



365 days of
SOCIAL MEDIA
for businesses

Welcome



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Thinking of content to post every day of the year may sound easy, but every so often you might hit a roadblock. Which is why we've created this ebook of content ideas for social media to help those of you struggling, and for people that are looking for inspiration.

Use our ebook to keep content on your social media platforms up to date with key dates, events and trends as well as to increase engagement with your audience and improve your online visibility.



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Your digital marketing expert

Social media post ideas for January

1. New Year's Day #HappyNewYear	11. Spotlight on your services	21. Give advice on how to overcome a business challenge
2. Scotland Bank Holiday	12. Share an article	22. Celebration of Life Day #CelebrationOfLifeDay
3. Ginuary #Ginuary	13. Answer a FAQ	23. National Handwriting Day #NationalHandwritingDay
4. World Braille Day #WorldBrailleDay	14. Your business goals for the year	24. International Day Of Education #EducationDay
5. Twelfth Night #TwelfthNight	15. Reveal something your business has accomplished	25. Burns Night #BurnsNight
6. Golden Globe Awards #GoldenGlobes	16. Create/share a how-to video that appeals to your customers	26. Post a photo of your workspace #PhotoOfTheDay
7. Inspire your followers #InspirationalQuote	17. Feature an employee	27. Run a giveaway
8. World Typing Day #WorldTypingDay	18. Interact with a follower that interacts with you	28. Data Privacy Day #DataPrivacy
9. Sneak peak at future projects	19. World Religion Day #WorldReligionDay	29. Share a customer video testimonial
10. Share a business tip #BusinessTip	20. National Coffee Break Day #NationalCoffeeBreakDay	30. Run a poll: Give your audience two options and ask which they prefer
31. Hot Chocolate Day #HotChocolateDay		

Social media post ideas for February

1. Ice Cream for Breakfast Day #IceCreamForBreakfastDay	11. Post about how your business overcame a challenge #PhotoOfTheDay	21. International Mother Language Day ##IMLD2025
2. British Yorkshire Pudding Day #YorkshirePuddingDay	12. Share a photo of a product or your business #PhotoOfTheDay	22. World Thinking Day #WorldThinkingDay
3. Ask about your follower's interests #AskAboutInterests	13. Create a day in the life post #DayInTheLife	23. Share a post about your town/area #ShareAboutTown
4. World Cancer Day #WorldCancerDay	14. Valentine's day #ValentinesDay	24. Share a fun fact #FunFact
5. Post a video #PostAVideo	15. Ask your followers about their Valentine's Day #AskAboutValentinesDay	25. Promote a blog post #PromoteBlogPost
6. Your thoughts on a major event happening #ThoughtsOnEvent	16. Share a story about someone you admire #ShareStory	26. Post about something you want to achieve in the future #PostAboutFuture
7. Post a photo of your workspace #PostPhotoWorkspace	17. Random Act of Kindness Day #RAK	27. Discuss a challenge you're currently facing #DiscussChallenge
8. Share a motivational quote #QuoteOfTheDay	18. Share a tip with your followers about balancing work responsibilities #ShareTip	28. Rare Disease Day #RareDiseaseDay
9. National Pizza Day #NationalPizzaDay	19. Fun fact about your business #FunFact	
10. Share a business tip #BusinessTip	20. Love Your Pet Day #LoveYourPetDay	

Social media post ideas for March

1. St David's Day #StDavidsDay	11. Share tips for staying positive	21. World Down Syndrome Day #WorldSyndromeDay
2. Share a business hack	12. Share a customer review	22. World Water Day #WorldWaterDay
3. British Pie Week #BritishPieWeek	13. Share a goal	23. National Puppy Day #NationalPuppyDay
4. Post a video	14. Recommend an account your audience should follow	24. Give your followers some advice
5. Share a new experience	15. Promote a blog post	25. Share new content you have
6. World Book Day #WorldBookDay	16. Disabled Access Day #YouAndSomewhereNew	26. Repurpose old content
7. Employee Appreciation Day #EmployeeAppreciationDay	17. St Patrick's Day #StPatricksDay	27. Share the most popular piece of content you have
8. International Women's Day #IWD2025	18. Global Recycling Day #RecyclingDay	28. Create and post a how-to video
9. Spotlight on a specific team in your business	19. Client's Day #ClientsDay	29. Tell your audience about a product or service you provide
10. Share a new experience	20. International Day of Happiness #ChooseHappiness	30. Mother's Day #MothersDay
31. Offer productivity tips		

Social media post ideas for April

1. April Fool's Day #AprilFools	11. National Pet Day #NationalPetDay	21. Late Queen Elizabeth II's Birthday
2. World Autism Awareness Day #WorldAutismAwarenessDay	12. Create a 'this or that' poll	22. Earth Day #EarthDay
3. Feature an employee	13. Share a new experience you've had	23. St George's Day #StGeorgesDay
4. Post a video spotlighting a product or service	14. Thank an employee for their work	24. Create/share a how-to video that appeals to your customers
5. Share an app that helps you run your business	15. World Art Day #WorldArtDay	25. Mention tools you use to keep your business running #BusinessTip
6. Share a customer video testimonial #VideoTestimonials	16. Set your followers a challenge	26. Fun fact about your business #FunFact
7. World Health Day #HealthDay	17. World Malbec Day #Malbec #RedWine	27. Inspire your followers #MotivationalQuotes
8. Ask your followers how they maintain a healthy lifestyle #Wellbeing	18. Good Friday #GoodFriday	28. World Day for Safety and Health at Work #WorldDayforSafetyandHealthatWork
9. Share a customer case study or review	19. Use a trending topic as a hook to share a post	29. International Dance Day #InternationalDanceDay
10. National Siblings Day #NationalSiblingsDay	20. Easter Sunday #EasterSunday	30. International Jazz Day #JazzDay

Social media post ideas for May

1. May Day #MayDay	11. Eat What You Want Day #NationalEatWhatYouWantDay	21. International Tea Day #InternationalTeaDay
2. Share a business collaboration	12. World Cocktail Day #WorldCocktailDay	22. Post a video
3. Give your followers a challenge	13. Give your followers a challenge	23. Share a product that has recently helped you out
4. Star Wars Day #StarWars	14. National Biscuit Day #NationalBiscuitDay	24. Share a business milestone
5. Early May Bank Holiday	15. International Day of Families #FamilyDay	25. Share your latest blog post
6. 2nd Anniversary Coronation of King Charles III and Camilla	16. International Day of Light #LightDay2025	26. Spring Bank Holiday
7. Share a customer review	17. World Baking Day #WorldBakingDay	27. Post a meme
8. Tell your followers a fascinating story	18. International Museum Day #InternationalMuseumDay	28. Create a poll
9. Ask your followers to share an inspirational quote #InspirationalQuote	19. Share apps that help you get organised	29. Share a product/service review
10. Share a reading list that has inspired you	20. Throwback post #Throwback	30. Ask your followers how they discovered you
31. Ask your followers about a current event		

Social media post ideas for June

1. Pride Month #Pride	11. Share a new experience	21. King's Birthday
2. Share a "Guess the right answer" post	12. Run a giveaway	22. Create a holiday post and share it
3. World Bicycle Day #WorldBicycleDay	13. Share a business tip #BusinessTip	23. Offer productivity tips
4. Talk about an upcoming event	14. Global Wellness Day #GlobalWellnessDay	24. Spotlight a product/service you provide
5. World Environment Day #WorldEnvironmentDay	15. Father's Day #FathersDay	25. Share a defining moment in your business
6. D-Day Anniversary	16. Share a customer review	26. Create a slo-mo video
7. Create a day in the life post	17. Share your latest blog post	27. Ask your followers what they would like to see more of
8. World Ocean Day #WorldOceanDay	18. Share a collaboration you were involved in	28. Ask your audience about their morning routine at the office
9. Share a life hack	19. Recommend an account your audience should follow	29. Share your morning routine
10. Feature an employee	20. Tag local businesses that offer great products and services	30. National Camera Day #NationalCameraDay

Social media post ideas for July

1. International Joke Day #InternationalJokeDay	11. Share a step-by-step how-to video	21. Post a meme
2. World UFO Day #WorldUFODay	12. New Conversations Day #NewConversationsDay	22. Get to Know Your Customers Day #KnowYourCustomers
3. Ask your followers about how they spend weekends	13. Post a seasonal image	23. Share a business tip #BusinessTip
4. Share a seasonal post	14. Share a product you find helpful	24. International Self Care Day #InternationalSelfCareDay
5. Ask your followers where they're from	15. Give Something Away Day #GiveSomethingAwayDay	25. Cheese and Wine Day #CheeseAndWineDay
6. Islamic New Year	16. Tease a future announcement	26. Post a photo of a completed task #PhotoOfTheDay
7. World Chocolate Day #WorldChocolateDay	17. World Emoji Day #WorldEmojiDay	27. Share a meaningful message with your followers
8. Ask your followers about their goals for the rest of the year	18. Post a video	28. Share one of your goals #BusinessGoals
9. List a popular product or service from your business	19. Share a special offer you have on	29. Tell your followers about something happening in your area
10. Pina Colada Day #PinaColadaDay	20. Post a photo of your workspace #PhotoOfTheDay	30. International Friendship Day #FriendshipDay
31. Harry Potter's Birthday #HarryPotterBirthday		

Social media post ideas for August

1. List some interesting podcasts you listen to	11. Son and Daughter Day #SonAndDaughterDay	21. Motivational post #MotivationalQuote
2. Share a photo of a product #PhotoOfTheDay	12. International Youth Day #InternationalYouthDay	22. Throwback Post #Throwback
3. Share a new experience	13. Share a business hack	23. Create a photo collage #PhotoOfThe Day
4. Create a poll	14. Give your followers an update on recent activities	24. Share a tip #BusinessTip
5. Share a customer case study or review	15. Give your followers some advice	25. Summer Bank Holiday
6. Ask your followers about a current event	16. Fun fact about your business #FunFact	26. International Dog Day #NationalDogDay
7. Post a video	17. National Cupcake Day #NationalCupcakeDay	27. Post a meme
8. Repurpose old content	18. Feature an employee	28. Promote a blog post
9. National Book Lover's Day #NationalBookLoversDay	19. World Photo Day #WorldPhotoDay	29. Post an inspirational quote #InspirationalQuote
10. Promote a blog post	20. Share insights from a recent event or webinar you attended	30. Share a day in the life photo #PhotoOfTheDay
31. Motivational post #Motivation		

Social media post ideas for September

1. Back To School #BackToSchool	11. Share something you recently indulged in	21. Create a 'this or that' poll
2. Share something that will humour your followers	12. Introduce your team	22. Share a new experience
3. Answer a FAQ	13. Share a customer review	23. Tell your followers a fascinating story
4. Share a business hack	14. Post photos from a local event #PhotoOfTheDay	24. Punctuation Day #PunctuationDay
5. International Day Of Charity #InternationalDayOfCharity	15. Favourite accounts to follow	25. Share a day in the life photo #PhotoOfTheDay
6. Share a wellbeing tip #Wellbeing	16. Share a business collaboration #Business	26. World's Biggest Coffee Morning #WorldsBiggestCoffeeMorning
7. Give your followers a challenge	17. National Fitness Day #NationalFitnessDay	27. World Tourism Day #TourismDay
8. Literacy Day #LiteracyDay	18. Share a fun fact #FunFact	28. Share a meaningful message with your followers
9. Emergency Services Day #EmergencyServicesDay	19. Use a trending topic as a hook to share a post	29. World Heart Day #HeartDay
10. World Suicide Prevention Day #WorldSuicidePreventionDay	20. Motivational post #Motivation	30. International Podcast Day #PodcastDay
Share a tip #BusinessTip		

Social media post ideas for October

1. Breast Cancer Awareness Month #BreastCancerAwarenessMonth	11. What's the latest news in your industry	21. Ask your followers for their favourite inspirational quote #InspirationalQuote
2. Ask about your follower's interests	12. Create a day in the life post	22. Share workspace tips with your followers
3. World Smile Day #WorldSmileDay	13. Share a post about your town/area	23. Share a customer review
4. World Animal Day #WorldAnimalDay	14. Repurpose old content	24. Introduce the business owners
5. World Teacher's Day #TeachersDay	15. Post a meme	25. World Pasta Day #WorldPastaDay
6. Share a story about the subject at school that inspired you	16. World Food Day #WorldFoodDay	26. Pumpkin Day #PumpkinDay
7. Promote a blog post	17. Share an article	27. Ask your followers for recommendations
8. Motivate your followers #MotivationalQuote	18. Thank an employee for their work	28. Recommend an account your audience should follow
9. World Post Day #PostDay	19. Tease a future announcement	29. Discuss a current event in your industry
10. World Mental Health Awareness Day #MentalHealthAwareness	20. UK Coffee Week (20-26) #UkCoffeeWeek	30. Promote a blog post
31. Halloween #Halloween		

Social media post ideas for November

1. Movember begins #Movember	11. Discuss a current event in your sector	21. World Television Day #WorldTVDay
2. Share a story that inspired you	12. List some products/services you provide	22. Share tips on solving issues
3. Announce something your business has recently achieved	13. World Kindness Day #WorldKindnessDay	23. Espresso Day #EspressoDay
4. Ask your followers how they discovered you	14. World Diabetes Day #WorldDiabetesDay	24. Celebrate Your Unique Talent Day #Talent
5. Bonfire Night #BonfireNight	15. Share an article	25. Best practice tip
6. Ask your followers tips for how they manage their time	16. Share a good habit that a celebrity has	26. Offer productivity tips #BusinessTips
7. Create a poll	17. Share tips for staying positive	27. Share a product you find helpful
8. Top 5 trends for the year ahead	18. Inspire your followers #InspirationalQuote	28. Black Friday #BlackFriday
9. British Pudding Day #BritishPuddingDay	19. International Men's Day #InternationalMensDay	29. Answer a FAQ
10. International Accounting Day #InternationalAccountingDay	20. World Children's Day #WorldChildrensDay	30. What are your festive planning tips
Throwback post #Throwback		

Social media post ideas for December

1. Countdown to Christmas #CountdownToChristmas	11. Share a special offer you have on	21. Start of Winter
2. Share your goals for the year ahead	12. Share your most popular blog of the year	22. Ask your followers what they enjoy about their industry
3. International Day of People with Disabilities #IDPWD	13. Share what you love about December and Winter	23. Share a seasonal message to your customers and followers
4. National Cookie Day #CookieDay	14. Ask your followers what they love about December	24. Christmas Eve #ChristmasEve
5. Run a Christmas giveaway	15. 10 Days to Christmas #10DaystoChristmas	25. Christmas Day #MerryChristmas
6. St Nicholas Day #StNicholasDay	16. Share tips on buying gifts	26. Boxing Day #BoxingDay
7. Share a checklist for completing tasks	17. What are the key trends for your industry for the year ahead	27. Ask about your follower's Christmas
8. Motivational post #Motivation	18. Share things you've learnt this year	28. Share what your business has accomplished this year
9. Share new content you have	19. Share a customer video testimonial	29. Ask your followers about their New Year's preparations
10. Human Rights Day #HumanRightsDay	20. Inspirational quote #InspirationalQuote	30. Ask your followers about their New Year's Resolutions
31. New Year's Eve #NewYearsEve		

About Us

Smart Cow Marketing is a digital marketing agency based in Croydon, London providing marketing services for small to medium sized businesses in the area.

As your trusted Digital Marketing Experts, Smart Cow uses its expertise to gain you more qualified leads.

Smart Cow works as your digital marketing department, building cost effective online marketing strategies to provide you with a good return on investment. We have a flexible approach that allows us to focus on each of the different parts of a digital campaign where and when appropriate.

Smart Cow Marketing has over 15 years of IT and marketing experience. We provide targeted campaigns to improve your online presence and provide solutions for areas of improvement. We have a team of marketers with experience in construction; architecture & design; food & drink; and accountancy to create effective campaigns and quality content. We are Google AdWords, Hupspot and email marketing certified to name a few as well and many years' experience in web development and design.

Get Your Assessment with an Inbound Marketing Specialist.

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Can we help you?

If you feel that the information in this ebook was of use, then please feel free to get in touch with us so you can see how our inbound marketing approach can help grow your business.

Our tailored digital marketing campaigns will get your business noticed online and bring new enquiries to your website. We are experts in many areas that build up the digital marketing suite including: Website design and development, SEO, Social Media Marketing, Email Marketing and Pay Per Click.



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