



PIVOT·PATH

MARKETING STRATEGISTS AND CREATIVE STORYTELLERS.

2022

SOCIAL MEDIA
CALENDAR

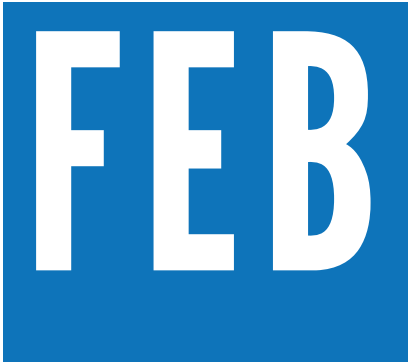
| S | M | T | W | T | F | S |
|---------------------------------|---|--|-------------------------------|--------------------------------|---|-------------------------------|
| 26 | 27 | 28 | 29 | 30 | 31 | <u>1</u> New Year's! |
| <u>2</u> Science Fiction Day | 3 | <u>4</u> National Trivia Day | <u>5</u> National Bird Day | 6 | 7 | 8 |
| 9 | 10 | <u>11</u> Human Trafficking Awareness Day | 12 | <u>13</u> Sticker Day | <u>14</u> Clean Off Your Desk Day | <u>15</u> National Hat Day |
| 16 | <u>17</u> Get To Know Your Customers | 18 | 19 | <u>20</u> Cheese Lovers Day | <u>21</u> Martin Luther Kin Jr. Day Hugging Day | 22 |
| <u>23</u> Pie Day | <u>24</u> Compliment Day | <u>25</u> Opposite Day | 26 | 27 | <u>28</u> Community Manager Appreciation Day Data Privacy Day | 29 |
| 30 | 31 | 1 | 2 | 3 | 4 | 5 |

JAN



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| S | M | T | W | T | F | S |
|--|--|------------------------------|--------------------------------|--|---|--|
| 30 | 31 | <u>1</u> Chinese New Year | <u>2</u> Groundhog Day | 3 | <u>4</u> World Cancer Day | <u>5</u> Super Bowl Sunday Weatherperson's Day |
| 6 | <u>7</u> Send A Card To A Friend Day | <u>8</u> Boy Scouts Day | <u>9</u> National Pizza Day | 10 | <u>11</u> Inventor's Day | 12 |
| <u>13</u> World Radio Day | <u>14</u> Valentine's Day | 15 | 16 | <u>17</u> Random Acts Of Kindness Day | <u>18</u> Battery Day President's Day | 19 |
| <u>20</u> Social Justice Day Love Your Pet Day | <u>21</u> International Mother Language Day | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |



| S | M | T | W | T | F | S |
|--|---|--|---|--|----------------------------------|--|
| 27 | 28 | <u>1</u> Mardi Gras Peanut Butter Lovers Day | <u>2</u> Read Across America Day | <u>3</u> World Wildlife Day | <u>4</u> Grammar Day | <u>5</u> Pancake Day |
| <u>6</u> Dentist Day | <u>7</u> Be Heard Day Cereal Day | <u>8</u> International Women's Day | 9 | <u>10</u> Pack Your Lunch Day | <u>11</u> Napping Day | <u>12</u> Girl Scouts Day |
| <u>13</u> Daylight Savings | <u>14</u> Popcorn Lover's Day Potato Chips Day | <u>15</u> Consumer Rights Day Sleep Day | 16 | <u>17</u> St. Patrick's Day | <u>18</u> Awkward Moments Day | <u>19</u> Let's Laugh Day |
| <u>20</u> First Dat of Spring Day of Happiness | <u>21</u> International Day for the Elimination of Racial Discrimination | <u>22</u> World Water Day | <u>23</u> Puppy Day | 24 | <u>25</u> Tolkien Reading Day | <u>26</u> Spinach Day Purple Day |
| 27 | 28 | 29 | <u>30</u> Doctor's Day Earth Hour Day | <u>31</u> Transgender Day of Visibility World Backup Day | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |

MAR



| S | M | T | W | T | F | S |
|--|--|--|-----------------------------|------------------------------|--------------------------------------|--|
| 27 | 28 | 29 | 30 | 31 | <u>1</u> April Fool's Day | <u>2</u> World Autism Awareness Day |
| <u>3</u> Find a Rainbow Day | <u>4</u> Hug a New Person Day | 5 | 6 | <u>7</u> World Health Day | 8 | <u>9</u> Equal PayDay |
| <u>10</u> National Siblings Day Encourage A Young Writer Day | <u>11</u> National Pet Day | <u>12</u> International Day of Human Space Flight | 13 | 14 | <u>15</u> Tax Day | <u>16</u> Stress Awareness Day |
| <u>17</u> Haiku Poetry Day | <u>18</u> Columnists' Day Get To Know Your Customers | 19 | <u>20</u> Look-Alike Day | 21 | <u>22</u> Earth Day | <u>23</u> National Picnic Day World Book Day |
| 24 | <u>25</u> Telephone Day Malaria Day | <u>26</u> Arbor Day | 27 | 28 | <u>29</u> International Dance Day | <u>30</u> Adopt a Pet Day International Jazz Day |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

APR



| S | M | T | W | T | F | S |
|--|--------------------------------|---|---|------------------------------------|---------------------------------|---|
| <u>1</u> May Day International Workers Day | <u>2</u> World Password Day | <u>3</u> World Press Freedom Day Space Day | <u>4</u> Star Wars Day International Firefighters Day | <u>5</u> Cinco De Mayo | <u>6</u> National Nurses Day | <u>7</u> Thank a Teacher Day World Asthma Day |
| <u>8</u> National Receptionist Day | <u>9</u> Europe Day | <u>10</u> | <u>11</u> | <u>12</u> National Limerick Day | <u>13</u> Mother's Day | <u>14</u> |
| <u>15</u> International Day of Families | <u>16</u> Love a Tree Day | <u>17</u> Bike To Work Day Endangered Species Day | <u>18</u> | <u>19</u> | <u>20</u> | <u>21</u> National Memo Day |
| <u>22</u> | <u>23</u> | <u>24</u> Scavenger Hunt Day | <u>25</u> | <u>26</u> | <u>27</u> Memorial Day | <u>28</u> Hamburger Day |
| <u>29</u> Paperclip Day | <u>30</u> | <u>31</u> No-Tobacco Day Heat Awareness Day | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |



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S M T W T F S

| | | | | | | |
|-----------------------------|----------------------------------|--|--|---------------------------------|--|----|
| 29 | 30 | 31 | <u>1</u> International Children's Day | <u>2</u> Cancer Survivor Day | <u>3</u> Leave The Office Early Day | 4 |
| <u>5</u> Environment Day | <u>6</u> Higher Education Day | <u>7</u> National Donut Day | <u>8</u> Oceans Day Best Friends Day | 9 | 10 | 11 |
| 12 | 13 | <u>14</u> Blood Donor Day Flag Day | 15 | <u>16</u> Father's Day | 17 | 18 |
| <u>19</u> Juneteenth | <u>20</u> World Refugee Day | <u>21</u> First Day of Summer | 22 | 23 | 24 | 25 |
| 26 | <u>27</u> Sunglasses Day | 28 | 29 | <u>30</u> Social Media Day | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |

JUN



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| S | M | T | W | T | F | S |
|---------------------------------|--|---|----|---------------------------|---|--|
| 26 | 27 | 28 | 29 | 30 | <u>1</u> National Postal Worker Day | <u>2</u> World UFO Day |
| 3 | <u>4</u> US Independence Day | 5 | 6 | <u>7</u> Chocolate Day | 8 | 9 |
| 10 | <u>11</u> Cheer Up The Lonely Day | <u>12</u> Malala Day | 13 | 14 | <u>15</u> Give Something Away Day | 16 |
| <u>17</u> World Emoji Day | <u>18</u> Nelson Mandela Get To Know Your Customers | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | <u>26</u> Talk in an Elevator Day | 27 | 28 | 29 | <u>30</u> International Day of Friendship |
| 31 | 1 | 2 | 3 | 4 | 5 | 6 |

JUL



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| S | M | T | W | T | F | S |
|----|--|--|-----------------------------------|---|--|---|
| 31 | <u>1</u> Respect for Parents Day | <u>2</u> National Coloring Book Day | 3 | 4 | 5 | 6 |
| 7 | <u>8</u> International Cat Day | <u>9</u> National Book Lovers Day | <u>10</u> National Lazy Day | <u>11</u> Sons and Daughters Day | <u>12</u> Youth Day World Elephant Day | <u>13</u> International Left-handers Day |
| 14 | <u>15</u> Relaxation Day | <u>16</u> National Tell A Joke Day | 17 | 18 | <u>19</u> Photo Day Humanitarian Day | <u>20</u> National Lemonade Day |
| 21 | 22 | 23 | 24 | 25 | <u>26</u> International Dog Day Women's Equality Day | 27 |
| 28 | 29 | 30 | 31 | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |

AUG



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| S | M | T | W | T | F | S |
|--|---|--|--|---|--|----|
| 28 | 29 | 30 | 31 | 1 | 2 | 3 |
| <u>4</u> National Wildlife Day | <u>5</u> Labor Day | <u>6</u> Read a Book Day | 7 | <u>8</u> Literacy Day Grandparents Day | 9 | 10 |
| <u>11</u> National Day of Service & Remembrance | <u>12</u> Encouragement Day Video Games Day | <u>13</u> Stand Up to Cancer Day | 14 | 15 | 16 | 17 |
| 18 | <u>19</u> Talk Like A Pirate Day | 20 | <u>21</u> International Day of Peace Civic Hacking Day | <u>22</u> Car-Free Day First Day of Fall | 23 | 24 |
| <u>25</u> Women's Health and Fitness Day | <u>26</u> European Day of Languages | <u>27</u> World Tourism Day | <u>28</u> Rabies Day Good Neighbor Day | 29 | <u>30</u> International Podcast Day | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |



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S M T W T F S

| | | | | | | |
|---|--|--|--------------------------------|--|------------------------------------|--|
| 25 | 26 | 27 | 28 | 29 | 30 | <u>1</u> International Coffee Day Vegetarian Day |
| <u>2</u> International Day of Non-Violence | <u>3</u> National Techies Day | <u>4</u> World Animal Day World Smile Day | <u>5</u> World Teachers Day | 6 | <u>7</u> World Habitat Day | 8 |
| 9 | <u>10</u> Mental Health Day World Sight Day | <u>11</u> International Day of the Girl Child | 12 | <u>13</u> National Train Your Brain Day | <u>14</u> National Dessert Day | <u>15</u> Global Handwashing Day |
| <u>16</u> Food Day Bosses Day | <u>17</u> Poverty Eradication Day Get To Know Your Customers | 18 | 19 | <u>20</u> World Statistics Day | <u>21</u> Reptile Awareness Day | 22 |
| 23 | <u>24</u> United Nations Day | <u>25</u> Greasy Foods Day | 26 | 27 | 28 | 29 |
| <u>30</u> Publicist Day Checklist Day | <u>31</u> Halloween | 1 | 2 | 3 | 4 | 5 |

OCT



PIVOT·PATH
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| S | M | T | W | T | F | S |
|----------------------------------|---------------------------------|--|------------------------------------|---|--------------------------------|--------------------------------|
| 30 | 31 | <u>1</u> World Vegan Day | 2 | <u>3</u> National Sandwich Day | <u>4</u> National Candy Day | 5 |
| 6 | 7 | <u>8</u> Cappuccino STEM Day | 9 | 10 | <u>11</u> Veterans Day | 12 |
| <u>13</u> World Kindness Day | <u>14</u> World Diabetes Day | <u>15</u> Clean Out Your Fridge Day | <u>16</u> Tolerance Day | <u>17</u> International Students Day | 18 | <u>19</u> Mens Day |
| <u>20</u> UN's Children's Day | <u>21</u> World Hello Day | 22 | 23 | <u>24</u> Thanksgiving Day | <u>25</u> Black Friday | <u>26</u> National Cake Day |
| 27 | <u>28</u> Cyber Monday | 29 | <u>30</u> Computer Security Day | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |

NOV



| S | M | T | W | T | F | S |
|---|----------------------------|--------------------------------|----------------------------------|---|----|--|
| 27 | 28 | 29 | 30 | <u>1</u> World AIDS Day | 2 | <u>3</u> Persons with Disabilities Day |
| <u>4</u> National Cookie Day | <u>5</u> World Soil Day | <u>6</u> Microwave Oven Day | 7 | <u>8</u> Pretend to Be a Time Traveler Day | 9 | <u>10</u> Human Rights Day Nobel Prize Day |
| <u>11</u> International Mountain Day | <u>12</u> Green Monday | <u>13</u> Salesperson Day | 14 | 15 | 16 | <u>17</u> National Maple Syrup Day |
| 18 | 19 | 20 | <u>21</u> First Day of Winter | 22 | 23 | 24 |
| 25 | <u>26</u> Boxing Day | 27 | 28 | 29 | 30 | <u>31</u> New Year's Eve! |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

DEC





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