

#HashtagHolidays

2020

sproutsocial



# Last year...



**#InternationalWomensDay** was used 3,620,641 times on social, from B2B tech brands to NPOs.



The North Face's petition-driven **#EarthDay** campaign was discussed more than 1,400 times on social.



**#Pride** was used 3,067,725 times on social.



The 2019 Video Music Awards (**#VMAs**) was mentioned 3,584,948 times by artists, viewers and brands.



**#ElectionDay** had a 79% positive sentiment rating on social. Join the conversation this year with brands like Patagonia, Levi's and Lyft.



**#BlackFriday** generates negative press each year, and alternatives like **#OptOutside** are growing, but consumer sentiment on social remained positive at 73%.

# Last year...



**#BlackHistoryMonth** was celebrated 1,637,674 times on social.



**#KindnessDay** was used to spread the love 1,693 times.



**#DonutDay** was used on social 9,115 times by donut brands and lovers alike.



Starbucks' 2019 campaign for **#NationalCoffeeDay** celebrated their customers and highlighted customer experience by using social poll data.



**#ShopSmall** was used over 80,000 times with more than 76,000 engagements by brands like IndieBound and American Express.



**#GivingTuesday** was mentioned more than 57,000 times on social, with over 800,000 engagements. In 2020, take this opportunity to partner with a nonprofit!

# January

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				2	3	4
	6	7		9	10	11
12			15		17	18
19		21	22		24	
26		28	29	30	31	

**1** New Year's Day  
#NewYearsDay

**5** 77th Golden Globe Awards  
#GoldenGlobes

**8** National Bubble Bath Day  
#NationalBubbleBathDay

**13** National Sticker Day  
#NationalStickerDay

**14** Dress Up Your Pet Day  
#DressUpYourPetDay

**16** Get To Know Your Customers Day  
#GetToKnowYourCustomersDay

**20** Martin Luther King Jr. Day  
#MLKDay

**23** Sundance Film Festival  
#Sundance (1/23-2/2)

**25** Chinese New Year  
#ChineseNewYear (1/25-2/8)

**27** Community Manager  
Appreciation Day  
#CMAD

# February

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
	3				7	8
	10	11	12	13		15
16		18	19	20	21	
23	24		26		28	29

2

**The Big Game**  
#SuperBowlLIV

4

**World Cancer Day**  
#WorldCancerDay

5

**World Nutella Day**  
#WorldNutellaDay

6

**New York Fashion Week**  
#NYFW (2/6-2/13)

9

**92nd Academy Awards**  
#Oscars2020

14

**Valentine's Day**  
#ValentinesDay

17

**Random Acts of Kindness Day**  
#KindnessDay

22

**National Margarita Day**  
#NationalMargaritaDay

25

**Mardi Gras**  
#MardiGras

27

**National Retro Day**  
#NationalRetroDay

# March

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	★	7
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15	16	☘	18	19	20	✊
22	🐾	24	🌀	26	27	🌍
29	🩺	♂♀				

6

**Employee Appreciation Day**  
#EmployeeAppreciationDay

8

**International Women's Day**  
#InternationalWomensDay

13

**2020 South by Southwest**  
#SXSW (3/13-3/22)

17

**St. Patrick's Day**  
#StPatricksDay

21

**International Day for the Elimination of Racial Discrimination**  
#IDERD

23

**National Puppy Day**  
#NationalPuppyDay

25

**Waffle Day**  
#WaffleDay

28

**Earth Hour Day**  
#EarthHour

30

**National Doctors' Day**  
#NationalDoctorsDay

31

**International Transgender Day of Visibility**  
#TransDayOfVisibility

# April

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					3	4
5	6		8	9		
12	13	14			17	18
19	20	21			24	25
	27	28	29	30		

**1** April Fools' Day  
#AprilFools

**2** Equal Pay Day  
#EqualPayDay

**7** World Health Day  
#WorldHealthDay

**10** Coachella  
#Coachella (4/10-4/19)

**11** National Pet Day  
#NationalPetDay

**15** Tax Day  
#TaxDay

**16** National High Five Day  
#HighFiveDay

**22** Earth Day  
#EarthDay

**23** World Book Day  
#WorldBookDay

**26** Lesbian Visibility Day  
#LesbianVisibilityDay

# May

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3			6	7	8	9
	11		13	14		16
17	18	19	20		22	23
24		26	27	28	29	30
31						



- 4** **Star Wars Day**  
#MayThe4thBeWithYou
- 5** **National Teachers' Day**  
#ThankATeacher
- 10** **Mother's Day**  
#MothersDay
- 12** **International Nurses Day**  
#NursesDay

- 15** **National Chocolate Chip Day**  
#ChocolateChipDay
- 21** **Global Accessibility Awareness Day**  
#AccessibilityAwarenessDay
- 25** **Memorial Day**  
#MemorialDay



June

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4		
7		9	10		12	13
		16		18		20
	22	23	24	25	26	27
28	29					

5

**National Donut Day**  
#DonutDay

6

**Higher Education Day**  
#HigherEducationDay

8

**Best Friends Day**  
#BestFriendsDay

11

**Bonnaroo Music Festival**  
#Bonnaroo (6/11-6/14)

14

**Flag Day**  
#FlagDay

15

**Native American Citizenship Day**  
#NativeAmericanCitizenshipDay

17

**Vidcon**  
#Vidcon (6/17-6/20)

19

**Juneteenth**  
#Juneteenth

21

**Father's Day**  
#FathersDay

30

**Social Media Day**  
#SMDay

July



Sun	Mon	Tue	Wed	Thu	Fri	Sat
				2	3	4
5	6		8	9	10	11
12			15	16		18
		21	22	23		25
	27	28	29		31	

**1** International Joke Day  
#TellAJoke

**7** World Chocolate Day  
#WorldChocolateDay

**13** Amazon Prime Day  
#PrimeDay

**14** Bastille Day  
#BastilleDay

**17** World Emoji Day  
#WorldEmojiDay

**19** National Ice Cream Day  
#NationalIceCreamDay




**20** National Lollipop Day  
#NationalLollipopDay

**24** National Tequila Day  
#NationalTequilaDay

**26** Parents' Day  
#ParentsDay

**30** International Day of Friendship  
#FriendshipDay

# August

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2		4	5	6	7	
9		11	12	13	14	
16	17	18		20	21	
23	24	25		27		29
30	31					

**3** National Watermelon Day  
#WatermelonDay

**8** International Cat Day  
#InternationalCatDay

**10** National S'mores Day  
#NationalSmoresDay

**15** National Relaxation Day  
#NationalRelaxationDay

**19** World Photo Day  
#WorldPhotoDay

**22** Black Women's Equal Pay Day  
#BlackWomensEqualPayDay

**26** National Dog Day  
#NationalDogDay

**28** August 28th  
#August28th

# September

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2			
		8	9	10	11	
13	14	15	16	17	18	19
20		22		24	25	26
27	28					

3

**World Wildlife Day**  
#WorldWildlifeDay

4

**World Sexual Health Day**  
#SexualHealthDay

5

**International Day of Charity**  
#InternationalDayOfCharity

6

**Read a Book Day**  
#ReadABookDay

7

**Labor Day**  
#LaborDay

12

**National Video Games Day**  
#VideoGamesDay

21

**International Peace Day**  
#DayOfPeace

23

**Celebrate Bisexuality Day**  
#BisexualityDay

29

**National Coffee Day**  
#NationalCoffeeDay

30

**International Podcast Day**  
#InternationalPodcastDay

# October

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
	5	6	7		9	
		13	14			17
18	19	20	21	22	23	
25	26	27	28	29	30	

**4** National Taco Day  
#NationalTacoDay

**8** Budget Day (Ireland)  
#BudgetDay

**10** World Mental Health Day  
#WorldMentalHealthDay

**11** National Coming Out Day  
#NationalComingOutDay

**12** Indigenous Peoples' Day  
#IndigenousPeoplesDay








**15** Pregnancy & Infant Loss  
Remembrance Day  
#PregnacyInfantLoss

**16** National Boss Day  
#NationalBossDay

**24** United Nations Day  
#UNDay

**31** Halloween  
#Halloween

# November

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2		4	5	6	7
	9	10		12		14
15	16	17	18	19		21
22	23	24	25			
29						

- 3** Election Day (U.S.)  
#ElectionDay
- 8** S.T.E.M/S.T.E.A.M Day  
#STEMSTEAMDay
- 11** Veterans Day  
#VeteransDay
- 13** World Kindness Day  
#WKD
- 20** Latinx Women's Equal Pay Day  
#EqualPayDay

- 26** Thanksgiving  
#Thanksgiving
- 27** Black Friday  
#BlackFriday
- 28** Small Business Saturday  
#ShopSmall
- 30** Cyber Monday  
#CyberMonday



# December

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			2			5
6					11	12
13	14	15	16	17	18	19
20	21	22		24	25	26
27		29	30			

**1** Giving Tuesday  
#GivingTuesday

**3** International Day of  
Persons with Disabilities  
#IDPD

**4** National Cookie Day  
#NationalCookieDay

**7** National Cotton Candy Day  
#NationalCottonCandyDay

**8** National Brownie Day  
#NationalBrownieDay

**9** International Children's Day  
#ChildrensDay

**10** Human Rights Day  
#HumanRightsDay

**23** Festivus  
#Festivus

**28** Card Playing Day  
#CardPlayingDay

**31** New Year's Eve  
#NYE