesday 23rd** | **Wednesday 24th** | **Thursday 25th** | **Friday 26th** | **Saturday 27th** | **Sunday 28th** |
| Social dates |  |  |  |  | Black Friday 🛍 |  |  |
| Facebook |  |  |  |  | National Cake Day |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 29th** | **Tuesday 30th** | **This month’s hashtags:** #BonfireNight #Fireworks #GuyFawkes #Remembrance Sunday #PoppyDay #ChildrenInNeed #BlackFriday #CyberMonday #StAndrewsDay #Bekind #NationalCakeDay #CakeDay #CakesOfInstagram #CakeTime #CakePorn |
| Social dates | Cyber Monday 🖥 | St Andrews Day  |
| Facebook |  |  |
| Twitter |  |  |
| Instagram |  |  |
| LinkedIn |  |  |

**Tuminds Tip:***Rather than uploading photos to Pinterest from a device, use the Pinterest button to upload from your website. This will drive traffic back to the website.*

Social Media Calendar 2021

**DECEMBER**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | **Wednesday 1st** | **Thursday 2nd** | **Friday 3rd** | **Saturday 4th** | **Sunday 5th** |
| Social dates |  |  |  |  |  |  |  |
| Facebook  |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn  |  |  |  |  |  |  |  |
|  | **Monday 6th** | **Tuesday 7th** | **Wednesday 8th** | **Thursday 9th** | **Friday 10th** | **Saturday 11th** | **Sunday 12th** |
| Social dates |  |  |  |  |  |  |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 13th** | **Tuesday 14th** | **Wednesday 15th** | **Thursday 16th** | **Friday 17th** | **Saturday 18th** | **Sunday 19th** |
| Social dates |  |  |  |  |  |  |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 20th** | **Tuesday 21st** | **Wednesday 22nd** | **Thursday 23rd** | **Friday 24th** | **Saturday 25th** | **Sunday 26th** |
| Social dates |  | Winter Solstice |  |  | Christmas Eve 🎄 | Christmas Day 🎅 | Boxing Day 🎁 |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
|  | **Monday 27th** | **Tuesday 28th** | **Wednesday 29th** | **Thursday 30th** | **Friday 31st** | **This month’s hashtags:**#WinterSolstice#ChristmasEve; #HappyChristmas; #BoxingDay#NewYearsEve; #Hogmanay; #HappyNewYear |
| Social dates |  |  |  |  | Hogmanay! 🍾🥂 |
| Facebook |  |  |  |  |  |
| Twitter |  |  |  |  |  |
| Instagram |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |

**Tuminds Tip:** *Start planning your content for next year –* [*get in touch*](https://tuminds.com/contact-us/?utm_source=Newsletter&utm_medium=Social%20Media%20Calendar&utm_campaign=Spotlight) *with Tuminds for your 2022 social media calendar!*

**The social media landscape is continually changing. For social media training, support and strategy please get in touch.**

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