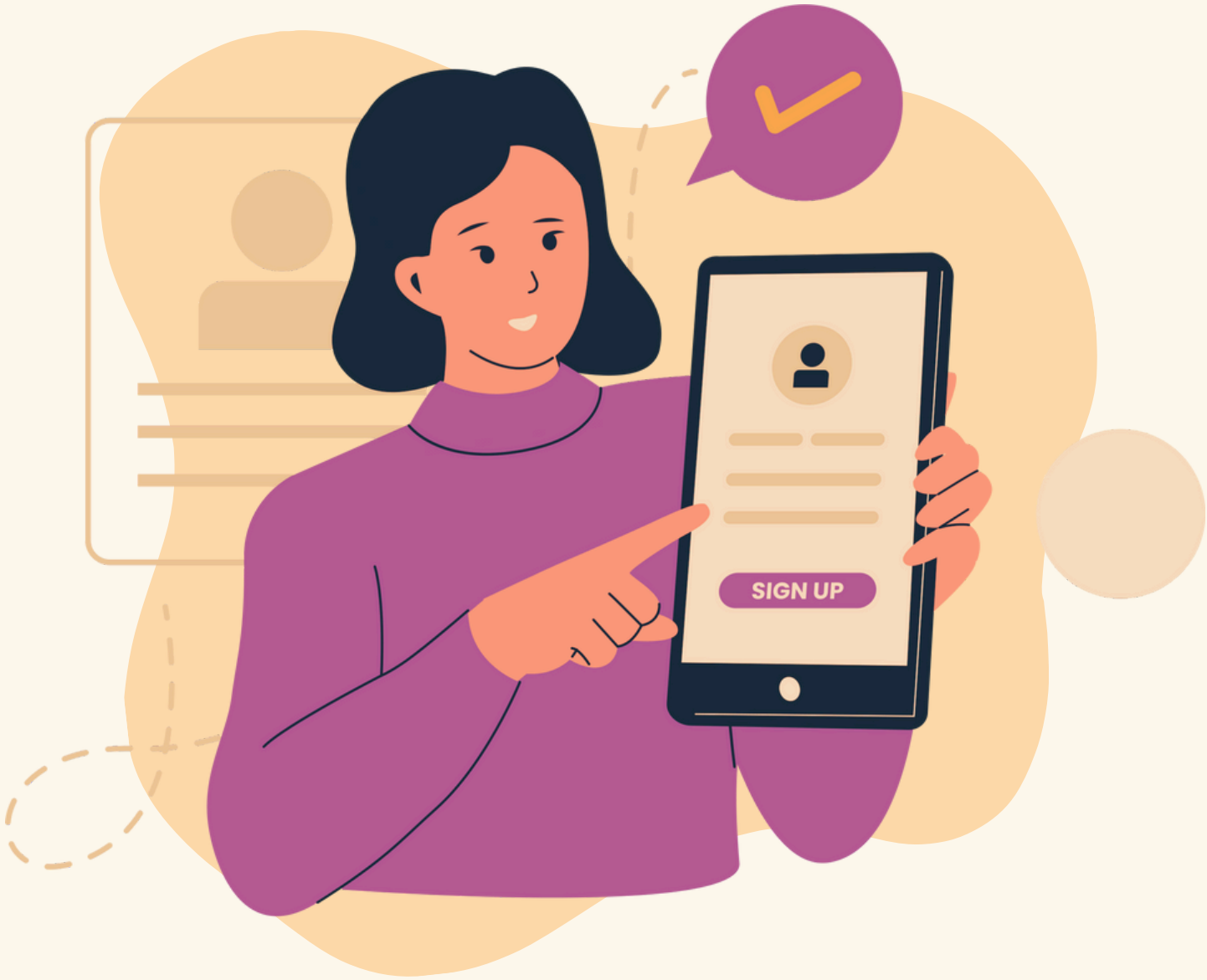
Your monthly marketing check list



Stuck with what to post? We've put together a list of key marketing dates throughout the year. When you're stuck, pop back here for inspiration!

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How to use this check list

For each month we have listed key themes for the month overall, weeks of importance and then specific marketing opportunity dates.

Use the two check boxes to tick what you think you would like to post first, followed by the second tick box when you have posted.

This is a great way to help you post more and see clearly if you missed an opportunity.



Something on the list that doesn't align to you, your business or brand?

No worries, scribble it out and use this annotated document to then use as your bespoke calendar for marketing in 2027!

We hope you enjoy!

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January

Monthly themes: Dry January, Veganuary, New Years Resolutions

- [ ] 3rd - Mind & Body Wellness Day
- [ ] 19th - Blue Monday
- [ ] 20th - National Cheese Lovers Day
- [ ] 21st - National Hug Day
- [ ] 24th - International Day of Education
- [ ] 25th - Burns Night
- [ ] 27th - Chocolate Cake Day
- [ ] 30th - Parent Mental Health Day



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February

Monthly themes: LGBT+ History Month UK
Weekly Themes: National Storytelling Week (2nd – 8th February), National Apprenticeship Week (9th – 15th February)

- [ ] 3rd - National Sick Day
- [ ] 5th - Time to talk
- [ ] 6th - Reclaim Social Day
- [ ] 9th - National Pizza Day
- [ ] 11th - World Day of the Sick
- [ ] 11th - International Day of Women & Girls in Science
- [ ] 11th - Safer Internet Day
- [ ] 14th - Valentines Day
- [ ] 17th - Random Acts of Kindness Day
- [ ] 17th - Pancake Day
- [ ] 20th - National love your pet day
- [ ] 21st - Care Day 2026
- [ ] 22nd - World thinking day 2026
- [ ] 24th - Emotional Health Day 2026



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March

Monthly themes: Womens History Month
Weekly Themes: National Careers Week (2nd – 7th March), Neurodiversity Celebration Week (16th – 22nd March),

- [ ] 3rd - World Wildlife Day
- [ ] 5th - World Book Day
- [ ] 7th - Employee Appreciation Day
- [ ] 8th - International Women's Day
- [ ] 15th - Mother's Day
- [ ] 15th - Red Nose Day
- [ ] 16th - Freedom of Information Day
- [ ] 17th - St. Patrick's Day
- [ ] 20th - First Day of Spring
- [ ] 20th - International Day of Happiness
- [ ] 21st - World Poetry Day
- [ ] 29th - British Summer Time



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April

Monthly themes: Stress Awareness Month, Autism Acceptance Month

- [ ] 1st - April Fools Day
- [ ] 5th - Easter Sunday
- [ ] 6th - Easter Monday
- [ ] 7th - World Health Day
- [ ] 11th - National Pet Day
- [ ] 14th - National Gardening Day
- [ ] 21st - National Tea Day
- [ ] 21st - The Late Queen Elizabeth II's 100th Birthday
- [ ] 22nd - World Earth Day
- [ ] 23rd - St George's Day





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May

Weekly themes: Mental Health Awareness Week (12th – 18th May),

- [ ] 1st - May Day
- [ ] 2nd - International Harry Potter Day
- [ ] 3rd - World Laughter Day
- [ ] 4th - Star Wars Day
- [ ] 8th - VE Day
- [ ] 8th - Ovarian Cancer Day
- [ ] 10th - Fair Trade Day
- [ ] 12th - International Nurse Day
- [ ] 16th - Eurovision Final
- [ ] 16th - FA Cup Final
- [ ] 17th - World Baking Day
- [ ] 20th - National Rescue Dog Day
- [ ] 25th - Spring Bank Holiday
- [ ] 30th - UEFA Champions League Final



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June

Monthly themes: Pride Month
Weekly Themes: National Careers Week (2nd – 7th March),
Neurodiversity Celebration Week (16th – 22nd March),

- [ ] 1st - Global Day of Parents
- [ ] 3rd - Global Running Day
- [ ] 5th - World Environment Day
- [ ] 6th - D-Day
- [ ] 8th - World Oceans Day
- [ ] 13th - King's Official Birthday
- [ ] 14th - World Blood Donor Day
- [ ] 21st - Father's Day
- [ ] 23rd - National Pink Day
- [ ] 24th - National Writing Day
- [ ] 26th - Take Your Dog to Work Day
- [ ] 27th - National PTSD Awareness Day
- [ ] 27th - Armed Forces Day
- [ ] 29th - National Camera Day



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July

Monthly themes: Plastic Free July
Weekly Themes: Alcohol Awareness Week (6th – 12th July)

- [ ] 3rd - International Plastic Bag Free Day
- [ ] 7th - World Chocolate Day
- [ ] 12th - Wimbeldon Final
- [ ] 15th - World Youth Skills Day
- [ ] 17th - World Emoji Day
- [ ] 18th - World Listening Day
- [ ] 24th - International Self Care Day
- [ ] 30th - International Day of Friendship



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August

Monthly themes: National Wellness Month
Weekly Themes: World Breastfeeding Awareness Week (1st – 7th August), National Allotments Week (12th – 18th August)

- [ ] 7th - Cycle to Work Day
- [ ] 8th - International Cat Day
- [ ] 9th - International Coworking Day
- [ ] 9th - Book Lovers Day
- [ ] 12th - International Youth Day
- [ ] 13th - Left Handed Day
- [ ] 13th - A-Level Results Day
- [ ] 14th - Financial Awareness Day
- [ ] 17th - Black Cat Appreciation Day
- [ ] 19th - World Humanitarian Day
- [ ] 21st - GCSE Results Day
- [ ] 26th - Women's Equality Day
- [ ] 26th - International Dog Day
- [ ] 31st - Summer Bank Holiday



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September

Weekly Themes: International Happiness at Work Week (21st – 25th September), International Week of the Deaf (20th – 26th September)

- [ ] 1st - Back to school
- [ ] 1st - World Letter Writing Day
- [ ] 5th International Day of Charity
- [ ] 9th - World Sudoku Day
- [ ] 10th - World Suicide Prevention Day
- [ ] 12th - Stand Up to Cancer
- [ ] 14th - National Hug Your Hound Day
- [ ] 21st - World Alzheimer's Day
- [ ] 23rd - International Day of Sign Languages
- [ ] 25th - Macmillan's Big Coffee Morning
- [ ] 29th - World Heart Day



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October

Monthly Themes: Black History Month, Stoptober, Breast Cancer Awareness Month, ADHD Awareness Month
Weekly Themes: ational Work Life Week (5th – 9th October), Dyslexia Awareness Week (6th – 12th October)

- [ ] 1st - World Vegetarian Day
- [ ] 2nd - International Day of Non-Violence
- [ ] 4th - World Animal Day
- [ ] 5th - World Teacher Day
- [ ] 6th - World Cerebral Palsy Day
- [ ] 8th - World Sight Day
- [ ] 10th - World Mental Health Day
- [ ] 16th- World Food Day
- [ ] 29th - World Stroke Day
- [ ] 31st - Halloween



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November

Monthly Themes: Movember, UK Disability History Month
Weekly Themes: International Stress Awareness Week (2nd – 6th November)

- [ ] 1st - World Vegan Day
- [ ] 5th - Bonfire Night
- [ ] 8th - Remembrance Sunday
- [ ] 11th - Armistice Day
- [ ] 13th - World Kindness Day
- [ ] 19th - International Men's Day
- [ ] 20th - World Children's Day
- [ ] 25th- International Day for the Elimination of Violence Against Women
- [ ] 27th - Black Friday
- [ ] 30th - Cyber Monday



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December

Monthly Themes: Advent
Weekly Themes: National Grief Awareness Week (2nd – 8th December)

- [ ] 1st - World AIDS Day
- [ ] 3rd - International Day for Disabilities
- [ ] 4th - Wildlife Conservation Day,
- [ ] 5th - International Volunteer Day
- [ ] 10th - Christmas Jumper Day
- [ ] 10th - Human Rights Day
- [ ] 21st - Winter Solstice
- [ ] 24th- Christmas Eve
- [ ] 25th - Christmas Day
- [ ] 26th - Boxing Day
- [ ] 31st - New Year's Eve



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Your Important Dates

We have left this space blank for you to make a note of dates that are important to you, your community and business. Such as your date of opening first anniversary, community events, sector specific events such as a conference or exhibition.



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Thank you!

We hope you found this PDF helpful. Have any other questions or want to clarify anything? Just send Sophie a message on 07979465779.



Need or want some more hands on marketing support? Check out how we can make marketing easier for your business!
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