

# Social Media Calendar

## Quarter 1

### January

***National Train Your Dog Month***  
***Lunar New Year\****

- 1** | New Year's Day
- 2** | National Pet Travel Safety Day
- 2** | Happy Mew Year for Cat's Day
- 14** | National Dress Up Your Pet Day
- 22** | National Answer Your Cat's Question Day

### February

***Pet Dental Health Month***  
***Dog Training Education Month***  
***National Cat Health Month***  
***Lunar New Year\****

- 3** | Doggie Date Night
- 3** | National Golden Retriever Day
- 14** | Valentine's Day
- 20** | Love Your Pet Day
- 22** | National Walk Your Dog Day
- 23** | International Dog Biscuit Appreciation Day

### March

***Easter \****  
***Holi\****

- First Week of March |**  
Professional Pet-Sitters Week
- 13** | K9 Veterans Day
  - 17** | St. Patrick's Day
  - 23** | National Puppy Day
  - 23** | Cuddly Kitten Day

\*Only create content around these holidays if it's thoughtful, culturally aware, and relevant to your business – avoid commercialization of these significant holidays.

**Note:** Be aware of major holidays with rotating dates, such as Lunar New Year, Holi, Easter, Diwali, and Hanukkah.

# Social Media Calendar



## Quarter 2

### April

***Prevention of Cruelty to Animals Month***  
***Easter\****

**10** | National Hug Your Dog Day  
**11** | National Pet Day  
**11** | Dog Therapy Appreciation Day  
**23** | National Lost Dog Awareness Day  
**26** | National Pet Parents Day  
**27** | World Veterinary Day  
**30** | Adopt a Shelter Pet Day

### May

***National Pet Month***  
***Pet Cancer Awareness Month***

**First Full Week** | National Pet Week  
**3** | National Specially-Abled Pets Day  
**3** | Mayday for Mutts  
**9** | National Dog Mom Day  
**11** | National Animal Disaster Preparedness Day  
**14** | International Chihuahua Appreciation Day  
**20** | National Rescue Dog Day

### June

***National Adopt a Cat Month***  
***National Foster a Pet Month***

**4** | Hug Your Cat Day  
**9** | World Pet Memorial Day  
**21** | Dog Party Day  
**24** | Cat World Domination Day

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# Social Media Calendar

## Quarter 3



### July

**National Lost Pet Prevention Month**  
**National Pet Hydration Awareness Month**

- 1** | ID Your Pet Day
- 5** | Pet Remembrance Day
- 15** | National Pet Fire Safety Day
- 31** | National Mutt Day

### August

#### **First Week of August**

- International Assistance Dog Week
- 1** | Universal Birthday for Shelter Dogs
  - 8** | International Cat Day
  - 10** | Spoil Your Dog Day
  - 17** | Black Cat Appreciation Day
  - 22** | National Take Your Cat to the Vet Day

### September

**Pet-Sitter Education Month**  
**Guide / Service Dogs Month**  
**Animal Pain Awareness Month**

- 1** | Ginger Cat Appreciation Day
- 13** | National Hug Your Hound Day
- 28** | World Rabies Day
- Fourth Week** | National Dog Week
- Last Full Week** | Deaf Pet Awareness Week

# Social Media Calendar

## Quarter 4

### October

***Adopt a Shelter Dog Month***  
***National Pet Wellness Month***  
***Diwali\****

**1** | National Black Dog Day

**4** | World Pet Day

**14** | Pet Obesity Awareness Day

**27** | National Black Cat Day

**31** | Halloween

### November

***Adopt a Senior Pet Month***  
***National Senior Pet Month***  
***Pet Cancer Awareness Month***  
***Diwali\****  
***Hanukkah\****

**7** | National Canine Lymphoma Awareness Day

**17** | National Take a Hike Day

### December

***National Cat Lovers' Month***  
***Hanukkah\****

**2** | National Mutt Day

**9** | International Day of Veterinary Medicine

**10** | International Animal Rights Day

**15** | National Cat Herders Day

**25** | Christmas Day\*

**26-Jan. 1** | Kwanzaa\*

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