

Your 2022 Social Media Calendar

Start 2022 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 2022, 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 2021 that will make 2022 even better? #NewYear2022
- **4th: National Trivia Day.** Dust off your favorite factoids and share them with your followers. What's the longest river in Asia? Who holds the record for most touchdown passes in a single game? Who wrote the longest book to win the Pulitzer Prize? Whatever kind of trivia you enjoy, post some samples today. #TriviaDay
- **5th: National Bird Day.** What's your favorite bird? Ever had a pet bird? Is there a bird whose call you love (or hate)? What's the most exotic bird you've ever seen? What's your state bird? Did a bird ever steal your hotdog as a kid? Share your favorite bird story today. Not a bird fan? Share a clip or a GIF from Hitchcock's *The Birds*. #NationalBirdDay
- **8th: First State of the Union Address.** On this day in 1790, George Washington delivered the first presidential State of the Union Address. If you had to deliver a state of the union address about your financial future, what would you say? #StateOfTheUnion
- **13th: Make Your Dreams Come True Day.** Ask your followers what their biggest dream is and how they're making it come true. This unofficial holiday is a great life insurance tie-in. #DreamsComeTrue

- **17th: 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. #MLKDay2022
- **23rd: First Induction into the Rock 'N' Roll Hall of Fame.** Today in 1986, Chuck Berry, James Brown, Ray Charles, Domino, the Everly Brothers, Buddy Holly, Jerry Lee Lewis, and Elvis Presley were inaugurated into the Rock 'N' Roll Hall of Fame. Who's your favorite inductee? Ask your followers who their favorites are. #RockNRollHallofFame
- **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
- **27th: Mozart's Birthday.** On this day in 1756, Wolfgang Amadeus Mozart was born in Salzburg, Austria. Not a classical music fan? How about the fantastic 1984 movie *Amadeus*? Find a clip from the movie or a performance of your favorite Mozart piece and share it with your followers. #Mozart #MozartBirthday
- **31st: New Year's Resolution Update.** Ask your followers if they're keeping up with their resolution. If you made a resolution, share your progress...be honest! #NewYearsResolution2022

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!
- **2nd: Groundhog Day.** It's the day we find out whether we get an early spring! Share your predictions. #GroundhogDay
- **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
- **4th: 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
- **6th: Babe Ruth's Birthday.** On this day in 1895, George Herman "Babe" Ruth was born in Baltimore, Maryland. Throughout his career in baseball, he hit 714 home runs. If you're a baseball fan, share your thoughts about "the Babe" – do you wish you'd seen him? Do you wish he still held the home run record? #BabeRuth
- **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

- **15th: Susan B. Anthony's Birthday.** She spoke out in favor of abolition, temperance, equal pay, and women's right to vote. She was arrested in 1872 for voting, which helped the women's suffrage movement gain visibility. She died in 1906, 14 years before women got the right to vote with the 19th Amendment. #WomensSuffrage #HappyBirthdaySusanBAnthony
- **17th: Random Acts of Kindness Day.** Today, urge your followers to do something nice for a friend, family member, or random stranger. Or share the story of the act of kindness *you* performed today. #RandomActsOfKindnessDay
- **20th: John Glenn Launched Into Space.** On this day in 1962, John Glenn was launched 162 miles into space aboard the *Friendship 7* and made three orbits in five hours. He was the third American in space (behind Alan Shepard and Gus Grissom). Tell your followers how you feel about space – is it truly the final frontier? Do you think we'll be living on another planet in our lifetime? #deepspace #spacelovers #spaceexploration
- **26th: World Sword Swallowers Day.** Want to highlight a high-risk occupation that would be hard to insure? Bingo. Now tell your prospects that as long as they don't do this for a living, you can help them get coverage! #WorldSwordSwallowersDay

March

- **2nd: Read Across America Day.** Today is also Dr. Seuss's birthday! Post about your favorite Dr. Seuss book and ask your followers to do the same. Or share a quick video of you reading a line from your favorite book or poem. Want more ideas? Check out ReadAcrossAmerica.org. #ReadAcrossAmerica #DrSeuss #DrSeussBirthday
- **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.** The 2022 theme is "Break The Bias." What can we do to create a gender-equal world? How can we help break down bias, stereotypes, and discrimination? #IWD2022 #BreakTheBias
- **12th: Daylight Savings Begins Tomorrow.** It's time to spring forward! Remind your followers to set their clocks forward one hour before they go to sleep tonight. To start a conversation, ask what they would have done with that lost hour, or what they're looking forward to most about 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. 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
- **19th: Wyatt Earp's Birthday.** On this day in 1848, Wyatt Earp was born in Monmouth, Illinois. You probably know him as one of the gunfighters in the shootout at the O.K. Corral (1881).

There, he and his two brothers defeated the Ike Clanton gang. What's your favorite Wyatt Earp movie? Your favorite western gunfighter movie? #WyattEarp #OKCorral

- **23rd: National Puppy Day.** Who doesn't love puppies? Okay, people with allergies might not love puppies, but they score big on social media. Post a picture of your own pup, or your favorite breed. Don't have or like dogs? Consider sharing a link to your local SPCA so your canine-loving followers know where to go to find a furry friend. #PuppyDay
- **26th: First Jazz Records Made.** On this day in 1917, the Victor Talking Machine Company recorded the Original Dixieland Jazz Band playing "Dixie Jazz Band One Step" and "Livery Stable Blues." If you're a jazz fan, share your favorite artists and songs, or ask your followers to recommend some for you. #JazzMusic
- **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 Fool's Day.** Today's the day to have a little fun – but don't scare your clients! Big companies often announce fake products or acquisitions. In 2019, Honda Canada pranked us with the "Polite Horn" and LEGO offered the "Find my brick" app. 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: National Library Workers' Day.** Thank a librarian in your post today! What book or author did a librarian help you discover? How have librarians helped you or your kids complete research projects or schoolwork? #ThankALibrarian
- **10th: National Siblings Day.** Do you have siblings? Post a selfie with them, a memory about your favorite sibling experience, or just generally give them a shout-out. If you're an only child or don't want to share family details, you can give a shout-out to famous siblings: Venus and Serena Williams, the Hemsworth brothers, Kate and Pippa Middleton...or go old-school with the Bronte sisters, Frank and Jesse James, the Brothers Grimm, or the Wright Brothers. #NationalSiblingsDay
- **12th: Grilled Cheese Day.** Ask your followers to share their favorite grilled cheese moments – what additives do they put in their sandwiches? Or are they grilled cheese purists? #GrilledCheeseDay
- **15th: 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! #TaxDay #TaxPreparation #TaxRefund

- **22nd: Earth Day.** This year's theme is "Climate Change." What can we do (and what are you already doing) to help stop 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. #EarthDay2022
- **23rd: William Shakespeare's Birthday.** If you hate Shakespeare, you can blame today for all your high-school English class woes. If you love Shakespeare, today's the day to celebrate! Whether you love him or hate him, there's a lot to talk about. What's your favorite play? Movie adaptation? Don't forget – even some fun classics like *10 Things I Hate About You* are based on a Shakespeare play. There really is something for everyone today! #HappyBirthdayShakespeare
- **27th: Beethoven Composes Für Elise.** If you took piano lessons as a kid, chances are you played this famous piece of music. Share this YouTube video of a pianist playing the song (<https://www.youtube.com/watch?v=wF0zHeU3Zs>) and ask your followers if they remember it from piano lessons, a 1980s McDonalds commercial, a 1990s phone ringtone, or all of the above.
- **28th: 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
- **8th: 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
- **13th: Friday the 13th.** It's the only one in 2022! This day doesn't happen very often, but when it does, take advantage of it on social media. People think of Friday the 13th as a "bad luck" day...but is it? Share your experience. Or, if you're a horror movie fan, share your favorite quotes and moments from the Friday the 13th franchise. #Friday13th
- **14th: Jamestown Colony Founded.** On this day in 1607, a group of English settlers founded Jamestown in Virginia. This was the first permanent English settlement in what would become the United States – 13 years before the pilgrims landed in Massachusetts. Today, all that's left is an archeological site, but they have plenty of stuff to do, including visit an excavation site. Have you ever been to this historic site? Ask your followers what they've seen there, too. #HistoricJamestowne (yes, they spell it with the final "e")
- **15th: International Day of Families.** This one is perfect to highlight what's so special about life insurance. It protects families! If you're comfortable, share your own reasons for getting life insurance. What inspired you to protect your family? How do you feel knowing your family is protected? #FamilyDay

- **21st: 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. #ArmedForceDday #ThankYouForYourService
- **26th: First Le Mans Endurance Race.** In 1923, the first 24 Hours of Le Mans race for cars was held. If you saw the movie *Ford v. Ferrari*, you know what it's all about! Ask your social followers who they'd want on their team and what car they'd want to drive. #LeMans24 #HoursOfLemans
- **28th: National Hamburger Day.** This one's a fun one! Everyone has an opinion on hamburgers. What's your favorite restaurant burger? How do you make 'em at home? Share your favorites, best recipes, grilling tips, and more. #NationalHamburgerDay
- **31st: 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. #MemorialDay2022

June

- **1st: Say Something Nice Day.** This one is super-easy to participate in. Just post a message where you say something nice about someone in your life – a client, a friend, a family member, a teacher, a mentor, or all of the above. Be sure you tag that person if they're on social media and ask them to pass it forward. #SaySomethingNiceDay
- **2nd: Ken Jennings First Appeared on Jeopardy.** On this day in 2004, Ken Jennings started his record-breaking 74-day winning streak on *Jeopardy*. If you're a *Jeopardy* fan, ask your followers if they remember this streak...or who their all-time favorite players are. #KenJennings #Jeopardy
- **4th: National Donut Day.** Bring a dozen donuts into the office today and share them with your staff. Don't forget to snap a pic and post it - and ask your followers what their favorite donut/donut shop is...or whether they spell the word "donut" or "doughnut." #NationalDonutDay #NationalDoughnutDay
- **8th: Best Friends Day.** Ask your followers to give their best friend a shout-out today. Or share a memory or photo of you and your best friend. Don't want to get too personal? Animals can be your friends, too – share a photo of a dog, "man's best friend." #BestFriendsDay
- **15th: Nature Photography Day.** Created by the North American Nature Photography Association, this is a day to share your 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
- **19th: Juneteenth.** Now a holiday in several states including New York, Juneteenth commemorates the emancipation of slaves in the U.S. It began in Galveston, Texas, when enslaved African-Americans were told they were free on June 19, 1865. #Juneteenth
- **19th: 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
- **20th: Longest Day of the Year.** This one's also a no-brainer. Snap a picture of what you'll do with your time on the longest day. Ask your audience how they'll spend their time today. Bonus points for encouraging healthy habits like exercising and cooking a healthy meal, all steps that will help them stay fit and save on their life insurance. #LongestDay

- **21st: National Selfie Day.** You know what to do with this one – post a selfie! Easy peasy. Ask your followers to do the same. #NationalSelfieDay
- **24th: 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
- **26th: Bar Codes Introduced.** Little-known fact! On this day in 1974, the bar code – also known as the universal product code (UPC) – was introduced to the marketplace. #lifebeforebarcodes #commerceforthewin

July

- **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: Tell the Truth Day.** This one is easy to participate in – just post something with an honest confession. Keep it positive, uplifting, or funny – you could tell the truth about drinking the last of the milk and putting the carton back in the fridge, or you could tug at your followers' heartstrings and share how you wish you'd gotten to know someone better who has since passed away. #TellTheTruthDay
- **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
- **15th: Rosetta Stone Discovered.** On this day in 1799, a French captain serving with Napoleon found a very special stone in an Egyptian village. That stone contained a royal decree written in hieroglyphs, a native Egyptian script, and ancient Greek. The triple translation helped scholars learn to read hieroglyphs, but today, the name "Rosetta stone" is most familiar as a language-learning company. What language do you most want to learn? Share it, and ask your followers the same question. #RosettaStone
- **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
- **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. Ask your followers what memories they have of the song or what their favorite renditions/covers are. #EyeOfTheTiger
- **27th: Bugs Bunny Debuts.** On this day in 1940, the character of Bugs Bunny debuted in the Warner Brothers cartoon "A Wild Hare." You can [see it \(and share it\) here on YouTube](#). #BugsBunny

- **29th: Lasagna Day.** Lasagna is a classic! Ask your followers for their recipes, photos, tips, or memories related to lasagna. #LasagnaDay
- **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

- **1st: MTV Premiered.** On this day in 1981, MTV premiered at 12:01 am. Do you remember MTV? What were your favorite programs and people? Share your memories with your followers and ask them for theirs. #IWantMyMTV
- **2nd: National Coloring Book Day.** Coloring books are for everyone! With the adult coloring book trend of the past few years, coloring has taken on a new life. Did you color when you were a kid? Do you color as an adult? Ask your followers to share their memories and experiences with coloring. #NationalColoringBookDay
- **4th: Louis Armstrong's Birthday.** On this day in 1901, jazz great Louis Armstrong was born in New Orleans, Louisiana. Share an audio or video clip of his most famous songs: "[What a Wonderful World](#)" is our favorite. #Satchmo #LouisArmstrong
- **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
- **10th: National Lazy Day.** Which chore are you happiest to give up? Snap a pic of dishes sitting in the sink or clothes lying on the floor! Or post a snapshot of your favorite thing to do on a lazy day. Share it! #LazyDay
- **12th: First Model T Built.** On this day in 1908, Henry Ford built the first Model T. America would never be the same – we've been a country on the move ever since. What does the freedom of a car mean to you? #ModelT #FordModelT
- **16th: National Tell a Joke Day.** Today's the day to brush off your favorite joke and share it! Knock knock. Who's there? Nobel. Nobel who? Nobel...that's why I knocked. Got a better one? Try it out! Got dad jokes? Bring 'em on. #NationalTellAJokeDay
- **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
- **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. #DogDay

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: Eat an Extra Dessert Day.** Does anyone else find it funny that Eat an Extra Dessert Day happens in the month dedicated to eating more fruits and veggies? Today, share your favorite desserts. Which two go especially well together for Eat an Extra Dessert Day? Share pics or recipes and ask your social followers for their best dessert tips, recipes, and photos. #EatAnExtraDessertDay
- **5th: Labor Day.** This holiday traditionally marks the end of summer. Share pictures of summer gatherings like barbecues, picnics, trips to the lake, and more. Ask your followers what memories they have of the last lazy days of summer. #LaborDay2022
- **10th: Smithsonian Institution Established.** On this day in 1846, an act of Congress established the Smithsonian Institution, the world's biggest museum and research complex. Which Smithsonian museums have you visited...or are on your wish list? Ask your followers to share their favorite exhibits, from the dinosaurs to the airplanes to the Hope diamond. #Smithsonian
- **16th: Guacamole Day.** You don't need an excuse to put guacamole on anything, but today is a good one nonetheless. Ask your followers for their recipes and best uses of guacamole. #GuacamoleDay
- **18th: National Cleanup Day.** Snap a pic of yourself picking up a piece of litter – that's what today is all about. Today, all over the world, groups are gathering to clean up their neighborhoods. In 2020, events took place in the U.S., Canada, Brazil, South Africa, the United Kingdom, Russia, China, Indonesia, and Australia. Ask your followers how they're contributing. #NationalCleanUpDay2022
- **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
- **20th: "Battle of the Sexes" in Tennis.** On this day in 1973, the famous "Battle of the Sexes" in tennis took place in Houston. Billie Jean King – a women's rights activist and tennis champion – defeated her opponent, Bobby Riggs, in straight sets. #BattleOfTheSexes
- **22nd: Friends Premiered.** On this day in 1994, the pilot episode of *Friends* aired. Were you watching? Which episode is your favorite? Share your favorite *Friends* memory and ask your followers to do the same. #FriendsPremiere
- **28th: National Good Neighbor Day.** This one's a fun one! Celebrate a neighbor in any way you want. It might be your next-door neighbor, or a business next to yours. Taking a bigger picture, how about celebrating one of America's neighbors? Whatever "neighbor" means to you, take a moment to celebrate the relationships that bind neighbors together. #NationalNeighborDay

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
- **5th: World Teachers' Day.** Held annually since 1994 based on a UNESCO recommendation, today is the day to shine a light on how a great teacher can inspire you to be your best. Who are

some of the teachers who encouraged or inspired you? Thank them publicly and encourage your followers to do the same. #TeachersDay #ThankATeacher

- **7th: World Smile Day.** This one's super easy to participate in! Just smile, snap a selfie, and post it. Ask your followers to do the same. Smiling is contagious, and it can help lift a gloomy mood. Share those good vibes today! #WorldSmileDay #smile
- **10th: World Mental Health Day.** This is an important topic that's worth posting about. You can share a story about a time when you were upset or depressed – and how you got over it. Or you can remind people that if they're not okay mentally, there are resources out there to help. You can point people toward [the World Health Organization's collection of resources](#). #WorldMentalHealthDay
- **12th: National Savings Day.** Today is a great day to reach out to your social media followers, as well as your mailing list. It's a day to encourage them to take control of their finances. Ideas include setting up an automatic monthly transfer from checking to savings, checking their credit report, or getting a quote for an annuity. #NationalSavingsDay
- **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 #AdaLovelaceDay2022
- **16th: Dictionary Day.** What's your favorite word? If you don't have a favorite word, open the dictionary at random and pick one! Ask your followers to do the same. #DictionaryDay
- **20th: International Sloth Day.** Created by the non-profit foundation AIUNAU, International Sloth Day is designed to raise awareness about the endangered sloth. This is a great excuse to search for "sloth" on YouTube and find a cute video to share. #SlothDay #SlothNation #SlothLove
- **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
- **28th: France Gives the U.S. the Statue of Liberty.** On this day in 1886, France gave the U.S. an amazing gift: the Statue of Liberty. Have you seen it in person? Share a photo or the story of your first glance at Lady Liberty. Haven't seen it yet? Ask your followers to give you tips on the best times and ways to go. #StatueOfLiberty
- **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 #Halloween2022

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

- **3rd: National Men Make Dinner Day.** This is a day for men who fear the kitchen, or aren't very good at cooking (and don't do it often, as a result). It's about getting over the fear and the inconvenience to give the people in your life one home-cooked meal. Who in your life fits this description? Share the day with them, or tag them a week in advance so they have time to prepare. [Get more info here](#). #NationalMenMakeDinnerDay
- **6th: Daylight Savings Time Ends.** Remind your followers to “fall back” and set their clocks back for an extra hour of sleep! #DaylightSavings
- **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: Clean Out Your Fridge Day.** You know that take-out box that's been in the back of your fridge since...well...how long *has* it been there? Today's the day it has to go. Snap a pic of your fridge (before and after) and ask your followers to do the same...or share stories about the worst things you've ever found in a fridge. #CleanOutYourFridgeDay
- **19th: Play Monopoly Day.** Most of us have spent a rainy day playing Monopoly. If you haven't, now's the time to try it. Dust off that old board game box, decide if you want to be the shoe or the thimble, and try to build that hotel on Boardwalk! Snap a pic or share your favorite Monopoly memory and ask your followers to do the same. #PlayMonopolyDay
- **21st: Frankenstein Released.** On this day in 1931, the classic film *Frankenstein* was released. Starring Boris Karloff as Frankenstein's monster, this movie is one of the best monster flicks ever made. Have you ever seen it? If not, what's your favorite classic monster movie? Ask your followers about theirs. #Frankenstein1931
- **24th: 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 after 2020, give them a few topics to talk about instead, like life insurance! #HappyThanksgiving
- **29th: 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. To participate, share tips 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. You can share a link to the USS Arizona Memorial (<https://www.nps.gov/valr/index.htm>) and ask how many of your followers have been there or had family members who were stationed there. #PearlHarbor #USSArizona #PearlHarborMemorial

- **9th: Lost and Found Day.** Lost something? Post about it today! Found something you're not sure who it belongs to? Post about it! The point is to make connections between people as much as it is to try and find a home for lost items. #LostFoundDay
- **16th: 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
- **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
- **21st: First Day of Winter.** It's official – we're now in winter. What's your weather like today? Ask your followers if it feels like winter where they 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 #Christmas2022
 - **NOTE:** You may also want to add Hanukkah (18th-26th), 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 2022. #NewYearsEve

That's our list of 2022 social media calendar starters!

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