

# 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
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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