

Annual Social Media Campaign Calendar Example

Overview

This sample calendar outlines key monthly campaigns for an organization's social media strategy. Each month highlights a main theme, content ideas, and target platforms.

January

Campaign	Primary Theme	Key Dates	Content Types	Platforms
New Year Kick-Off	Goal Setting & Inspiration	Jan 1-7	Posts, Stories, Reels	Instagram, Facebook, LinkedIn

February

Campaign	Primary Theme	Key Dates	Content Types	Platforms
Community Spotlight	Customer Appreciation	Feb 7-14	Testimonials, Stories	Instagram, Twitter, Facebook

March

Campaign	Primary Theme	Key Dates	Content Types	Platforms
Spring Into Action	New Offers & Products	Mar 10-24	Posts, Videos, Newsletters	Instagram, Facebook, LinkedIn

April

Campaign	Primary Theme	Key Dates	Content Types	Platforms
Earth Month	Sustainability	April (all month)	Tips, Infographics, Challenges	Facebook, Twitter, Instagram

May

Campaign	Primary Theme	Key Dates	Content Types	Platforms
Event Promotion	Upcoming Events	May 1-15	Event Pages, Lives, Posts	LinkedIn, Facebook, Instagram

June

Campaign	Primary Theme	Key Dates	Content Types	Platforms
Pride Month	Diversity & Inclusion	June (all month)	Spotlights, Stories, Posts	Instagram, Facebook, Twitter

July

Campaign	Primary Theme	Key Dates	Content Types	Platforms

Summer Highlights	Seasonal Promotions	July 1-31	Reels, Stories, Posts	Instagram, Facebook
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August

Campaign	Primary Theme	Key Dates	Content Types	Platforms
Back to School	Education & Tips	Aug 15-31	Checklists, Stories, Posts	Facebook, Instagram, Twitter

September

Campaign	Primary Theme	Key Dates	Content Types	Platforms
Fall Preview	Upcoming Launches	Sept 1-15	Teasers, Videos, Posts	Instagram, Facebook, LinkedIn

October

Campaign	Primary Theme	Key Dates	Content Types	Platforms
Awareness Month	Special Causes	Oct 1-31	Infographics, Stories, Posts	Facebook, Instagram, Twitter

November

Campaign	Primary Theme	Key Dates	Content Types	Platforms
Gratitude Month	Thankfulness & Giving Back	Nov 1-30	Stories, Posts, Videos	Instagram, Facebook, LinkedIn

December

Campaign	Primary Theme	Key Dates	Content Types	Platforms
Year in Review	Reflections & Highlights	Dec 1-31	Recaps, Stories, Posts	Instagram, Facebook, LinkedIn