



2024 NATIONAL & GLOBAL HOLIDAY MARKETING CALENDAR

Use this calendar to connect with customers on social media platforms. Here's how:

STEP

1

TAKE A LOOK AT THE UPCOMING HOLIDAYS AND USE THEM FOR CONTENT INSPIRATION.



STEP

2

CREATE DESIRED POST.



STEP

3

COME UP WITH A RELEVANT CAPTION.



STEP

4

USE CREATIVE HASHTAGS TO BRING YOUR POST TO LIFE.



National Pet Day



Here's to our furry friends on National Pet Day. We love to deck out our pets in bandannas. What pet accessories do you think are tail-wag worthy?

#nationalpetday #furryfriends #petaccessories #petbandannas



National Beach Day



On National Beach Day, we're grateful for branded essentials like towels, lip balm, sunglasses, sunscreen, hats and totes. What are your must-haves for a day in the sun and sand?

#nationalbeachday #sunandsand #beachmusthaves



2024 NATIONAL & GLOBAL HOLIDAY MARKETING CALENDAR

JAN

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

- 1 New Year's Day
- 4 National Spaghetti Day
- 13 National Sticker Day
- 15 Martin Luther King Jr. Day
- 15 National Hat Day
- 18 Get to Know Your Customers Day
- 23 National Pie Day
- 24 International Day of Education

National Bath Safety Month • National Blood Donor Month • National Hobby Month

FEB

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

- 2 Groundhog Day
- 4 World Cancer Day
- 7 National Send a Card to a Friend Day
- 9 National Pizza Day
- 11 Super Bowl LVIII
- 13 Mardi Gras
- 14 Valentine's Day
- 15 Singles Awareness Day
- 17 Random Acts of Kindness Day
- 19 Presidents' Day
- 20 Love Your Pet Day
- 22 National Margarita Day

Black History Month • American Heart Month • Children's Dental Health Month

MAR

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

- 1 Employee Appreciation Day
- 1 National Salesperson Day
- 2 National Read Across America Day
- 6 National Dentist's Day
- 8 International Women's Day
- 10 Daylight Saving Time Starts
- 14 Pi Day
- 17 St. Patrick's Day
- 19 First Day of Spring
- 20 World Storytelling Day
- 30 National Doctors' Day
- 31 Easter

Women's History Month • National Reading Month • National Nutrition Month

APR

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

- 1 April Fools' Day
- 2 World Autism Awareness Day
- 7 National Beer Day
- 7 World Health Day
- 11 National Pet Day
- 15 Tax Day
- 16 National Wear Your Pajamas to Work Day
- 22 Earth Day
- 23 National Picnic Day
- 24 Administrative Professionals Day
- 25 Take Our Kids to Work Day
- 28 World Day for Safety & Health at Work
- 29 International Dance Day
- 30 National Adopt a Shelter Pet Day

Autism Acceptance Month • National Welding Month
National Child Abuse Prevention Month • Sexual Assault Awareness Month

MAY

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

- 1 May Day
- 3 National Space Day
- 4 Star Wars Day
- 5 Cinco de Mayo
- 6 National Nurses Day
- 7 Teachers' Day
- 8 National Receptionists Day
- 12 Mother's Day
- 21 National Memo Day
- 21 World Day for Cultural Diversity
- 24 National Scavenger Hunt Day
- 25 National Wine Day
- 27 Memorial Day
- 28 Hamburger Day

Celiac Disease Awareness Month • National Barbecue Month
National Bike Month • National Get Caught Reading Month

JUN

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

- 2 National Cancer Survivors Day
- 5 World Environment Day
- 6 Higher Education Day
- 7 National Doughnut Day
- 8 National Best Friends Day
- 9 Children's Day
- 14 Flag Day
- 16 Father's Day
- 19 Juneteenth
- 20 First Day of Summer
- 21 International Yoga Day
- 21 National Selfie Day
- 27 National Sunglasses Day
- 30 Social Media Day

Men's Health Month • National Camping Month • National Safety Month • LGBTQ Pride Month

JUL

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

- 1 National Postal Worker Day
- 2 World UFO Day
- 4 Independence Day (United States)
- 7 World Chocolate Day
- 14 Bastille Day
- 15 Give Something Away Day
- 17 World Emoji Day
- 21 National Ice Cream Day
- 30 International Day of Friendship

National Ice Cream Month • National Picnic Month

AUG

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- 9 National Book Lovers Day
- 10 National Lazy Day
- 13 International Lefthanders Day
- 15 National Relaxation Day
- 16 National Tell a Joke Day
- 19 World Photography Day
- 20 National Lemonade Day
- 26 National Dog Day
- 26 Women's Equality Day
- 30 National Beach Day

Back to School Month • Family Fun Month • National Golf Month

SEP

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

- 2 Labor Day
- 4 National Wildlife Day
- 5 International Day of Charity
- 6 Read a Book Day
- 10 National Grandparents' Day
- 11 National Day of Service & Remembrance
- 12 National Day of Encouragement
- 15 Greenpeace Day
- 17 National Voter Registration Day
- 21 International Day of Peace
- 21 Miniature Golf Day
- 21 Oktoberfest
- 22 First Day of Fall
- 25 National Women's Health & Fitness Day

Hispanic Heritage Month (Sept. 15 - Oct. 15) • National Suicide Prevention Month

OCT

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

- 1 International Coffee Day
- 4 National Taco Day
- 5 World Teachers' Day
- 6 Fire Prevention Week Starts
- 7 Child Health Day
- 10 World Mental Health Day
- 14 Indigenous Peoples' Day
- 16 Boss's Day
- 24 United Nations Day
- 26 Make a Difference Day
- 29 National Cat Day
- 31 Halloween

Breast Cancer Awareness Month • Adopt a Shelter Dog Month

NOV

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

- 3 Daylight Saving Time Ends
- 3 National Sandwich Day
- 4 National Candy Day
- 8 National Cappuccino Day
- 8 Science, Technology, Engineering & Mathematics (STEM) Day
- 11 Veterans Day
- 13 World Kindness Day
- 14 World Diabetes Day
- 15 America Recycles Day
- 19 International Men's Day
- 19 National Entrepreneurs Day
- 28 Thanksgiving
- 29 Black Friday
- 30 Small Business Saturday

National Adoption Month • National Veterans & Military Families Month • November

DEC

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

- 1 World AIDS Day
- 2 Cyber Monday
- 4 National Cookie Day
- 5 World Soil Day
- 21 First Day of Winter
- 24 Christmas Eve
- 25 Christmas Day
- 26 First Day of Hanukkah
- 25 First Day of Kwanzaa
- 31 New Year's Eve

Universal Human Rights Month • HIV/AIDS Awareness Month

Maximize your online presence by incorporating upcoming holidays into your social media and ESP Website™ strategy! It is a great way to engage and foster meaningful connections with your customers.

To learn how, contact ASI® at (800) 546-1350 or visit [asicentral.com/distributor](https://www.asicentral.com/distributor).