

Your 2023 Social Media Calendar

Start 2023 off right by interacting with more of your prospects on social media. Not sure what to post? We're here to help.

To help you stay on top of social media in 2023, here's an updated version of our yearly calendar. If you already have a schedule or ideas for what to post, use them! This list is a handy backup if you run out of ideas, or are pressed for time. We've included finance & insurance items, plus the most well-known hashtags and internet-friendly holidays (like May 4th, for Star Wars fans).

Weekly Hashtags

If there's nothing on the schedule for a particular day and you want to post, you can always use one of these hashtags. Use them with text, pictures, or video on any social media network. They're especially important on Instagram, if that's one of your active social networks. We included five hashtags per day of the week, which will get you through the entire month.

Post a quick text update, a selfie, an inspirational quote, a factoid, tell followers what you're working on, or provide a financial tip. You can even share someone else's post - tell your followers who your mentors are! Your post doesn't have to be fancy. The point is to share your ideas and point of view with your prospects and clients on a consistent basis.

Monday

- #mondaymotivation
- #mondaymorning
- #mindfulmonday
- #mondayfunday
- #mondaymuse

Tuesday

- #tuesdaytip
- #tuesdaytruth
- #tuesdayvibes
- #transformationtuesday
- #tuesdaytreat

Wednesday

- #wednesdaywisdom
- #wednesdayworkout
- #wellnesswednesday
- #wednesdaywords
- #wednesdaynight

Thursday

- #throwbackthursday or #tbt

- #thursdaythoughts
- #thursdayvibes
- #thursdaymood
- #thursdayfun

Friday

- #feelgoodfriday
- #fridayfeeling
- #fridayfun
- #fearlessfriday
- #fridayflow

Saturday

- #saturdaymorning
- #saturdayfunday
- #saturdaystyle
- #saturdayshenanigans
- #saturdayswag

Sunday

- #sundaymorning
- #sundaymood
- #sundaybest
- #sundayfunday

January

- **1st: New Year's Day.** Share your resolution with your followers – that is, if you're making one. What did you learn in 2022 that will make 2023 even better? #NewYear2023
- **4th: Happy Birthday, Jacob Grimm, Louis Braille, Don Shula.** Take your pick!
 - **Jacob Grimm:** Today is Jacob Grimm's birthday. If you've ever read a fairy tale (or seen a Disney movie), there's a good chance it was based on one of the stories Grimm wrote with his brother. This includes Snow White, Hansel and Gretel, Rapunzel, and Little Red Riding Hood. Hats off to Jacob Grimm on what would have been his 238th birthday! #HappyBirthdayJacobGrimm
 - **Louis Braille:** Today is Louis Braille's birthday. As you can probably guess by the name, he invented the system of writing called braille in the early 19th century. It uses a system of raised dots that represent letters, creating a way for blind people to read. Hats off to Louis Braille on what would have been his 214th birthday! #HappyBirthdayLouisBraille
 - **Don Shula:** Today is Don Shula's birthday. He's in the American Pro Football Hall of Fame for leading the Miami Dolphins to two Super Bowl titles (1972 and 73). Or maybe you've eaten at one of the steakhouses that bears his name. Hats off to a great coach on what would have been his 93rd birthday. #HappyBirthdayDonShula

- **9th: Steve Jobs Announced the iPhone.** Today in 2007, the world changed forever when Steve Jobs announced the new iPhone. Do you remember life before smartphones? How has this invention changed your life, for better or for worse? #iPhone #technology #TimeFlies #OnThisDay
- **13th: Make Your Dreams Come True Day.** Today is “Make Your Dreams Come True Day”! What’s your biggest dream...and how are you making it come true? #DreamsComeTrue
- **16th: Martin Luther King, Jr. Day.** Don’t let this inspirational holiday pass you by. [Click here](#) to see Google’s results for quotes from King and choose your favorite. #MLKDay2023
- **19th: Happy Birthday, Dolly Parton!** Today, we wish Dolly Parton a happy birthday. Although best known for her music, we love her philanthropy just as much! Her Imagination Library has been mailing a book a month to enrolled kids since 1995 – with over 100 million books sent to over 1.3 million kids around the world. #HappyBirthdayDollyParton
- **20th: Rock and Roll Hall of Fame Inductees.** Today in 1988, nine new members of the Rock and Roll Hall of Fame were inducted – maybe you’ll recognize a few of these names? The Beach Boys, The Beatles, The Drifters, Bob Dylan, The Supremes, Woody Guthrie, Leadbelly, Les Paul, and Berry Gordy, Jr. #RockAndRoll #HallofFame #OnThisDay
- **24th: National Compliment Day.** We shouldn’t need a reason to give someone a compliment, but now we have one. Post one or more compliments for someone who might be overlooked – your mail carrier, your barista, your accountant, your grandma, your assistant...there are so many people who would appreciate a compliment. Don’t be shy today. #NationalComplimentDay
- **30th: First Radio Broadcast of “The Lone Ranger.”** Before there were podcasts, there were radio shows! Today in 1933, the first episode of “Lone Ranger” aired on WXYZ in Detroit. By 1939, more than 20 million people listened to the three weekly episodes. What’s your favorite weekly show or podcast? #BeforeThereWerePodcasts #HistoryOfRadio
- **31st: New Year’s Resolution Update.** Are you keeping up with your resolution this year? If you made one, share your progress...be honest! #NewYearsResolution2023

February

- **ALL MONTH: Black History Month.** Share links to documentaries or biographies of your favorite figures from Black history: Harriet Tubman, Rosa Parks, Jackie Robinson, Maya Angelou, George Washington Carver, Langston Hughes, Muhammad Ali...there are so many inspiring people to tell your followers about! #BlackHistoryMonth2023
- **2nd: Groundhog Day.** It’s the day we find out whether we get an early spring! Share your prediction and what you’ll do if spring comes early. #GroundhogDay2023
- **3rd: National Wear Red Day.** Wear red today to support women’s heart health. Nearly 80% of cardiac events can be prevented, yet cardiovascular diseases continue to be a woman’s greatest health threat. Wear red today and ask your followers to learn the warning signs of stroke and symptoms of heart disease. For more info, check out [GoRedForWomen.org](#). #WearRedDay
- **4th: Rosa Parks Day.** On this day in 1913, Rosa Parks was born. After taking a course in nonviolent civil disobedience, she refused to move further back on a segregated Montgomery bus and was arrested. Today, she is celebrated as a leader in the civil rights movement. This day

is a state holiday in California and Missouri. (Ohio and Oregon celebrate Rosa Parks day on December 1, the day she was arrested.) #RosaParksDay

- **8th: Happy Birthday, Jules Verne!** Jules Verne was born on this day in 1828. Today, he's often called the "Father of Science Fiction" for writing adventures like *Around the World in 80 Days* and *Journey to the Center of the Earth*. What books have inspired you to be adventurous? #HappyBirthdayJulesVerne
- **12th: Lincoln's Birthday.** You can't go wrong with a quote from or story about Honest Abe. [Click here](#) to see Google's results for Lincoln quotes and pick your favorite. #LincolnsBirthday #HonestAbe
- **14th: Valentine's Day.** You don't need a sweetheart to celebrate this holiday. A friend or family member can be your Valentine, too! #ValentinesDay
- **20th: Washington's Birthday / Presidents Day.** Today, we celebrate all our presidents – with a special hat tip to the very first one, George Washington. Did you know that the first time he ran for office, he lost? He didn't give up, though – he ran again and won his second race, serving in the Virginia House of Burgesses from 1758 to 1776. #PresidentsDay2023 #HappyBirthdayGeorgeWashington
- **21st: Mardi Gras.** Today is Mardi Gras, or Fat Tuesday! The first Mardi Gras in America was celebrated in 1703 in what's now Mobile, Alabama...not New Orleans, as you might have guessed. Have you ever celebrated Mardi Gras in Louisiana, where it's been a state holiday since 1875? #HappyMardiGras #LaissezLesBonTempsRouler
- **25th: Stevie Wonder Received Gershwin Prize.** Today in 2009, Stevie Wonder was presented with the Library of Congress Gershwin Prize by then-President Barack Obama. The award goes to artists whose work mixes musical genres and brings people together. What's your favorite Stevie Wonder song? #StevieWonder #OnThisDay

March

- **2nd: Happy Birthday, Dr. Seuss!** Today is Dr. Seuss's birthday! What's your favorite Dr. Seuss book or character? Is it the Grinch? The Cat in the Hat? The Lorax? Yertle the Turtle? It's hard to pick a favorite, isn't it? #HappyBirthdayDrSeuss
- **5th: National Employee Appreciation Day.** If you have employees, today's the day to give them some love. Don't have employees? Give a social media shout-out to employees you come across today – a barista, a grocery checker, a sales clerk, a secretary, a receptionist, a nurse – you get the idea. Just about everyone you come across is an employee and deserves a high-five today. #EmployeeAppreciationDay
- **8th: International Women's Day.** Today is International Women's Day, and the 2023 theme is "Embrace Equity." Equity means creating a world that's fair and equal. So what can we all do to challenge gender stereotypes and speak out against discrimination? #IWD2023 #EmbraceEquity
- **11th: Daylight Savings Begins Tomorrow.** It's time to spring forward! Set your clocks forward one hour tonight before you go to sleep. What would you have done with that lost hour? Or, if you enjoy Daylight Savings, what are you looking forward to doing with more daylight in the evening? #SpringForward #TimeChange
- **14th: Pi Day.** Today is 3/14, also known as Pi Day. Pi (the Greek letter "π") is a symbol used in math to represent the ratio of the circumference of a circle to its diameter. On Pi Day, people

often post videos of themselves reciting as many digits as they can of Pi, or simply eating pie. I know which one I'd rather do... ;) For more info, check out PiDay.org. #PiDay

- **17th: St. Patrick's Day.** Post a picture of yourself wearing green! Or add some green décor to your office and shoot a quick cell phone video wishing everyone a happy St. Patrick's Day. #StPatricksDay #StPaddysDay #LuckOfTheIrish #SaintPatricksDay
- **21st: Happy Birthday, Timothy Dalton!** On this day in 1946, Timothy Dalton was born in Wales – or maybe you know him better as James Bond? He starred in two Bond movies in the late 1980s: The Living Daylights and License to Kill. Have you seen them? Who's your favorite James Bond? #HappyBirthdayTimothyDalton
- **24th: Elvis Joined the Army:** On this day in 1958, superstar Elvis Presley joined the U.S. Army. What do you think about pop culture icons serving in the army? Should everyone be required to serve in some capacity? #ElvisPresley #NationalService
- **27th: Forrest Gump won Best Picture.** Today in 1995, the movie "Forrest Gump" won six Academy Awards: Best Picture, Best Director, Best Actor (Tom Hanks), Best Adapted Screenplay, Best Visual Effects, and Best Film Editing. Have you seen this movie? What's your favorite line? #ForrestGump #RunForrestRun #OnThisDay
- **29th: National Vietnam War Veterans Day.** This holiday was made official in 2017. It's the day to thank and honor our Vietnam veterans and their families for their service and sacrifice. Nine million Americans served with the U.S. Armed Forces between November 1, 1955 and May 15, 1975. #VietnamVets #Veterans #ThankYouVets

April

- **ALL MONTH: National Stress Awareness Month.** This one's an easy topic...we all feel stress and it's easy to relate to. Not sure what to post? Share a stressful moment and how you got through it. Share strategies for stress relief. Share how staying stress-free can help you save on life insurance. #StressAwarenessMonth
- **1st: April Fools Day.** Today's the day to have a little fun – but don't scare your clients! Big companies often announce fake products or acquisitions. How about announcing a new life insurance risk class for Jedi knights or shoot-'em-up heroes like John Wick? Or that creatures like zombies, werewolves, and vampires now qualify for life insurance. Whatever you choose, have fun! #AprilFools #AprilFoolsDay
- **6th: Happy Birthday, Merle Haggard and Billy Dee Williams!** What's not to like about today? We get to celebrate a great musician and a great actor. Cheers to Billy Dee Williams, probably best known for playing Lando Calrissian in "The Empire Strikes Back" and "Return of the Jedi," and to Merle Haggard, who sang classic country songs like "Mama Tried" and "Okie from Muskogee"! #HappyBirthdayBillyDeeWilliams #HappyBirthdayMerleHaggard
- **9th: Easter.** What's your favorite thing to find in your Easter basket? Chocolate bunnies, chocolate eggs, Cadbury crème eggs, or jelly beans? #HappyEaster #Easter2023
- **11th: Ellis Island Designated as Immigration Station.** On this day in 1890, Ellis Island was designated as the place where new immigrants to the U.S. would disembark from the ship they arrived on. It opened two years later, in 1892. It's estimated that almost 40% of American citizens have an ancestor who went through Ellis Island. Do you? #EllisIsland #TodayInAmericanHistory #OnThisDay

- **14th: Happy Birthday, Anthony Michael Hall!** On this day in 1968, the actor Anthony Michael Hall was born. Of course, you might know him better as the Geek in “Sixteen Candles,” Brian Johnson in “The Breakfast Club,” or Gary in Weird Science. #HappyBirthdayAnthonyMichaelHall
- **18th: Tax Day.** Chances are some clients are feeling the stress of tax season. You could share a picture of something calming – a landscape, a cute kid, a baby animal. If people are feeling the sting, ask them to come to you for insurance and financial solutions to make sure next year runs a little more smoothly! #TaxDay2023 #PlanWithLifeInsurance
- **22nd: Earth Day.** This year’s theme is “Invest In Our Planet.” What can we do (and what are you already doing) to help your community fight climate change? Have you seen evidence of climate change in your area? Share your thoughts or photos and ask your followers to do the same. #EarthDay2023
- **24th: First Cross-Country Road Trip by Car.** Have you ever taken a road trip all the way across the country? You’re not alone - the first people to try were Mr. and Mrs. Jacob Murdock. Jacob decided he wanted to be the first to try driving from Los Angeles to New York City, so he loaded up his family in his Packard Thirty on this day in 1908 and set off. His journey of 3,693 miles took 32 days, 5 hours and 25 minutes. But they made it, and are known as the first family to travel across the country by car. #RoadTrip #WhoKnew #OnThisDay
- **27th: National Take Our Daughters and Sons to Work Day.** If you can take your child to work today, do it. If you’re comfortable sharing a picture of you together in the office, go for it. If you’re not, you could share a drawing your child made at work. If you can’t take your child to work (or don’t have kids), do a Google search for “Take Our Daughters And Sons To Work” and share one of the heartwarming stories you find. #TODASTW #TakeYourChildToWorkDay

May

- **ALL MONTH: National Physical Fitness and Sports Month.** The President's Council on Sports, Fitness & Nutrition and Healthfinder.gov have teamed up to create videos and other social media posts you can share – [click here](#) to get them. #GetActive
- **4th: Star Wars Day (May the 4th Be With You).** Today’s the day to drop your favorite *Star Wars* quote onto social media. Who’s your favorite character? What’s your favorite line? If you’re not a fan, you can ask your followers to share their favorite *Star Wars* moments. #StarWarsDay #MayThe4th
- **5th: Cinco de Mayo.** Today in 1862, Mexico won a victory over the French at the Battle of Puebla. A lot of people celebrate this day without knowing the reason behind it. It’s a day for Mexico to celebrate its independence. We celebrate it when we broke away from British rule, and Mexico celebrates it when they were able to break away from French rule. Independence is a great reason to celebrate, whether you check out a parade, watch some folk dancing, or raise a glass. #CelebrateCincoDeMayo
- **8th: First Coca-Cola Sold.** On this day in 1886, Jacobs’ Pharmacy in Atlanta, Georgia sold the very first Coca-Cola. But it wasn’t quite the recipe you’re familiar with. In fact, it had a little bit of cocaine in it. The drink was actually meant as a medicine for common ailments. The pharmacist mixed it for you on the spot, using syrup and carbonated water. The cost? Just five cents a glass. Later, after 1916 when Coca-Cola was bottled rather than mixed on-site, cocaine was removed from the formula. #OnThisDay

- **11th: National Provider Appreciation Day.** Today is the day to thank anyone who cares for the children of working parents: daycare providers, teachers, nannies, baby sitters, and anyone else who lends a hand. Thank you for everything you – you’re what keep our families working so they can put food on the table! #NationalProviderAppreciationDay #ThankYou
- **14th: Mother’s Day.** This one’s a no-brainer! Share a special message for your mom, and all of your partners and clients who are moms. Be sure to say thank you for everything they do – and show you appreciate how hard they work! #MothersDay #mother #love #family #motherhood
- **17th: National Pack Rat Day.** Today’s the day to clean out the garage, the attic, the basement, the spare closet, and anywhere else you keep stuff you probably shouldn’t keep. Your mission, should you choose to accept it: channel Marie Kondo and only keep things that bring you joy. The rest of that stuff? Donate usable clothes and goods to organizations that help the less fortunate, and junk the rest. #NationalPackRatDay
- **20th: Armed Forces Day.** Show your support for our armed forces by giving them a big thank-you today! Ask your followers if they have friends and relatives who are currently serving. #ArmedForcesDay #ThankYouForYourService
- **23rd: Benjamin Franklin Announced Invention of Bifocals.** On this day in 1785, Ben Franklin announced his latest invention: bifocals! If you’ve ever squinted to read a road sign far in the distance or held a can of food up to your face to read the ingredients, pay attention! Bifocals have two different prescription lenses, one to help see things far away and one to help you read things close up. You can thank Mr. Franklin for finding a way to fix both problems at once. #ThanksBenFranklin #OnThisDay
- **29th: Memorial Day.** Show your patriotic side by remembering those who gave their lives while serving in America’s military. If you have a friend or relative who died in combat, consider sharing their story. If you don’t, you can share what’s going on in your community – many have parades or ceremonies to honor local heroes. #MemorialDay2023

June

- **ALL MONTH: Great Outdoors Month.** It’s time to celebrate the natural world! Head outside and see what’s waiting for you to discover. From trails and trees to rocks, lakes, rivers, and oceans, our country is full of beautiful sights to see and share with friends and loved ones. #GreatOutdoorsMonth #GoExplore
- **4th: Women Get the Right to Vote.** On this day in 1919, the U.S. Congress passed the 19th Amendment, which made voting a universal right, not a right exclusively for men. Women who campaigned for the right to vote – often known as “suffragettes” – had been working for inclusion since the mid-1800s. Of course, this amendment didn’t immediately grant voting rights to all women; thanks to discriminatory state laws, some women – particularly African-American and other minority women – had to keep campaigning and fighting for their right to vote. Still, it was a step in the right direction that we should celebrate. #19thAmendment #TodayInAmericanHistory
- **7th: National Chocolate Ice Cream Day.** Today’s the day to celebrate chocolate ice cream! Believe it or not, chocolate ice cream was created before vanilla, thanks to the wider availability of chocolate-flavored beverages like cocoa. What’s your favorite variety of chocolate ice cream? Do you add toppings or are you an ice-cream purist? #NationalChocolateIceCreamDay #ChocoholicsUnite

- **11th: Christmas in June?** On this day in 1947, the movie “Miracle on 34th Street” was released. Today, we think of this as a Christmas movie – especially since Kris Kringle is a character – but it didn’t start out that way. It was a summer release starring John Payne and Maureen O’Hara. Have you seen this movie? How about the 1994 remake? #MiracleOn34thStreet #OnThisDay
- **15th: Nature Photography Day.** Created by the North American Nature Photography Association, Nature Photography Day is the time to share our best nature photos. Take an extra minute at home or on the way to work to find something beautiful – a leaf, a bird, an animal, a flower, etc., and share it on social media. #NaturePhotographyDay
- **18th: Father’s Day.** Tell dads everywhere they’re appreciated! If you have a personal story to share about your dad, that’s ideal. If not, pick someone who acted like a father figure for you and thank them for what they add to your life. #FathersDay #father #love #family #fatherhood
- **19th: Juneteenth.** Now a holiday in several states including New York, Juneteenth commemorates the emancipation of slaves in the United States. It began in Galveston, Texas, when enslaved African-Americans were told they were free on June 19, 1865. #Juneteenth
- **21st: Longest Day of the Year.** What will you do with your time today, the longest day of the year? Maybe now is the time to start a healthy new habit like exercising or cooking a healthy meal. The healthier you are, the more you’ll save on life insurance! #LongestDay #LifeInsuranceTips
- **23rd: Take Your Dog to Work Day.** Bring your pooch into the office and share snaps on social media! If you don’t have a dog, share a picture of your favorite fictional dog (Scooby Doo, Marmaduke, 101 Dalmatians, The Poky Little Puppy, etc.). #DogsRule #TakeYourDogToWorkDay
- **27th: Happy Birthday, Helen Keller!** On this day in 1880, Helen Keller was born. 19 months later, she got sick – possibly with scarlet fever – and the illness left her deaf and blind. She didn’t let either condition stop her. She learned to read and speak, and graduated from college in 1904. She became a writer, lecturer, and fundraiser who worked to improve treatment and learning for the deaf and blind. She’s an inspiration whose story teaches us to never give up, never stop learning, and never stop trying to help others. #HappyBirthdayHelenKeller

July

- **ALL MONTH: National Hot Dog Month.** Summer cookouts and backyard parties – sounds like the perfect time for a hot dog! July is National Hot Dog Month, an event founded by the U.S. Chamber of Commerce. So how are you going to celebrate? What’s your favorite kind of hot dog – polish sausage dog, red hots, cheese-filled dogs, corn dogs or a new invention all your own? #NationalHotDogMonth
- **ALL MONTH: National Ice Cream Month.** Hot afternoons and warm summer nights – yep, it’s ice cream season. Great timing, then, since July is National Ice Cream Month. What’s your favorite flavor? What’s the best local ice cream shop? And – this is crucial – what toppings do you want on your ice cream? #NationallceCreamMonth
- **4th: Independence Day.** What does freedom mean to you? You can share your thoughts, or post pictures you have of American landmarks. If you’ve ever visited Independence Hall, Mount Vernon, or a Revolutionary War battlefield, now’s the time to post and share your impressions and photos. #FourthOfJuly #July4 #IndependenceDay

- **7th: First Comic Book Published 121 Years Ago.** On this day in 1802, a 4-page series of illustrations – complete with dialogue bubbles – was published in a small paper called “The Wasp.” The cartoons, which told a story using caricatures of people in sequence with dialogue, were all about politics (supporting John Adams at the expense of Thomas Jefferson). Today, it’s generally regarded as the first comic book ever published. #OnThisDay #ComicBookOriginStory
- **11th: Free Slurpee Day.** Since 2002, 7-Eleven has been using this day (7/11) to give away one free small Slurpee per person. Stop by during the day and post a picture of your flavor choice. Tell your followers to get their free Slurpee and share their favorite flavor. #FreeSlurpeeDay
- **14th: Mario Brothers First Released in Japan.** Did you play a version of Mario Brothers growing up? Nintendo released the very first version in Japan in 1983 as an arcade game featuring Mario, an Italian-American plumber. And look how it’s grown since then! What’s your favorite Mario Brothers game? And who’s your favorite character? #MarioBrothers #nostalgia #OnThisDay
- **18th: Insurance Nerd Day.** Pioneer State Mutual Insurance Company declared Insurance Nerd Day back in 2016 to help combat the lack of interest in the insurance industry. The point is to encourage people to break the stereotype that our industry is boring. Share something you love about working in the insurance industry – helping people is a great way to go for this one. #InsuranceNerdDay
- **23rd: Parents’ Day.** Today’s the day to say thank you to Mom and Dad for everything they’ve done to make you the person you are today. Thanks for all those late nights, the early mornings, the Saturday morning drives to soccer games, and the help with homework. Thanks for all the hugs, the help, the support, and the love. Parents come in all shapes and sizes, some are biological, some are adopted, and some are chosen because of the love they showed us. Cheers to all the parents out there, with a huge thank-you for everything you do. #ParentsDay #ThankYou
- **24th: “Eye of the Tiger” Hits #1.** On this day in 1982, Survivor’s “Eye of the Tiger” from the *Rocky III* soundtrack hit #1 on the Billboard Hot 100 charts, where it would stay for six weeks. This song has become a force in pop culture, symbolizing the moment where you start working hard to achieve your goals, or show off what you’ve achieved with all that work. What memories do you have of this song? What are your favorite covers? #EyeOfTheTiger #OnThisDay
- **30th: International Day of Friendship.** What does friendship mean to you? Ask your followers to share how friendship has changed their lives...and what it takes to be a good friend. #DayOfFriendship

August

- **ALL MONTH: Kids Eat Right Month.** Not sure how to help your kids eat better? It starts at the store and continues with what they eat for snacks and meals. Looking for healthy ideas? All month, the Academy of Nutrition and Dietetics is sharing tips for smart shopping, healthy eating and active lifestyles for every age group from infant to teens. Check out some of their resources here: <https://www.eatright.org/kidseatrightmonth/celebrate/educate/what-is-kids-eat-right-month>
- **4th: National Chocolate Chip Cookie Day.** Today’s the day to celebrate a classic – chocolate chip cookies! Who makes your favorite? Are there any great local places that have homemade cookies? #NationalChocolateChipCookieDay

- **8th: Happiness Happens Day.** Created by the Secret Society of Happy People in 1999, today is the day to share why you're happy. This is a great tie-in for life insurance, since many of your followers will say their families and loved ones make them happy! #HappinessHappens #DontWorryBeHappy
- **11th: Hip Hop Celebration Day.** In 2021, a Senate Resolution designated today as "Hip Hop Celebration Day." Why? Because today's the day that, in 1973, DJ Kool Herc spun at the "Back To School Jam" in the Bronx. Today, hip hop has a global fanbase that grooves to old-school and of-the-minute beats. What's your favorite hip hop song? Who's your favorite artist? #HipHopCelebrationDay
- **15th: Woodstock Began.** On this day in 1969, the famous Woodstock festival began in Bethel, New York. On the first day, performers included Joan Baez, Arlo Guthrie, and Ravi Sankar. Throughout the next three days, other performers included Santana, Credence Clearwater Revival, Janis Joplin, Joe Cocker, The Band, and Jimi Hendrix. What a lineup! Who would you have been most excited to see? #Woodstock1969 #RockNRollHistory #OnThisDay
- **21st: Senior Citizens Day.** Today's the day to celebrate our seniors! Ronald Reagan declared this day a holiday in 1988. We can celebrate by telling the seniors in your life how much they mean to you. How have they influenced you? Who, in particular, is responsible for your mindset, success, or positive attitude? #NationalSeniorCitizensDay
- **24th: Happy Birthday, Duke Kahanamoku!** One of the greatest surfers and swimmers of all time was born on this day in 1890: Duke Kahanamoku. Not only did he help make surfing popular throughout the world, he won a gold medal in the 100-meter freestyle swimming event at the 1912 Olympics in Stockholm, Sweden. #HappyBirthdayDukeKahanamoku
- **26th: Dog Appreciation Day.** Today, dog lovers, is for you. The day was created to encourage people to rescue dogs from shelters, as well as to honor working dogs who help law enforcement, the disabled, the blind, and people who need the extra comfort of a therapy dog. Share snaps of your pooch, or tell your followers what your favorite breed is and ask them to share theirs. #DogAppreciationDay
- **29th: Netflix Founded.** On this day in 1997, Marc Randolph and Reed Hasting founded Netflix in Scotts Valley, California. What started as an online DVD rental business has become the streaming network of choice many of us know and love today! #HappyBirthdayNetflix #OnThisDay

September

- **ALL MONTH: Fruits & Veggies – More Matters Month.** Spread the word about the importance of healthy eating! You can [find talking points here](#). #HealthyHabits
- **4th: Labor Day.** What are your plans for Labor Day? Backyard barbecue? Trip to grandma's house? Rented a houseboat on the lake? Share your ideas and inspire those who don't have plans yet. #LaborDay2023
- **6th: Mayflower Set Sail.** On this day in 1620, the Mayflower left Southampton, England with 102 Pilgrims on board. This was actually the third try – they'd been trying to leave since July but had to turn back because its companion ship, the Speedwell, sprung a few leaks. On August 6, the Mayflower left without the Speedwell...and landed in the history books. #Mayflower #TodayInAmericanHistory

- **10th: Grandparents' Day.** Today's the day to celebrate our grandparents! From the life lessons to the questionable fashion choices to letting you eat things your parents wouldn't, grandparents are awesome. What's your favorite memory with one of your grandparents? #GrandparentsDay
- **14th: "The Star-Spangled Banner" Written.** On this day in 1814, Francis Scott Key wrote a poem that was later set to music...and became our national anthem. After watching a nighttime bombardment of Fort McHenry during the War of 1812, he was impressed by the fact that the American flag was still flying the next morning. He wrote a poem about it, which was eventually set to the music of a popular British drinking song. In 1916, President Woodrow Wilson made the song our national anthem! #StarSpangledBanner #TodayInAmericanHistory
- **19th: Talk Like a Pirate Day.** How did this happen? We're not sure, but on this day every year now, people say things like "shiver me timbers" and "walk the plank." It's fun, it's silly, and it's easy to participate in. [Click here](#) for a pirate glossary and pirate name generator. #TalkLikeAPirateDay
- **22nd: Car Free Day.** For many countries around the world, today is Car Free Day. If possible, can you skip using the car today? Or can you go check out one of the car-free downtown areas of a participating city? It's good for the environment – and it's a nice change of pace! #CarFreeDay
- **25th: One Hit Wonder Day.** Today is One Hit Wonder Day! Started in 1990 by music journalist Steven Rosen, today's the day to celebrate your favorite one-hit wonder. From Lou Bega's Mambo No. 5 to Norman Greenbaum's Spirit in the Sky to The Knack's My Sharona, there are a lot of great songs that stand alone. What's your favorite? #OneHitWonderDay
- **29th: National Coffee Day.** Some of us celebrate coffee every single day – but if you don't, today's the day to make it count. On this day in 1723, the first shipment of coffee from Brazil to the U.S. took place. #NationalCoffeeDay

October

- **ALL MONTH: National Breast Cancer Awareness Month.** Every year, the American Cancer Society dedicates October to breast cancer awareness. They have a wealth of stats and resources you can share here: <https://www.cancer.org/cancer/breast-cancer.html#> #BreastCancerAwareness #BreastCancerAwarenessMonth
- **1st: Happy Birthday, Julie Andrews!** Happy birthday to Julie Andrews! She's been in so many famous movies: The Sound of Music, Mary Poppins, The Princess Diaries...which one is your favorite? #HappyBirthdayJulieAndrews
- **4th: National Taco Day.** Does anyone else find it odd that National Taco Day isn't on a Tuesday? ;) As if we needed another reason to celebrate a tasty taco, today's the day to get your hands on this all-time classic. Who makes the best taco around? Let's get a list of recommendations going! #NationalTacoDay
- **6th: First U.S. Train Robbery.** On this day in 1866, the first robbery of a moving train in U.S. history took place! Two brothers, John and Simeon Reno, stole \$13,000 from an Ohio and Mississippi train in Jackson County, Indiana. #OnThisDay
- **9th: Happy Birthday, Eugene Bullard!** Eugene was the first African-American military pilot to fly in combat. He flew for France in World War I as a member of the French Foreign Legion. Born in Columbus, Georgia in 1895, he later stowed away on a ship and settled in France. He learned to

fly after being wounded at the Battle of Verdun – all because he bet a friend that he could join the French air forces! #HappyBirthdayEugeneBullard

- **12th: Ada Lovelace Day.** The daughter of the famous poet Lord Byron, Ada Lovelace had talent of her own – she’s widely credited as being the first computer programmer. She worked with Charles Babbage on his calculating engine, called the Analytical Engine. She wrote a program that calculated Bernoulli numbers using the Engine. Share resources on Ada (<https://www.biography.com/scholar/ada-lovelace> or <https://www.computerhistory.org/babbage/adalovelace/>) and inspire your followers to achieve great things in STEM. #AdaLovelace #AdaLovelaceDay2023
- **13th: Friday the 13th.** Many people think of Friday the 13th as a "bad luck" day...but is it? Have you had any good luck on a Friday the 13th? #Friday13th
- **16th: National Dictionary Day.** Word nerds, unite! Today is National Dictionary Day. What’s your favorite (G-rated) word? When was the last time you looked something up in a dictionary? Today’s the day to browse an online dictionary and learn a new word, just for fun. #NationalDictionaryDay
- **20th: Get Smart about Credit Day.** Established by the American Bankers Association, the point of this day is the help young people be smart about credit before it’s too late. Share credit management tips online and ask followers to share them with their older kids who are just starting to establish their credit. #GetSmartAboutCreditDay
- **23rd: Happy Birthday, Weird Al Yankovic!** Today, we say happy birthday to Weird Al, one of the funniest and most creative musical artists out there. What’s your favorite Weird Al song? #HappyBirthdayWeirdAl
- **31st: Halloween.** Show your followers your costume! Or your pet’s costume. Or your office’s spooky décor. If you’re not into photos, tell them a quick scary story, or a memory about Halloween from your childhood, or drop a quote from your favorite scary movie. #Halloween #Halloween2023

November

- **ALL MONTH: American Diabetes Month.** Healthfinder.gov and the American Diabetes Association have an awareness kit for the month. [Click here](#) to get it. #DiabetesAwarenessMonth
- **ALL MONTH: Native American Heritage Month.** All month, we’re celebrating the contributions Native Americans and Alaskans have made to our country and our culture. From the achievements of legendary athlete Jim Thorpe to the bravery of the WWII Cherokee “Code Talkers,” there’s a lot to talk about! For more information, check out the official website: <https://nativeamericanheritagemonth.gov/>
- **4th: Daylight Savings Time Ends Tomorrow.** Don’t forget to “fall back” and set your clocks back an hour before you go to bed tonight! #DaylightSavingsEnds
- **9th: Happy Birthday, Hedy Lamarr!** Today we say happy birthday to Hedy Lamarr, a beautiful actress originally from Austria who made a splash in Hollywood. Always interested in mechanics and technology, she worked on inventions in her trailer on movie sets. In the early 1940s, she and George Antheil created a new communication system that later became the basis of modern wireless technologies, like Bluetooth and WiFi. #HappyBirthdayHedyLamarr

- **11th: Veterans Day.** Show your patriotic side! Share a message of thanks and appreciation for those who have fought to help keep our country free. You could also share local events your followers might be interested in, or interview a veteran if there's one in your family or book of business who'd like to talk about their service. #VeteransDay #ThankAVet
- **15th: Grace Bedell Suggests Abraham Lincoln Grow a Beard.** Kids say the darndest things...and always have. On this day in 1860, a little girl named Grace Bedell wrote to Abraham Lincoln. She'd seen his picture and knew he was running for president. To help him get elected, she suggested he grow a beard because his face was too thin – she thought this would make more women like him, and urge their husbands to vote for him. #TodayInAmericanHistory #PresidentialTrivia
- **22nd: On this day in 1995, Toy Story was released.** It was the first feature-length film created using 100% computer-generated imagery. Did you see this one in the theater? #ToyStory #OnThisDay
- **23rd: Thanksgiving.** It's that time of year again! Wish your clients a safe and happy holiday...and, if politics are still too divisive in their family, give them a few topics to talk about instead, like life insurance! #HappyThanksgiving
- **28th: Giving Tuesday.** After all the crazy spending we did on Black Friday, Small Business Saturday, and Cyber Monday, it's time to put a little of that money to charitable use. Today's the day to donate to organizations that help others – as little as \$1 can make a big difference! Share ideas for places to donate, or ask your audience where they prefer to give. #GivingTuesday

December

- **3rd: International Day of Persons with Disabilities.** Created by the United Nations in 1992, this day encourages us to try to better understand the experiences of people with a disability. What's your best tip for creating a more inclusive workspace? [Click here for a sharable graphic](#) promoting this day and disability inclusion. #DisabilityDay #DisabilityAwareness #inclusion #DisabilityAdvocate #DisabilityRights
- **7th: Pearl Harbor Remembrance Day.** On this day in 1941, the bombing of Pearl Harbor cost more than 2,000 American lives. Today, we remember them and their sacrifice. You can learn more about this event here, at the official website for the USS Arizona Memorial: <https://www.nps.gov/valr/index.htm>. #PearlHarbor #USSArizona #PearlHarborMemorial
- **10th: Marie Curie Awarded Nobel Prize for Physics.** Women in STEM for the win! On this day in 1903, Pierre and Marie Curie were awarded the Nobel Prize for physics for their study of spontaneous radiation. #WomenInSTEM #MarieCurie #OnThisDay
- **15th: National Ugly Christmas Sweater Day.** Today's the day to wear that ugly Christmas sweater and post a pic on social. Better yet, have an office "Ugly Christmas Sweater" contest and have your followers vote on the winner! #UglyChristmasSweater #UglyChristmasSweaterDay
- **17th: Wright Brothers Flight.** On this day in 1903, the Wright Brothers made history with their first flight at Kitty Hawk, North Carolina. Look how far we've come! #FirstInFlight #WrightBrothers #OnThisDay
- **20th: It's a Wonderful Life Premiered.** On this day in 1946, Frank Capra's classic *It's a Wonderful Life* premiered. How many times have you seen it? What are your favorite parts? Ask your

followers to share their memories and thoughts about this holiday classic. #ItsAWonderfulLife #OnThisDay

- **21st: First Day of Winter.** It's official – we're now in winter. What's your weather like today? Does it feel like winter where you are? #FirstDayOfWinter #WinterIsComing #WinterSolstice
- **24th/25th: Christmas Eve/Day.** Wish your clients a safe and happy holiday! Share photos of your Christmas tree, office décor, or snowy weather outside. If you don't want to share personal information, you can link to Google's Santa Tracker at <https://santatracker.google.com/village.html>. #MerryChristmas #Christmas2023
 - **NOTE:** You may also want to add Hanukkah (7th-15th), Festivus (23rd) and/or Kwanzaa (26th-1st) to your posting schedule.
- **31st: New Year's Eve.** Woo-hoo...out with the old and in with the new! Wish your clients a fantastic new year, and tell them you can't wait to help them achieve their financial goals in 2023. #NewYearsEve2023

That's our list of 2023 social media calendar starters!

Get more sales & marketing ideas every week from the [Pinney Insurance blog](#).