

JANUARY 2025

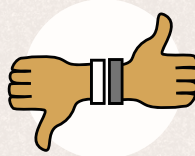
CONTENT IDEAS FOR SOCIAL MEDIA & EMAIL

WINTER SEASON

A season of
new beginnings

 1
HAPPY NEW YEAR

2025



Jan 1 NEW YEAR'S DAY

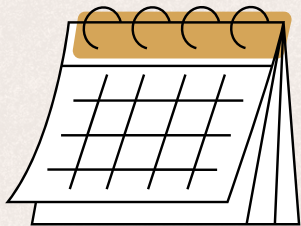
Share tips for setting and sticking to New Year's resolutions, self-improvement ideas, or company goals for the year. Provide resources, guides, and expertise. #NewYearsResolution #Goals2025 #NewYear

Jan 14 DRESS UP YOUR PET DAY

Host a virtual pet fashion show. Organize a costume contest. Ask followers to share photos of their pets. Humanize your brand with purr-fect pet content. #DressUpYourPetDay #PetFashion #PetCostume

Jan 25 OPPOSITE DAY

Post fun "opposites" content. Challenge followers to do the opposite of their usual routines. Create polls and quizzes featuring opposites. Share industry myths and debunk them. #OppositeDay #DoTheOpposite #OppositeAdvice



GET ORGANIZED MONTH

Offer organization tips tailored to your target audience. Highlight productivity tools that address their pain points. Share before-and-after photos of organized spaces. Create calendars or planning tools. #GetOrganizedMonth #Declutter2025

NEW YEAR NEW YOU

OTHER OBSERVANCES

- Jan 4 National Trivia Day
- Jan 13 National Sticker Day
- Jan 24 National Compliment Day
- Jan 26 National Spouse Day
- Jan 28 Data Privacy Day
- Jan 31 National Backward Day



- National Mentoring Month
- National Hobby Month
- Healthy Weight Awareness Month
- Dry January

CELEBRATIONS

- New Year's Day (Jan. 1)
- Martin Luther King Jr. Day (Jan. 15)