

SOCIAL MEDIA FIELD GUIDE 2024

Marketing Trends | Volume 15



Navigating the SOCIAL MEDIA Universe

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REACH FOR THE STARS

Social Media Trends for 2024

Many things can change the trajectory of your brand's space shuttle, so prepare for liftoff with this breakdown of the top trends you can expect to see on your 2024 journey.

Employee-led social media advocacy

Social media is a powerful portal for brand research, second only to traditional search engines. Customers, partners and even prospective employees turn to social platforms to explore a company's values, offerings and overall

brand persona. This shift has elevated employee advocacy to new heights, leading to better leads, positive brand perception and cultivating a better company culture while enhancing recruiting efforts and employee retention.

The best part? This advocacy can happen organically. However, leading brands unleash their full potential by formalizing a program and incentivizing engagement. It's time to go boldly where few brands have gone before!

Audience-focused influencer campaigns

Traditional hard-selling techniques no longer have the gravitational pull they once had, leaving

brands to chart new territories of engagement. One such frontier gaining traction in 2024 is influencer campaigns but with a twist: an audience-first approach.

Like stars guiding lost travelers, influencers have forged a special connection with their audience. This relationship can be brought into a brand's strategy to attract even the most anti-ad consumers. People crave more than just products or services; they yearn to obtain an entire lifestyle.

Influencers have the power to make branded content sound more like a genuine idea from a friend, with 49% of consumers relying on influencer recommendations when making their purchasing decisions. That's why we're seeing the future of influencer marketing stepping away from overly posed brand posts and leaning towards more natural-looking videos and real-life applications. Consider this is your sign to put your brand's corporate messaging to the side and focus less on giving heavy edits and scripts to your influencers and let them do what they do best: create authentic content for their audience that converts.

So, set course for the stars and let your brand's message resonate throughout the digital

cosmos. With the right strategy rooted in authenticity and guided by what your audience wants to see, your influencer campaigns can shine as brilliantly as the stars in the night sky, driving your brand's growth to new celestial heights.

Affiliate commission as payment for partnerships

Similar to influencer marketing, affiliate marketing involves creators or publishers promoting products on behalf of businesses. However, instead of receiving a set fee, affiliates earn a commission from the revenue generated by sales attributed to their promotion.

Brands today understand the importance of collaborating with creators who have established a loyal following. However, working with these popular influencers can sometimes come with a high price tag. This is where affiliate relationships shine. By offering a commission, you can engage with influential creators and enjoy the benefits of their reach while still maintaining a cost-effective approach in 2024. It's like hitching a ride on a spacecraft to explore new territories without piloting the ship yourself.

Beyond the immediate financial benefits, affiliate commission allows you to build long-lasting partnerships with creators. Based on

5 Steps to Building an Employee Advocacy Program That Works:

1. Identify advocacy leaders:

Pinpoint employees who are natural advocates or show potential to become influential leaders.

2. Establish social media

guidelines: Establish clear procedures for social media usage to ensure brand consistency and protection (we show you how to do this on page 24!).

3. Incentivize participation:

Provide both monetary incentives and company-wide recognition to motivate employees. Consider referral bonuses for successful hires or a gift card raffle for those who share important posts.

4. Set goals:

Define goals and Key Performance Indicators to measure the success of your advocacy program. This includes tracking adoption rates, identifying top contributors, assessing engagement levels and monitoring referrals and leads.

5. Provide starter content:

Make it easy for employees to share by providing pre-approved content and resources – this eliminates barriers and helps employees confidently contribute to brand advocacy.

performance and the revenue generated, you can deepen your relationships with affiliates, establishing a symbiotic connection that benefits both parties.

Consumers will want proof of activism

It's time to show your receipts. The era where brands could merely add rainbow hues to their logos in June and call it a day is over. Consumers are now looking for concrete evidence businesses are genuinely aligned with the causes they promote and aren't just in it for the month, week or that single orbit around the sun.

Shallow displays of activism may do more harm than good, regardless of your intention. They have the potential to dissuade consumers in a climate where a staggering 86% of Americans prioritize transparency and trustworthiness in the businesses they choose to patronize.

Prepare to back up every post with proof, intention and your company values. Check out page 18 to learn how to showcase activism the right way!

Using social channels as a first touch in a crisis

A brand crisis is like a meteor shower in the night sky. When it happens, your online presence can be bombarded by negative comments, criticism and potentially damaging information.

That's why we can see brands wanting to address crises right in front of their audiences in 2024 – on social media.

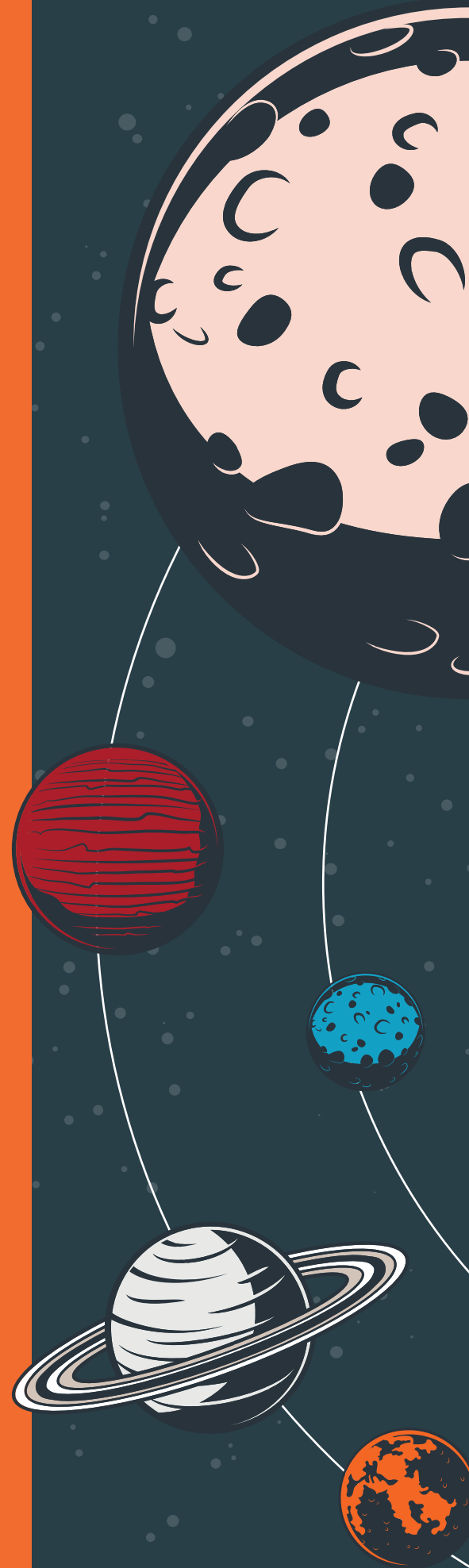
Social media is always “on,” which is why it's an impactful tool for crisis responses. Plus, brands can measure the reaction of crisis responses, seeing how people feel in real-time.

While each crisis requires a unique approach, having a dedicated team with a clear message can be a game-changer when swift responses are essential. Here are a few tips to get started:

- * **Stay consistent:** Post the same response across all platforms, no matter what.
- * **Watch the clock and your message:** Your audience will often demand a response before you're ready to give one. Don't rush for the sake of getting something out quickly, but make sure what you say is correct.
- * **Prioritize authenticity:** Authenticity is your anchor during a crisis. Be genuine, honest and transparent in your communications – your audience will appreciate it.

Social media SEO

You've probably thought about search engine optimization (SEO) for website content, but have you checked on your social media SEO strategy? Social SEO is adding text like captions, alt



text and closed captions to posts to help people browsing quickly find your content.

Even as search engines like Google remain on top, there's a rapidly growing trend of consumers using social media as their go-to search tool. And while social platforms aren't search engines, they do have search functions – in fact, TikTok is the #1 search engine for over half of Gen Z consumers. Overlooking this aspect of SEO could mean missing out on potential engagement and customers, so here's what you need to know to boost your presence:

- * **Use specific keywords in captions.** If people happen to search for what you're talking about, adding keywords means they will more likely find you. You can even add these keywords to on-screen text in TikToks and Reels, and it counts!
- * **Your bio is also a prime spot for some SEO magic.** Incorporate keywords into your profile name or bio on all platforms, as they can make you show up when consumers are hunting for your offerings or the problems you solve.
- * **Add hashtags to your posts!** If your page is public, any hashtag usage will make your posts appear on the corresponding hashtag's feed. Stick to 3 - 5 hashtags for best results.
- * **Embrace alt text for accessibility and social SEO.** Input a descriptive caption so anyone can find what they're looking for.

Leadership on social media as an extension of a brand

Effective leadership is pivotal in enhancing a brand's visibility on social platforms. In fact, 63% of people say CEOs who have social profiles are better representatives for their companies than those who do not. Integrating leadership into your company's social strategy can be a game-changer in a galaxy where consumers are inundated with brand messages. Here are some of our favorite reasons to embrace your brand's leaders on social media:

- * **The proper focus:** Amidst the galaxy of brands vying for attention on social media, having leadership actively involved can help your brand stand out. Leadership can offer a unique and authentic perspective many consumers value.
- * **Genuine connections:** Consumers are increasingly seeking authentic and transparent interactions with businesses. Through company leadership, brands can foster a sense of trust and authenticity, making consumers feel more connected and loyal.
- * **Human touch:** Leadership's involvement adds a face to your brand. It's about more than just the products or services you offer. It's the people, values, and vision that company leadership can embody on social media. This personal touch can resonate deeply with consumers, making them more likely to engage and advocate for the brand.
- * **Positive company culture:** When leaders are actively engaged on social platforms, it sends a message to current and potential employees about the company's values and culture. This engagement can lead to:
 - * Enhanced employee morale and motivation
 - * Improved retention rates as employees feel valued and heard
 - * Attraction of top talent who align with the company's vision and values

TikTok is the #1 search engine for over half of Gen Z consumers.

A stylized white silhouette of an astronaut in a space suit, floating in the dark space background. The astronaut is positioned in the lower right quadrant of the page, with their arms slightly out to the sides.

DODGING ROGUE ASTERIODS

Social Media Challenges for 2024

Houston, we have a problem. Not every mission to space will be smooth sailing, but the first step to overcoming any asteroid field is knowing what you're up against. Come along as we map out the more formidable social media challenges you can expect to see in orbit in 2024.

Keeping up with fast-paced trends

Social media trends move at the speed of light (299,792,458 meters per second). Some trends can stick around for a month or more, while others take over your feed for a few days before they're forgotten. It's essential to check what's orbiting outside your algorithmically generated feed to keep up with the pace.

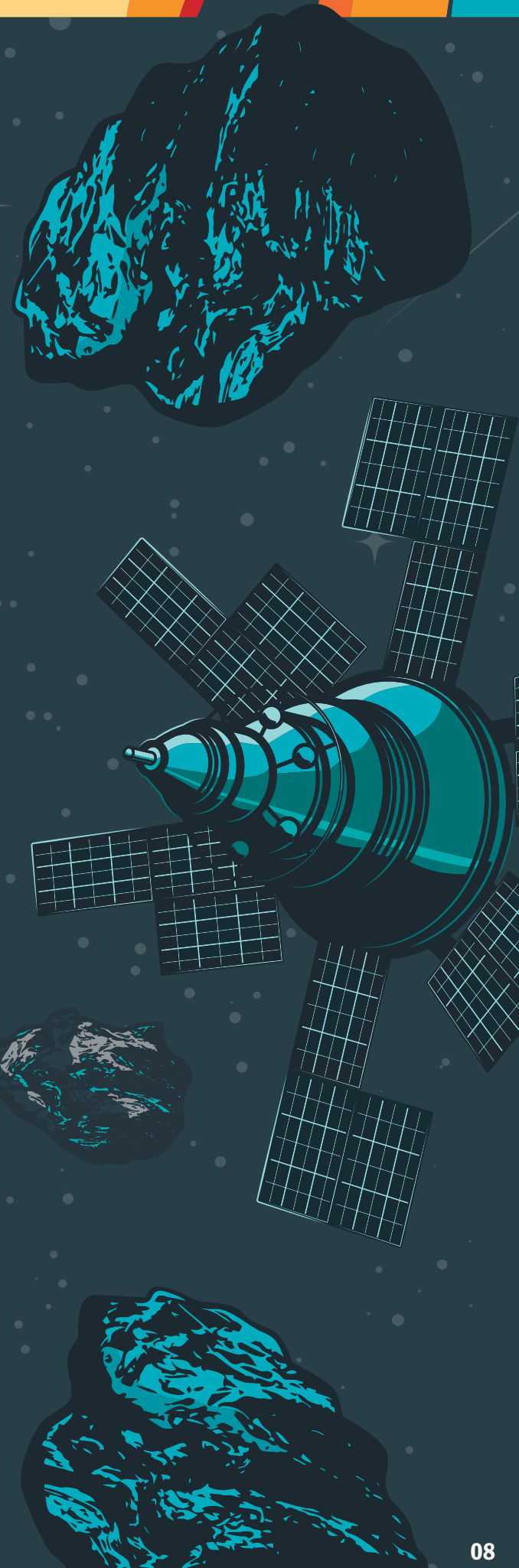
But even the best social media managers - the experts in strategy, reporting, content creation, graphic design and copywriting - need help to keep up with constantly evolving platform news or the latest TikTok audio. Brands that aren't staying up to date risk posting incorrectly or way late to the party.

6 Quick Tips to Keep Pace with Social Media Trends:

- 1. Let other brands do the work for you:** Seek out companies with solid engagement rates on posts and monitor their engagement trends.
- 2. Get info from the experts:** Bookmark resources from Later to get a pared-down version of trends you should know every week.
- 3. Dedicate human resources:** Select one person on your team and task them with finding trends and platform news to share weekly with the larger group.
- 4. Balance your content split:** Plan evergreen content, but leave room for in-the-moment trends and reactions. We recommend a 60/40 split of evergreen to impromptu.
- 5. Let the platform be your guide:** Use TikTok Creative Center to find trending sounds, keywords and even influencers.
- 6. Follow the leader:** Follow industry influencers based on your brand. If you sell rocketship repair services, follow a few astronauts. They'll know what trends your audience cares about!

Rise in social media customer service

After spending the last decade on social media platforms, users have become accustomed to how quickly information moves. When the audience expects answers to their problems faster than a speeding comet (80% of people wish companies responded faster to customer service problems



on social media), brands can struggle to find the time to commit to delivering everyone a response.

Innovative brands will have a robust community management strategy to triage customer support via social media. The most time-consuming part is building a strategy for quick and consistent responses. Get the heavy lift out of the way up front by prepping a community management strategy before you need one.

Finding brand-safe trends & audios

Oh, the joy of commercial audio usage. Popular TikTok and Instagram audios drive reach and engagement, but many sounds without commercial licenses are off-limits to businesses. It pains us to say this more than it pains you to hear it, but this does mean you can't use Taylor Swift or Beyoncé in your next product launch campaign.

Potential copyright issues can arise if you use a leading lady's song in an ad without permission, so the platforms keep these audios out of reach for brand accounts. If brands try to use a sneaky workaround to post audios not approved for commercial usage, they can get videos taken down, lose followers or even face removal from the platform.

While you may not have access to every single audio (Beyoncé, if you're reading this, give us access to Break My Soul, PLEASE), TikTok created a royalty-free library to store commercial audio in one place. The platform also has an inspo page for brand-friendly, non-song audios where you can peruse top videos and creators.

The dreaded TikTok ban

We know, we know. What good is a TikTok strategy if the platform is about to be banned? Brands and marketers live in fear of the "TikTok ban," but it's important to know what that truly means.

- * As of writing, TikTok can live on personally owned devices, except in Montana, come January 1, 2024. Even then, Montana's TikTok ban only applies to companies, not individuals. Due to several technical complications, it's unclear how Montana will enforce the ban. Still, the law financially punishes companies

Community Management for Busy Social Media Marketers

Community management can feel as overwhelming and dense as a black hole. Here are three ways to make it easier:

- 1. Use templates:** Create templated responses of FAQs, customer service contact information and thank you messages for positive feedback. A template library your whole team can access will be a significant time saver in the long run and ensure your brand is responding to customers with a consistent message.
- 2. Use block lists:** You can block users from your page after they cause trouble, but did you know you can also block specific words from your platforms? Upload your blocked word list to weed out bots and haters before they strike.
- 3. Build it into your routine:** Think of your comment section as an extension of your inbox. When you check your email, spend 15 minutes reviewing your social media interactions. If your overall online presence is small and manageable, you can check once per day. Larger accounts should regularly check in to tackle things before they become problematic. You can still build community management into your routine by checking in in the morning, right before lunch and before you clock out for the day. Once you get into the flow of things, community management will be as easy as finding the red spot on Jupiter.

like Apple and Google for offering TikTok on their app marketplace. It does not fine individual users for accessing TikTok. The ACLU and other rights groups have also stated the ban is unconstitutional, and TikTok is expected to challenge the ban in federal court, casting doubts it will ever go into effect at all.

- * The U.S. already bans the application on federal and public sector employees' phones and state employees' phones in 32 of 50 states.
- * Some schools and universities have also banned TikTok from their networks; however, students can still access the app if they use their own Wi-Fi, data or VPN.

While the TikTok ban is real and affects many people, many users still enjoy the app on their personal devices and networks. It does not impact as many users as the word "ban" might imply. Brands should continue to put effort into TikTok, especially if their target audience is active on the platform.

If you're worried about a ban affecting your account, download your assets to repurpose. You can continue creating short-form video content and share it on Instagram Reels to build an audience there. But do so with caution and attention to detail. Instagram announced in 2021 that it would deprioritize Reels with visible TikTok logos. Be sure to re-upload fresh rather than downloading from TikTok and cross-posting.

Increase in niche platforms

So many new USMPs (Unidentified Social Media Platforms) seemed to fall from the sky this year. Lemon8, Threads and Bluesky were just a few new alien invaders. When receiving visitors from a new planet or platform, remain calm and remember the following emergency plan:

- * One brand can't (and shouldn't) be on every single platform. Don't hop on the spaceship just because everyone else did.
- * However, do plant your lunar flag by grabbing your

handle ASAP so no one else can (just in case).

- * Take time to monitor how audiences are responding and using the platform. Check-in on app activity and engagement every so often for the first month or two.
- * Look to social media marketing newsletters and agency partners to advise on emerging platforms as they evolve.
- * Eventually, if you determine it's an intelligent decision, develop an initial strategy and start posting.

Algorithm changes

All hail the algorithm. She may be demanding and frequently changing, but she's the ultimate gatekeeper of your content. Appease the algorithm; your posts will likely be noticed faster by a larger audience. Displease the algorithm; you're lucky if even your top fans get a taste of your latest meme.

It's always a good idea to read social media newsletters to help you keep up with each platform's algorithmic tastes. In 2024, you can expect to see the following preferences:

* Instagram:

- **Loves:** Relationship-building and brand accounts interacting with users (hello, community management!), trending topics, recent posts and posts with extra likes
- **Hates:** Irrelevant posts, having to choose between brands and individuals – the platform shows content to users equally

* TikTok:

- **Loves:** Brand-user interaction, relevant hashtags, trending audios, video captions, videos that use the app's native features
- **Likes:** Account device settings, including your phone's language, country and type of device. (These things matter, but not as much as the things TikTok loves.)
- **Hates:** Hyper-produced (think: using anything to record other than your phone), horizontal videos

* **Facebook:**

- **Loves:** Videos and photos, relevant hashtags, informational content and posts from groups, events and friends
- **Hates:** Showing organic content to users without notifications, inauthentic content

* **LinkedIn:**

- **Loves:** High-quality content from a user's connections with high early engagement, posts with lots of comments, native content, educational content
- **Hates:** Outbound links and Company pages – it won't prioritize them over individual profiles

* **X:**

- **Loves:** Trending topics in a user's geographic area, brand-user interaction, visual content and threads, retweets and comments
- **Hates:** Tweets more than a few minutes old, tweets longer than 100 characters without hashtags

Product placement vs. direct sells

Stay subtle. No one appreciates overt peddling. In 2024, consumers are likely to click away from content that looks like a sales team wrote it or obviously spotlights a product, even if they're the target audience. Instead, subtle product placement will be key. Influencers tend to strike the right tone here as they're constantly working to master the art of selling without losing followers.

This shift away from obvious product photography is marked by increased lifestyle photography on visual platforms, which shows people in real-life situations and tells a story about your product rather than showing it on a white background. This type of photography helps convey emotion, which builds connection and authenticity with your audience. Building connections is vital to driving sales in a world where an estimated 95% of purchases are made based on emotional decisions.

The platforms themselves are working to help you out here, too. Instagram Shopping and TikTok Shop can work in your favor, especially for consumer product brands. A post can use lifestyle photography and still feature a subtle tag with a product link.

AI's influence on content

What are you waiting for if you haven't already landed on Planet AI? Artificial intelligence is expected to do some heavy lifting in developing social media graphics and copy in 2024. However, there are pros and cons to tapping into AI.

Pros

- * Excellent for handling repetitive tasks
- * Helpful for idea generation
- * Can schedule content
- * Optimizes copy to fit different platforms
- * Provides a starting point for visuals
- * Assists with community management

Cons

- * Limited by ethical implications, especially consumer privacy
- * Cannot generate new thoughts
- * It tends to reflect existing biases or assumptions
- * Not super creative (Requires the spark of a marketer!)

The ever-changing X

X is making platform changes faster than you can write its name, which makes some brands and users nervous. With every fallen blue checkmark comes increasingly loud whispers of usage fees and subscription models.

However, X is still alive after months of significant changes and updates. If you have an established audience on X, don't squander it. Continue to feed your users' appetites for content by staying active and engaged. Keep X in the back of your mind and stay up-to-date with platform changes as they happen to stay in the loop with best practices.

BLAST



OFF

WITH YOUR
**SOCIAL MEDIA
MARKETING**

If you can't project your ads on the moon, social media is the next best thing. Here's what you must remember to create an out-of-this-world advertising strategy in 2024.

Keep things quick and snappy

Ads lean toward less polished, more natural content designed for a much shorter shelf life than traditional, long-form video ads. After all, who cares how nice and polished a video is if users only see the first 3 seconds of a Facebook video ad?

Short-form ads are starting to dominate longer video ads as platforms prioritize speed and variety. Next time you create a video marketing strategy, save the professionally edited content for your website. On social media, play it a little less safe and lean into higher quantities of video with lower production values.

Show up on Stories

Stories are the ultimate short-form content. By definition, Stories on Facebook and Instagram last only 24 hours before disappearing forever. Between Stories from accounts users follow, these platforms offer vertically oriented ad space for brands extending past that 24-hour expiration date.

The more an ad visually aligns with the natural, casual content users are accustomed to seeing on Stories, the less chance it has of getting skipped over. It's the perfect place to experiment with 3-10-second ads created right on your iPhone.

Experiment with whitelisted content

Whitelisting happens when a brand has access to post ads from an influencer's account. The ads are paid for by the brand but displayed as a post from the influencer when shown on a user's feed. Influencers usually receive a commission from any leads or sales generated by the ad.

The conversation rates on high-quality, whitelisted content can be out-of-this-galaxy good. Sometimes, these ads topple brand-owned ads in performance - especially on TikTok and Instagram, where personal and authentic content rules everything. And you don't have to be a big-name creator to have your content whitelisted; brands often find success working with nano and micro-influencers in this realm.

The biggest downside to whitelisted content is community management must be done entirely by the influencer, not the brand. If something happens in the comments, it's up to the creator to handle it.

Short-form ads are **starting to dominate** longer video ads.



REACHING NEW GALAXIES

WITH SOCIAL MEDIA VIDEOS

What to Try in 2024

At this point, video marketing isn't a nice thing to have; the audience expects it. Thanks to platforms like TikTok and Instagram, people are used to receiving information in short-form, highly entertaining videos. As videos insert themselves into orbit within your regularly scheduled programming, take it up a notch in 2024 by trying new trends and formats.

Step up your trending content: The platforms are the best place to find trending topics and audios. Check the trending topics on X, Instagram's Explore Page and the TikTok Discover page for popular audios, videos and hashtags. You can also ask your team what audios have been plaguing their feeds and follow trend listener accounts like @trendbible, which stand out in predicting what audios are on the verge of becoming the next big thing.

Dabble in live videos: 2023 saw a massive increase in live video (hello, Eras Tour!); this trend is expected to continue into the coming year. Live videos are particularly well-suited to major events, political debates and even massive product launches where users can get answers to questions in real time. This strategy certainly pays off in terms of engagement and follower growth as audiences tuning in feel like part of a community.

* **Make a 360 video:** Want to travel to Saturn's rings from the comfort of your couch? Watch a VR video and you're practically there. 360-degree VR is experientially rich, which benefits industries like tourism, entertainment, real estate and even automotive. Brands that use these see-it-from-every-angle videos help potential customers better understand precisely what product they'd be getting if they made a purchase.

* **Explore interactive videos:** A few things drive audience engagement, like an interactive video. An interactive video on social media can be as simple as an Instagram Story with a poll overlaid or posting a sneak peek of a new product or service while encouraging the audience to comment with guesses ahead of the reveal. One thing to keep in mind: attention spans are shorter than ever, but interactive videos get longer the more interactions they involve. If you invest the time, ensure the content is worth paying attention to.

Follow trend listener accounts like @trendbible, which stand out in predicting which audios will be the next big thing.


RECRUITING CADETS

to Your
Spaceship's
Crew

.....

How to Land
User-Generated
Content





User-generated content, or UGC, is created and shared by users or consumers rather than a company's marketing team. Consumers are more skeptical than ever of brand values, integrity and authenticity. When UGC creators post about a brand, that skepticism drops and trust rises. People trust UGC more than they trust influencers and 85% of people say UGC is more impactful than content that comes directly from a brand.

UGC can come in many forms, including text, images, videos or reviews. Often, it is created by everyday users voluntarily, making it an ideal way for brands to show the more authentic side of their product or service.

In a perfect world, brands would have such excellent marketing that they could sit back and wait for content to pour in from delighted customers. But sometimes marketers need to add a little extra effort to prompt some long-lasting, evergreen UGC:

Free ways to generate UGC:

- * **Use email reminders to generate reviews:** After a customer makes and receives a purchase on your site, email them an automated reminder to leave a review. You're much more likely to get reviews, including text and images, from satisfied customers to repost on social media.
- * **Up your community management game:** The more you interact with comments, the more interaction you get. This flywheel is because the Instagram algorithm prioritizes posts from accounts with mutual interactions and because your users enjoy having someone to talk to. Odds are you'll get a comment or message worth sharing as UGC.
- * **Launch an Instagram contest:** Ask your audience to post their most creative photos

using your product under a specific hashtag. Starbucks does it yearly to celebrate the launch of their red holiday cups and gets tens of thousands of UGC photos of artfully posed coffees in return.

Paid ways to generate UGC:

- * **Start an ambassador program:** Open an ambassadorship program requiring a certain number of photo or video UGC posts per month. At a minimum, you'll want to offer your ambassadors free products and other perks for their services, but monetary compensation is on the table, too. Just be sure to get your agreement in writing up front!
- * **Seek out UGC creators for contractual agreements:** Think of this like a lighter version of an influencer program. Seek out users posting about things that matter within your industry who may not be influencers but are fantastic at posting engaging photo and video content. Since this is a trending opportunity for creators, many people who have done UGC creation before will note it in their bio. However, you could be a creator's big break into the content creation space! This process is much like working with influencers, except UGC creators often operate on longer timelines and are better at producing evergreen content than campaign-specific materials.



SOCIAL MEDIA ACTIVISM

Navigating Earth's Observances & Holidays

Earth is a pretty tough planet to live on, which is likely why people want to support brands actively working for positive change. Two-thirds of consumers agree brands are working to raise awareness for important causes, and 62% believe brands are providing consumers with education on important topics.

Consumers can see right through phony brand activism (known as “slacktivism”). It tends to draw criticism from every side and backfire spectacularly, whether or not the brand had good intentions. An essential part of brand activism is proving credibility to customers. You shouldn’t just swap your logo to a rainbow version for 30 days in June and call it a day if your brand isn’t authentically supporting pride. You put your brand and your credibility at risk if there is no sincerity.

Before you post a holiday or occasion that may be sensitive for some groups, run through the following checklist:

1. Know your brand values

Before posting about an issue on social media or making it part of a marketing strategy, brands must ensure their support is reflected in their values and policies - not just their campaign strategy.

Brands should figure out their values and the causes they care about most, then create content that aligns with their purpose - not the other way around. Starting with content is a surefire way to launch yourself to Planet Slacktivism.

Establishing brand values is likely above the pay grade of a social media manager. Ideally, your organization will already have a list of values your brand rallies around, which will help guide how you authentically talk about holidays and online observances.

2. Get buy-in from leadership

Leadership must lead the charge from the top down to lend credibility to brand activism and boost authenticity. Involving senior leadership can also help establish a long-term commitment and entwine a cause with a brand’s identity.

Everyone in leadership should be on the same page and aware of social media posts that can cause a positive or negative reaction. The

organization as a whole should be ready to take a stance regardless of potential pushback.

3. Decide which posts are the most important

Is this a lot of upfront work to make a simple, educational Juneteenth post? Absolutely - but it’s necessary foundational work. Knowing your brand values makes it easier to remain authentic on social media.

It’s impractical for a brand to acknowledge every holiday in existence, and brand activism can get flimsy if your audience or even leadership doesn’t connect with specific celebrations or observances.

Instead, be intentional with the holidays you celebrate online. Ensure they align with your brand values and your social media team is prepared to talk about them in a way that remains genuine and sensitive to your audience.

Need a quick cheat sheet for all the holidays in the universe? See page 40 for our extensive calendar.

4. Pay attention to the language used in a post

Choose your words wisely. For example, not every holiday deserves a “happy,” especially certain holidays associated with important causes. You may have heard someone say “Happy” Memorial Day before, but that doesn’t exactly match the day’s tone.

Posts should be helpful, educational and sensitive. Be sure to write post copy carefully and, if possible, run it by a Diversity, Equity and Inclusion coordinator or consultant before posting.

5. Prepare for community management

Keep an eye on holiday posts and content related to causes your brand supports. Tackle comments as quickly as possible by preparing responses in advance to any negative posts and expressing gratitude and support for positive comments.


HOW TO BUILD A

STELLAR

COMMUNITY

NOT JUST A FOLLOWING





Building your social media community requires the same level of patience and strategy as creating a new colony on the moon (probably). Are you following these best practices to ensure everyone feels like they belong?

- 1. Appeal to the right audience:** Is your social media content meshing with your audience's interests? A tactfully chaotic meme won't land with Gen X, but it may have Gen Z on board. Be sure to provide valuable content relevant to your ideal audience.
- 2. Start conversations:** Ask questions to start conversations among your followers. Keep it light and fun with "this or that" polls and open-ended opportunities to share opinions. Instagram Stories are a great place to share audience responses and keep the party going.

- 3. Try something new:** Social media is the perfect place to take a few content risks. Generate creative and fun content without breaking your brand guidelines with connection in mind. Focus on real-life stories or share educational content in interesting ways that prompt the comments section to weigh in.
 - 4. Engage with your followers' content:** Like, share and comment on your followers' content whenever possible to build genuine relationships and signal your support for what they're saying.
 - 5. Establish a safe environment:** No one will stick around a toxic comment section. Use community management strategies to ensure your followers remain respectful and move potential issues offline.
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Out-of-this-World

ARTIFICIAL INTELLIGENCE

in Social Media
Marketing



The AI revolution is impacting every industry, including social media marketing. To stay ahead of the space race, companies must explore new frontiers and integrate AI tools.

Here are five ways AI can boost your social media work to infinity and beyond:

- 1. Content personalization:** AI can analyze your available customer data to help personalize messaging, graphics and more. You can use this information to target audience interests across social platforms better.
- 2. Content posting:** Automated assistants can help schedule posts at an ideal time for your audience. Sprout Social, for example, offers AI tools that can auto-schedule posts and suggest responses to other users.
- 3. Trend analysis:** Even the most chronically online marketers can't keep up with every passing trend relevant to every industry. AI can provide insights into trends and their influence on different consumer segments to help you customize your strategies.
- 4. Sentiment analysis:** Similar to trend analysis, sentiment analysis helps you understand how consumers view/perceive your business by identifying specific, emotional language. AI can help you track the overall vibe your customers are giving off.
- 5. Customer service:** In the age of instant gratification, consumers expect to get responses to their questions or problems quickly. AI chatbots can be available 24/7 to help a customer out.

AI tools you can test drive now:

* **Graphics:**

Cleanup. pictures: Retouches photos to remove imperfections or unwanted background objects or people.

DALL-E-2: Transforms text prompts into graphics, including images, photos, drawings, paintings, etc.

Stable Diffusion 2: Text-to-image model trained to generate and enhance the resolution of images.

* **Copy:**

Copy.ai: Generates high-quality copy based on your text prompts.

ChatGPT: Conversational interface that responds to text prompts, including questions or instructions.

* **Video:**

Gen-1: Takes the videos you upload and applies the edits and effects you prompt the platform to add to your video.

Lalal.ai: Extracts vocals, music and specific instruments from any audio or video content.

Lumen5: A drag-and-drop video creation tool to make educational or marketing-related video content.

Murf: Text-to-speech engine to create a natural-sounding voice-over in multiple languages, voices and dialects.

Disclaimer: AI cannot replace social media professionals, so beware of the black hole of disconnection! While AI propels brands towards greater efficiency, you don't want to fly too close to the sun and lose touch with the vital human touch no technology can replicate.

Social media users crave authenticity in content, but AI-driven posts may lack the emotional connection necessary to truly engage and resonate with audiences. We're likely to see instances where content comes across as alien and begins to deter users, which is a big no-no. Remember, AI is a tool, and its effectiveness relies on how it's harnessed. Brands must take responsibility for the content they publish and ensure AI is used wisely and ethically.



**KEEPING
YOUR**

**SPACE
STATION**

IN ORDER

Your Social Media Policy

The internet always remembers. One poorly timed post could make your business the talk of the galaxy (and not in a good way). Despite the old saying, not all publicity is good publicity.

A social media policy helps your brand identity remain consistent across platforms. It also provides your team with crisis response tools and clear, enforceable employee expectations.

And yes, this means you must dedicate time to think through and document your policies so the entire team can access them. Trust us; it's worth it, in the long run, to have a copy in the cloud and ask every new employee to review it before they suit up for takeoff.

Your crew should always know what's expected of them - even online.

8 Things Every Social Media Policy Should Include:

1. Purpose of the policy: Introduce your policy by explaining why it exists. Also, note that the policy applies to everyone - from interns to executives and everyone in between. Some examples of a policy purpose include:

- * To protect confidential company, client or employee information.
- * To offer guidance on how to use social media responsibly.
- * To maintain separate personal and professional personas.
- * To assist in professional development.
- * To protect yourself.
- * To safeguard the brand's reputation.

2. Definition of social media: This section

includes a list of platforms that fall under "social media." Instagram and LinkedIn seem obvious, but do you include networks like Quora, Yelp, Reddit or YouTube when discussing social media with your team?

3. Security guidelines: Even if they don't opt to identify outright as your employee online, you can still list guidelines for social media conduct that will protect your company. Other security guideline examples can include:

- * Avoid sharing photos or information about employees, the company or clients without explicit permission.
- * Do not share photos or videos in company-branded attire, including uniforms.
- * Do not post on personal social media during contracted work hours except for breaks.

4. Planning for legal issues: This section is vital and will likely require a lawyer. Ensure your guidelines outline fundamental rules for compliance with privacy laws and cover any other sticky legal issues you may have to navigate online.

5. Employee rules: Include guidelines for clear designation between personal and professional social media channels and employee codes of conduct. If a team member opts to identify online as an employee of your company, provide language to help them clarify their views are their own. Here are some easy employee rules to add to your policy:

- * NOTE: You can't legally control everything your employees post on their personal social media accounts; however, you can share the consequences of a negative or harmful post.
- * Unless you are an appointed company spokesperson, avoid adding commentary or reacting online to news stories, negative posts or disparaging content about the company.
- * If identifying as a company employee, be transparent when sharing personal opinions online.
- * Follow all local and national laws when active online.
- * Avoid making disparaging or negative posts about the company.
- * Do not speak on behalf of the company about facts or sensitive information, including via private messages on social media.
- * Follow the employee code of conduct, especially regarding discrimination or harassment.

6. Employee recommendations: As we said, there are some things you can't enforce when it comes to an employee's personal social media usage. However, you can always provide best practice

tips to protect the brand and your team:

- * Adjust your privacy settings to ensure only immediate connections and friends can find your posts.
- * Shy away from creating divisive content, like religious, political or overly personal posts, comments and shares.
- * Only share content you would feel comfortable with strangers seeing – this includes family photos or personal information.
- * Be nice!

7. Consequences of policy violations: Your employees' social media profiles are their own, but everyone should remember who can see what they post and how things may be interpreted, including shareholders, clients or even other employees. You should add language about what happens if the policy is violated by listing disciplinary actions like warnings, training, suspension or even termination.

8. A place to acknowledge and sign: The most perfect social media policy isn't worth a shooting star if no one sees it. Review the policy with and have new employees sign it as a part of your onboarding process and provide refreshers periodically for existing team members.

The most perfect social media policy isn't worth a shooting star if no one sees it.

Making a

SOCIAL MEDIA GUIDEBOOK



with Star Power

Now that we've explored Planet Policy, we're moving out of the Milky Way and into parts unknown. While a social media policy covers how your employees and brand behave on social media, your social media guidebook details what your brand will look like. It's more strategy-focused and includes what content you'll create, where you'll post it, how you'll speak and how your crew should operate when posting on your brand's account(s).

A guidebook is valuable for newcomers and entry-level team members just starting on your social media channels. Still, having a single reference point benefits the entire team, providing a universal source of accurate information.

The Anatomy of a Successful Social Media Guidebook:

- 1. Platforms:** Which platforms does your brand use? Include the platforms best for your target audiences, plus a quick explanation of why. If you have more than one account on a platform, note it here. And make sure you include hyperlinks for digital versions of the guidebook.
- 2. Branding guidelines:** These guidelines maintain consistent branding and identity across platforms. Add instructions on brand profile pictures, cover photos, tone of voice and hashtags.
- 3. Best practices per platform:** Your Instagram presence should be discernable from your X presence. Take the time to list how each platform is used and what makes it stand out from the others.
- 4. Copy guidelines:** Do you use emojis? Are there any words you tend to avoid? Any jargon you want to cut out? Inclusive language you should mention? Note it all here.
- 5. Hashtags:** Research hashtags you want to use for each platform and categorize them by Brand (hashtags specific to your company), Community (hashtags used frequently by your audience), Industry (hashtags used for content within your industry) and Miscellaneous (campaign hashtags, specific-use hashtags, etc.). Specify when to use each one and how many to use per post.

- 6. Content categories:** Name the types of evergreen posts you create per social platform and describe each one. Ideally, someone new to posting on your company's social media channels can look at this and have a good idea of where to start with their first couple of posts. For example, a furniture company may alternate between product photos, UGC and branded educational content on how and why their furniture is ethically made.
- 7. Sample content per platform:** Show labeled examples of potential posts per platform. What makes the posts effective? Is the logo in a specific spot? Note any hashtags, imagery, use of words or other important elements on each one.
- 8. KPIs:** What metrics will you use to measure the success of your posts on each platform? (See page 37, social media reporting, for ideas.)
- 9. Audience engagement:** Your social media policy guidelines establish how to handle bad behavior in the comment section. The guidebook determines how to engage with the audience through efficient community management. How often will you check the comment section? What mentions and tags will you track through social listening? How will you respond to positive or neutral comments to foster a positive perception of your brand?
- 10. Crisis response plan:** In a crisis, you may find your comment section blowing up and social media managers scrambling to respond. Designate ahead of time what team(s) will handle PR and how employees will communicate quickly internally before posting anything externally.
- 11. Copyright guidelines:** It's tempting for stressed-out social media managers to rip

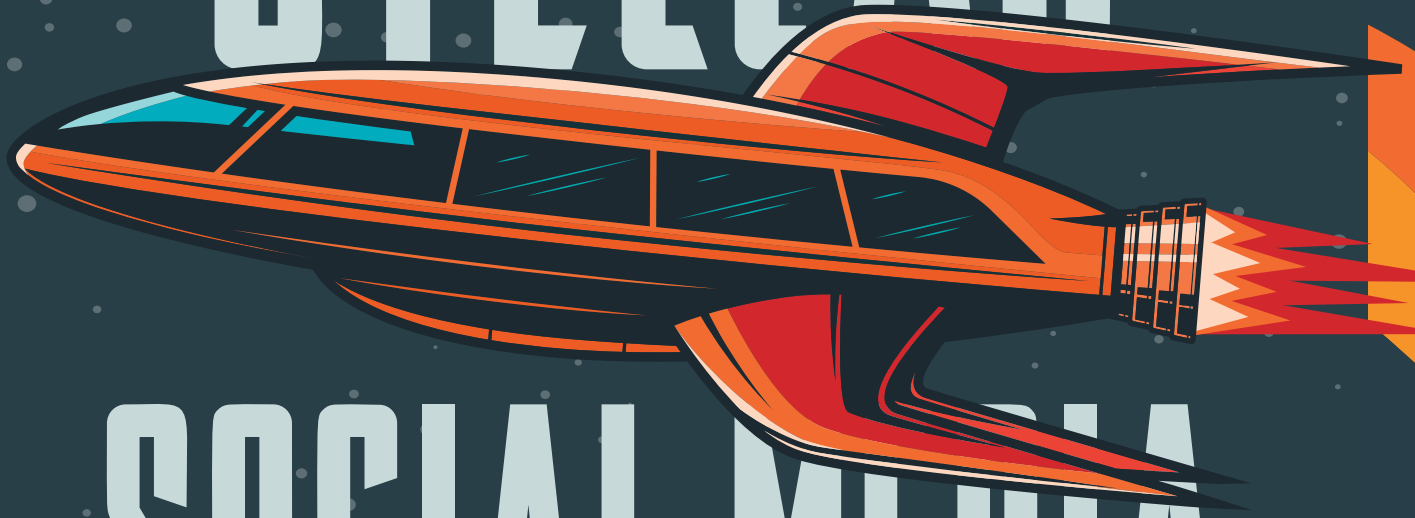
a visual from Google Images, but that's a big no-no for copyright laws. Explain how to access images and videos for commercial use and dictate where employees can find pre-approved, original company visuals for posts if needed. Include guidelines here on audio, too, especially for TikTok and Instagram videos.

- 12. Content guidelines:** While you can't get too specific regarding online behavior, spell out precisely what is and is not acceptable for social media employees to post on company accounts, including no hate speech, no profanity, no classified information, spelling/grammar requirements, etc.
- 13. Post-approval process:** Only certain people in your company should have access to the social media channels. Designate a method for suggesting posts to the social team and a procedure for social-specific employees to submit posts for final approval before they go live. Everything should be double- or even triple-checked before it's sent into space.
- 14. Social media glossary:** If someone is brand new to the world of social media, this guide should make it easy for them to get started. To avoid confusion during internal strategy meetings, include a list of social media-related words, acronyms and jargon your team uses most often and their definitions.

Remember, your social media guidebook should be updated as often as your strategy. We recommend revisiting and refreshing this document at least once per year.

Best Practices for Creating

STELLAR



SOCIAL MEDIA
GRAPHICS

in 2024

Strategic, well-thought-out visuals on every social media platform eclipse text-based posts or poorly designed graphics. Social media creative is often the most challenging part of the post to get right, but it carries the most weight.

Visual content is a whopping 40 times more likely to be shared across social channels than any other content type. Infographics, engaging videos, charts, animations and illustrations play a huge role in driving engagement. Use these best practices to make your creative as impactful as a meteor headed straight for the dinosaurs (too soon?).

- * **Establish a visual style:** You can venture outside the borders of your brand color palette, but don't go totally out of the atmosphere. Your audience will better recognize your brand when you stay consistent with colors and imagery. Use a content hub to store branded assets and templates all in one place.
- * **Use high-quality building blocks:** Even casual TikTok content should use a phone with a high-quality camera to film. Ensure visuals are clear and easily recognizable and close-ups stay in focus (unless grainy visuals are part of your brand). Make use of resources like Pixabay and Unsplash for free, high-resolution stock photos with commercial licenses.
- * **Incorporate text (in moderation):** Use header titles, when appropriate, to spotlight the topic you're speaking on. Text on a solid background is a bit boring, but when overlaid on a strong image, it can do wonders to elevate the visual. Try posting the title of your next blog on the image you use to advertise it.
- * **Switch things up:** Avoid posting back-to-back text-based graphics and try a healthy mix of visuals, including photos, text graphics, art and videos. After posting an infographic, aim for something lighter.
- * **Leave your signature:** Include your logo on the content you want your audience to share, especially infographics.
- * **Understand representation:** Confirm the images and videos you select reflect the demographics and diversity of your user audience. If you are still unsure, consult a Diversity, Equity and Inclusion coordinator before posting.
- * **Optimize for each platform:** An Instagram image with a vertical aspect ratio can be cut off on X. If cross-posting similar content, resize appropriately.
- * **Consider your profile as a whole:** On Facebook, your profile image and cover photo should complement each other. On Instagram, your full feed should be consistent when a user views your profile. Consider what a graphic will look like next to existing posts to ensure it remains on brand.
- * **Don't forget thumbnails:** It's almost always better to upload your own eye-catching thumbnail for videos. If you must choose a frame from the video, try to make it as visually attractive as possible.

Visual content is **40 times more likely** to be shared across social channels than any other type.



MAKING CONTACT

How to Increase
Social Media Engagement

Social media engagement is the number of audience interactions your posts get. Traditionally, this means measurable factors like likes, comments, saves and shares. Most platforms prioritize comments and shares over likes.

Engagement factors into your overall post reach and helps build relationships and create a community among your audience. Space travel is better when everyone is participating!

13 quick tips to boost social media engagement that you're probably forgetting:

- 1. Prioritize conversations:** Respond to all comments and messages. Platforms prioritize brands that spend time engaging! Engaging also provides more opportunities for people to see content.
- 2. Quality over quantity:** People won't engage just because you're posting every day or multiple times per day; they'll engage because they like what they see.
- 3. Spend time on your hooks:** Scrolling is almost too easy. Having a "wow-that's-interesting!" graphic or starting your video with a catchy hook can make people stop and take a closer look at what you posted.
- 4. Add a visual:** Every post should have a creative asset attached.
- 5. Embrace trends:** Know what's cool and capitalize on it (but don't shoehorn it into fitting your brand - stick to trends that make sense.)
- 6. Scope out the playing field:** Study competitors and even brands outside your industry. What are they doing? What are their customers enjoying?
- 7. Narrow your focus:** Put effort into a few successful platforms for your brand, not every platform.

9 Hooks to Make Your Audience Stop Scrolling

A hook is an attention-grabbing line, sentence or intro to make people go, "Whoa, I gotta see this." Here are some examples to get you started:

1. Proof that [obvious statement for your industry or offering]. *Example: "Proof that using a project management tool saves time."*
2. If you want to [an achievement or positive feeling/outcome], then listen up! *Example: "If you want to actually get your kids to bed on the first attempt, keep reading!"*
3. We heard you were struggling with [common struggle or obstacle your offering solves]. *Example: "We heard you were struggling with making your makeup last all day..."*
4. [Number] of [subject] tips/secrets/truths we wish we had known earlier. *Example: "4 coffee hacks we wish we knew earlier."*
5. Why aren't more people talking about [niche problem your offering fixes]?! *Example: "Why aren't more people talking about how hard it is to fill open App Developer jobs right now?!"*
6. Why we don't [something your brand doesn't do that's positive for the customer]. *Example: "Why we don't make cat toys:"*
7. [Number] questions/statements we get all the time. *Example: "5 things our top customers tell us every day."*
8. [Number] reasons/signs why [wrong solution] won't work for you. *Example: "3 signs an all-foam mattress isn't for you."*
9. Watch 'til the end! (use this on a video to make people view the whole thing to see or learn something neat.)

- 8. Ask questions:** Include open-ended questions on your posts and Stories to prompt engagement. Remember to respond to the answers!
- 9. Make engagement easy:** Use Instagram's poll feature or Facebook's reactions, so engagement requires only the tap of a button.
- 10. Create educational content:** Get creative. Make tutorials and tips educational and fun!

- 11. Search and respond:** Use social media search features to look for words typical of your industry. See what people are talking about and leave a helpful response if appropriate. Just make sure you aren't coming off as intrusive or sales-y and are being helpful or contributing to a discussion.
- 12. Use influencers in your content:** People will likely respond to a familiar face when they see one in your posts.
- 13. Measure your results:** Recreate or optimize what performed well and tweak what didn't.



6 Open-Ended Questions to Encourage Engagement

- 1. Fill-in-the-blanks.** Example: "My favorite [your brand] product is _____."
- 2. Must-haves.** Example: "What is the first [your brand] item you'd recommend to your younger self?"
- 3. Photo prompts.** Example: "Share a picture of the last time you visited us in the comments!"
- 4. Favorites.** Example: "What's the best way to [common struggle in your industry]?"
- 5. This or that.** Example: "Would you rather order [item] or [item] during happy hour?"
- 6. Feedback.** Example: "What questions do you have about [industry subject or offering]?"

DIRECTING INTERPLANETARY TRAFFIC

How You Can
Convert Social
Media Followers
to Site Visitors



The age-old question for many marketers: How do we take a hard-won social media audience and push them further down the funnel? While new in-app shopping features on platforms like Instagram and TikTok are doing some work to address this, marketers are always searching for wormholes to push a user off Facebook and onto their site. Here's what you should know before you start your voyage to better website traffic:

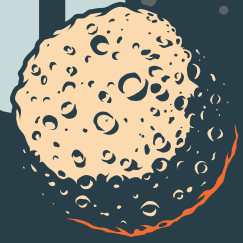
- 1. Know what you're up against:** Facebook and X have the highest number of referrals, while Instagram and Pinterest have the least amount of traffic to external sites and may be more of an uphill battle. Plan your expectations accordingly.
- 2. Optimize profiles:** Start with the easy things. Add links to your website in your Instagram and X bio or your LinkedIn, YouTube and Facebook about sections.

The Content Marketing Institute found that 63% of marketers struggle to direct social media referral traffic to their organization's website – it's not something that happens at the speed of light!

Pro-tip: The best brands create posts with the intent for them to be consumed on-platform, not with the intention of baiting them off-platform. Your community will continue to seek more from you after you've provided value through content!
The biggest takeaway: Link clicks are important, but be intentional about how and when you're trying to get them.

- 3. Build out your content strategy:** Focus on increasing reach and engagement. Post relevant, sharable content regularly, linking back to your site whenever appropriate. Use catchy hooks and appeal to emotions when it makes sense.
- 4. Two words: community management:** Are you sick of hearing about community management yet? If it's not already, this practice should be a huge theme for brands in 2024. Be engaging and responsive. Reply with an educational or explanatory link to your site when your audience asks a question.
- 5. Rethink your CTAs:** Use links on posts and drive users to your site with a compelling CTA. Experiment with different ways of saying the same thing to see what gets more clicks, but keep it short, clear and concise.
- 6. Use platform-native tools:** Social media algorithms like when you use the tools they made for you. For example, Facebook and LinkedIn have auto-populated link preview features that drive engagement and make it easier for the audience to click through to your off-platform content.
- 7. Create for shares:** Make shareable content like memes, quotes, industry news and infographics designed for users to post to their own profiles. This helps reach new audiences and boost visibility to drive other key metrics, including website visits.

REPORTING 101



Social Media
Reporting 101

It's important to report back to base at least once monthly to ensure your galactic social media mission is still firing on all rockets. Here's the anatomy of a solid status update:

Must-have metrics on each platform:

- * **Average daily reach:** The average number of unique people who see your content daily. Add up the total reach for the month and divide by the number of days in said month.
- * **Monthly impressions:** The total number of times your content was on a screen, including repeated views. Multiple views mean more interest. For video posts, views = impressions.
- * **Engagement rate:** How many interactions your content receives in relation to your audience. These actions include comments, likes, shares, saves and profile visits. Be sure to break this metric out by engagement type, as shares and comments are “next step” metrics that mean more because they require more action than a double-tap-to-like.

There are multiple ways to find your social media engagement rate, depending on how you prefer to measure.

Engagement Rate by Reach (ERR)

$$\frac{\text{Total engagements per post}}{\text{Reach per post}} \times 100 = \text{ERR}$$

$$\frac{\text{Total ERR}}{\text{Total Posts}} = \text{Average ERR}$$

Engagement Rate by Impression (ER Impression)

$$\frac{\text{Total engagements per post}}{\text{Total Impressions}} \times 100 = \text{ERR Impressions}$$

$$\frac{\text{Total ER Impressions}}{\text{Total Posts}} = \text{Average ERR Impressions}$$

Engagement Rate by Posts (ER Posts)

$$\frac{\text{Total engagements on a post}}{\text{Total Followers}} \times 100 = \text{ERR Posts}$$

$$\frac{\text{Total ER by post}}{\text{Total Posts}} = \text{Average ER by Post}$$

- * **Follower growth rate:** The measurement of followers lost or gained over a set period. It used to be seen as a vanity metric, but it's evolved in the eyes of marketers. Your FGR can tell you if your content is good enough to turn casual viewers into followers. When you have a higher FGR, you are successfully building your audience quickly at scale.
- * **Website traffic:** The number of times people go to your website from social media. Every visitor to your site becomes a potential lead interested in learning more about your brand. For higher-ups less engaged in the day-to-day of social media, this one can help draw the line between social efforts and transactions.
- * **Top posts:** Add in screen grabs of top posts by platform to see which content types resonate most with your audience. This can help with future content planning. Top posts may be the ones with the most likes, most comments, most overall engagement, etc. It's up to you!

Always compare each metric to the previous month (or quarter, if that's how often you prefer to measure) to track success or decline trends. This is the best possible foundation for future strategy and action.

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Follow us for more social media ideas and
out-of-this-world marketing insights.



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INTERSTELLAR ITINERARY

2024 Social Media Calendar

JANUARY

Poverty Awareness Month

National Blood Donor Month

Cervical Health Awareness Month

Self-Love Month

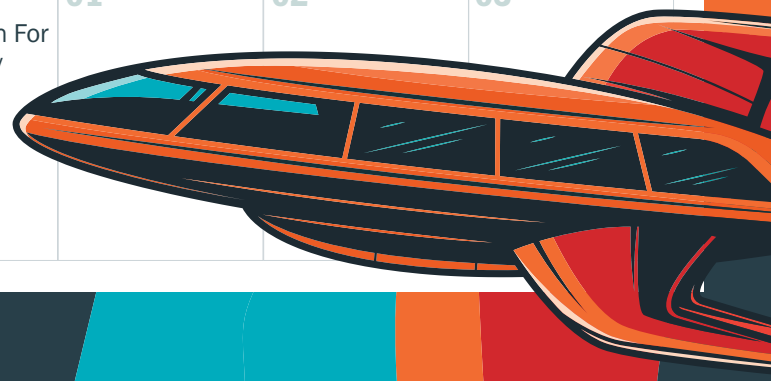
National Hobby Month

Walk Your Dog Month

National Mentoring Month

National Soup Month

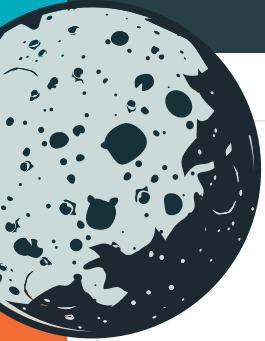
Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	01 New Year's Day	02 National Science Fiction Day	03 National Drinking Straw Day	04 Quadrantid Meteor Shower Missouri Day National Trivia Day World Braille Day	05 National Bird Day	06 National Cuddle Up Day
07 Golden Globe Awards	08 World Typing Day National Career Coach Day	09 National Shop for Travel Day	10 National Cut Your Energy Costs Day	11 New Moon Arkansas Day National Milk Day National Human Trafficking Awareness Day	12 National Pharmacist Day	13 National Sticker Day
14 National Dress Up Your Pet Day	15 National Bagel Day Martin Luther Jr. King Day Primetime Emmy Awards	16 National Religious Freedom Day	17 Museum Selfie Day	18 National Thesaurus Day Michigan Day	19 National Popcorn Day	20 National Cheese Lover's Day
21 National Hugging Day	22 National Hot Sauce Day	23 National Handwriting Day National Pie Day	24 Beer Can Appreciation Day National Peanut Butter Day International Education Day National Compliment Day	25 Full Moon Florida Day	26 National Have Fun at Work Day	27 International Holocaust Remembrance Day
28 National Data Privacy Day	29 Kansas Day	30 National Escape Day	31 National Plan For Vacation Day	01	02	03



FEBRUARY

Black History Month
 American Heart Month
 National Cherry Month
 National Library
 Lover's Month

National Weddings Month
 National Snack Food Month



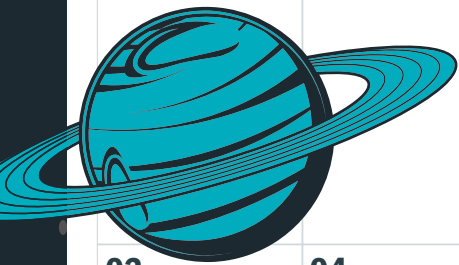
Mon	Tue	Wed	Thu	Fri	Sat	
29	30	31	01 National Freedom Day Texas Day	02 Groundhog Day National Tater Tot Day World Wetlands Day	03 National Golden Retriever Day Bubble Gum Day National Women Physicians Day	
04 Thank a Mail Carrier Day World Cancer Day Grammy Awards	05 National Weatherperson's Day	06 African American Coaches Day Safer Internet Day	07 National Girls and Women in Sports Day	08 Iowa Day	09 New Moon National Pizza Day	10 National Home Warranty Day Chinese New Year
11 Super Bowl Sunday National Inventors' Day	12 Georgia Day	13 Galentine's Day National Cheddar Day Mardi Gras	14 Valentine's Day National Organ Donor Day	15 Wisconsin Day	16 National Caregivers Day	17 Random Acts of Kindness Day
18 National Drink Wine Day	19 Presidents' Day	20 National Leadership Day World Day of Social Justice National Love Your Pet Day	21 National Sticky Bun Day	22 California Day National Margarita Day National Chill Day	23 National Hospitality Workers Appreciation Day	24 Full Moon World Bartender Day
25 National Chocolate Covered Nut Day	26 National Tell a Fairy Tale Day	27 World Spay Day	28 National Tooth Fairy Day	29 Leap Day	01	02



MARCH

National Social Work Month
 Gender Equality Month
 Asset Management
 Awareness Month
 Women's History Month

National Credit
 Education Month
 National Craft Month
 National Reading Month



Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	01	02
					Minnesota Day National Pig Day Employee Appreciation Day	National Read Across America Day
03	04	05	06	07	08	09
World Wildlife Day	National Grammar Day National Safety Day	National Sportsmanship Day	National Dentist's Day	National Cereal Day	Oregon Day International Women's Day National Proofreading Day	National Barbie Day
10	11	12	13	14	15	16
New Moon Pack Your Lunch Day Harriet Tubman Day Academy Awards Daylight Saving Time Starts	National 311 Day National Covid-19 Day National Dream Day	National Working Moms Day National Organize Your Home Day	National Jewel Day Registered Dietitian Nutritionist Day	National Pi Day National Children's Craft Day	World Speech Day World Sleep Day	Freedom of Information Day 2024
17	18	19	20	21	22	23
St. Patrick's Day	Global Recycling Day	Certified Nurses Day National Ag Day First Day of Spring International Client's Day	International Day of Happiness Astrology Day World Storytelling Day	National Fragrance Day World Poetry Day	World Water Day	National Puppy Day First Day of Purim
24	25	26	27	28	29	30
National Cocktail Day	Full Moon Holi Maryland Day	Make Up Your Own Holiday Day	World Theatre Day	MLB Opening Day	National Mom and Pop Business Owners Day	Virtual Vacation Day National Doctors' Day
31						
Easter						

APRIL

Sexual Assault Awareness Month
 Financial Literacy Month
 National Arab American Heritage Month

National Poetry Month
 Stress Awareness Month
 Autism Acceptance Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	01 April Fools' Day National Fun Day National Greeting Card Day	02 National DIY Day World Autism Day International Fact-Checking Day	03 National Walking Day National Inspiring Joy Day	04 National Burrito Day	05 Nebraska Day Read a Road Map Day National Self Care Day	06 National Library Day National Student Athlete Day
07 National No Housework Day National Beer Day	08 New Moon Solar Eclipse National Zoo Lovers Day	09 International ASMR Day National Unicorn Day	10 Global Work From Home Day National Siblings Day Eid al-Fitr	11 National Pet Day National Marketing Operations Appreciation Day	12 LGBTQ+ Day of Silence National Only Child Day	13 International Plant Appreciation Day
14 International Moment of Laughter Day National Perfume Day National Gardening Day	15 National ASL Day Tax Day	16 National Librarian Day World Semicolon Day	17 National Banana Day National Cheeseball Day	18 National Linemen Appreciation Day National High-Five Day National Columnists' Day	19 North Dakota Day Refresh Your Goals Day National Garlic Day	20 Record Store Day 420
21 National Kindergarten Day National Tea Day World Creativity and Innovation Day Go Fly a Kite Day	22 Earth Day Lyrids Meteor Shower Oklahoma Day Passover Begins	23 Full Moon World Book Day National Email Day	24 Administrative Professionals Day Denim Day	25 National Hug a Plumber Day National Telephone Day International Financial Independence Awareness Day	26 Alien Day South Dakota Day Arbor Day Get Organized Day	27 Independent Bookstore Day National Tell a Story Day World Design Day
28 National Superhero Day National Pet Parents Day World Day for Safety and Health at Work	29 National Supply Chain Day Day of Trees	30 Honesty Day National Tie Dye Day	01	02	03	04



MAY

Small Business Month
National Mental Health Awareness Month
National Moving Month
Asian American and Pacific Island Heritage Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	01 Law Day National Loyalty Day National Skilled Trades Day	02 National Life Insurance Day World Password Day	03 National Space Day World Press Freedom Day	04 National Scrapbook Day Star Wars Day National Fitness Day
05 Museum Lover's Day National Concert Day Cinco de Mayo	06 Great Lakes Awareness Day National Beverage Day National Nurses Day National Tourist Appreciation Day	07 National Tourism Day National Packaging Design Day New Moon	08 National Third Shift Workers Day	09 National Sleepover Day Make a Book Day	10 Washington Day National Small Business Day National Golf Day	11 National Dog Mom's Day National Technology Day
12 Mother's Day	13 National Apple Pie Day	14 National Buttermilk Biscuit Day	15 Buddha Day International Family Day	16 National Barbeque Day Supply Chain Professionals Day Global Accessibility Awareness Day	17 Idaho Day National Pizza Party Day	18 International Astronomy Day
19 World Baking Day	20 Flower Day National Rescue Dog Day National Streaming Day	21 National Memo Day Eat More Fruits and Vegetables Day	22 National Craft Distillery Day	23 World Turtle Day Full Moon	24 National Road Trip Day	25 National Wine Day
26 National Sorry Day	27 Memorial Day National Sunscreen Day	28 World Hunger Day	29 National Alligator Day National Paperclip Day	30 National Creativity Day	31 Utah Day Web Designer Day National Smile Day	01

JUNE

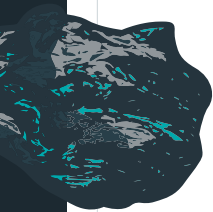
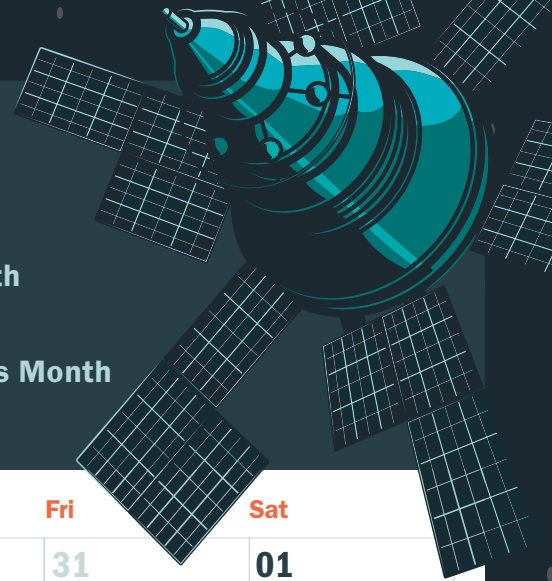
Pride Month

Black Lives Matter Month

World Infertility Awareness Month

Great Outdoors Month

Alzheimer's and Brain Awareness Month



Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	01 National Billboard Day National Trails Day International Children's Day
02 National I Love My Dentist Day National Rocky Road Day	03 National Egg Day World Bicycle Day	04 National Shopping Cart Day National Cheese Day	05 Thank You Day Global Running Day	06 New Moon National Higher Education Day	07 National Donut Day	08 National Best Friends Day World Gin Day
09 National Children's Day National Meal Prep Day	10 Abolition Day National Egg Roll Day National Herbs and Spices Day	11 National Forklift Safety Day	12 Peace Day	13 National Sewing Machine Day Random Acts of Light Day	14 Flag Day New Mexico Day National Bourbon Day	15 Nature Photography Day
16 Tony Awards Father's Day	17 National Mascot Day National Eat Your Vegetables Day	18 National Splurge Day International Picnic Day	19 Juneteenth	20 Full Moon Summer Begins West Virginia Day	21 Arizona Day National Selfie Day International Day of Yoga	22 National HVAC Tech Day Positive Media Day
23 National Hydration Day Women in Engineering Day International Olympic Day	24 Midsummer	25 Color TV Day National Catfish Day	26 National Barcode Day National Coconut Day	27 National Bingo Day National Sunglasses Day National Handshake Day National Work From Home Day	28 National Food Truck Day National Logistics Day	29 National Camera Day
30 International Asteroid Day Social Media Day						

JULY

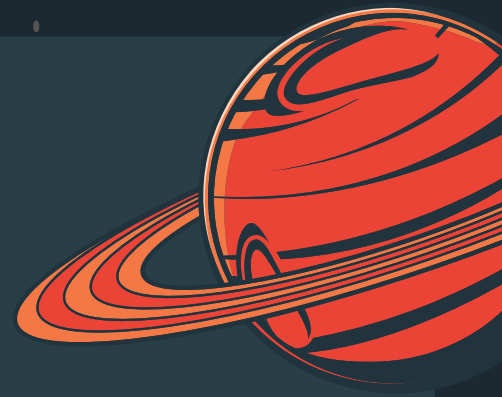
National Grilling Month
 UV Safety Awareness Month
 National Ice Cream Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	01 International Joke Day National U.S. Postage Stamp Day	02 World UFO Day World Sports Journalists Day	03 Air Conditioning Appreciation Day International Plastic Bag Free Day	04 Fourth of July Indivisible Day	05 New Moon Pet Remembrance Day Mechanical Pencil Day	06 National Fried Chicken Day National Air Traffic Control Day
07 National Day of Rock 'n' Roll International Peace & Love Day	08 National Freezer Pop Day National Video Game Day	09 National Sugar Cookie Day Fashion Day	10 National Kitten Day Political Flag Day	11 National Free Slurpee Day World Population Day	12 National French Fry Day National Motorcycle Day	13 National Barbershop Music Appreciation Day National Rock Day
14 National Mac and Cheese Day Shark Awareness Day	15 National Clean Beauty Day National Give Something Away Day	16 National Cherry Day Artificial Intelligence Appreciation Day	17 National Lottery Day National Tattoo Day	18 World Listening Day National Sour Candy Day	19 National Football Day National Urban Beekeeping Day	20 National Moon Day Space Exploration Day
21 Full Moon National Ice Cream Day Lake Superior Day	22 World Brain Day Casual Pi Day	23 Sprinkle Day National Vanilla Ice Cream Day	24 International Self Care Day National Day of Motoring	25 National Intern Day National Wine and Cheese Day	26 National Aunt and Uncle Day National Disability Independence Day	27 National Scotch Day Cross Atlantic Communication Day
28 Delta Aquarids Meteor Shower National Parents' Day National Tree Day	29 National Lasagna Day National Lipstick Day	30 National Cheesecake Day Paperback Book Day	31 National Avocado Day World Ranger Day	01	02	03



AUGUST

Black Business Month
National Wellness Month
Back to School Month

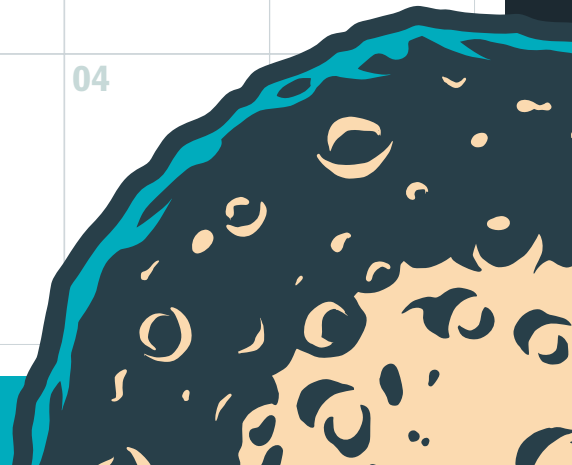


Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	01 World Wide Web Day India Pale Ale Day	02 International Beer Day National Coloring Book Day	03 National Twins Day Mead Day
04 New Moon National Friendship Day National Chocolate Chip Cookie Day	05 Blogger Day Commerce Day	06 National Night Out Farmworker Appreciation Day	07 Professional Speakers Day Purple Heart Day	08 Digital Nomad Day National Pickleball Day	09 National Book Lovers Day Coworking Day	10 National S'mores Day International Biodiesel Day
11 Hip Hop Day Mountain Day	12 Perseid Meteor Shower International Youth Day World Elephant Day	13 National Prosecco Day Lefthanders Day	14 National Creamsicle Day National Financial Awareness Day	15 National Relaxation Day	16 National Authenticity Day National Men's Grooming Day	17 National Nonprofit Day National Thrift Shop Day
18 Pinot Noir Day National Mail Order Catalog Day	19 Full Moon National Photography Day National Aviation Day	20 National Radio Day National Bacon Lovers Day	21 National Senior Citizens Day Internet Self-Care Day	22 National Burger Day National Rainbow Baby Day	23 Slavery Remembrance Day Cheap Flight Day	24 National Waffle Day Pluto Demoted Day
25 National Whiskey Sour Day National Park Service Founders Day	26 National Dog Day Women's Equality Day	27 National Peach Day National Petroleum Day	28 National Thoughtful Day National Bow Tie Day	29 National Sports Day International Cabernet Day	30 National Beach Day International Whale Shark Day	31 National Trail Mix Day International Overdose Awareness Day

SEPTEMBER

Childhood Cancer Awareness Month
 National Suicide Prevention Month
 World Alzheimer's Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
01 World Letter Writing Day National Acne Positivity Day	02 Labor Day Pierce Your Ears Day	03 New Moon National Skyscraper Day US Bowling League Day	04 Eat an Extra Dessert Day Global Talent Acquisition Day	05 National Cheese Pizza Day World Samosa Day	06 National 401(k) Day National Food Bank Day	07 International Bacon Day Indigenous Literacy Day
08 International Literacy Day Grandparents Day	09 International Sudoku Day Emergency Services Day	10 World Suicide Prevention Day Swap Ideas Day	11 Patriot Day National Make Your Bed Day	12 National Day of Encouragement National Video Games Day	13 Defy Superstition Day International Chocolate Day	14 National Coloring Day Farmers' Consumer Awareness Day
15 National Online Learning Day National Linguine Day	16 Working Parents Day National Play-Doh Day	17 International Country Music Day International Patient Safety Day	18 Supermoon International Equal Pay Day National Respect Day	19 Talk Like a Pirate Day Aortic Dissection Awareness Day	20 National Queso Day National Tradesmen Day	21 National Cleanup Day Oktoberfest
22 First Day of Fall World Rivers Day	23 National Baker Day National Family Day	24 National Punctuation Day National Voter Registration Day	25 National Comic Book Day National Quesadilla Day	26 National Dumpling Day European Day of Languages	27 World Tourism Day National Scarf Day	28 National Good Neighbor Day National Self Awareness Day
29 World Day of the Deaf National Coffee Day World Heart Day	30 International Translation Day International Podcast Day	01	02	03	04	



OCTOBER

World Menopause Month

National Physical Therapy Month

Breast Cancer Awareness Month

National Cryptocurrency Month

Filipino American History Month

National Economic Education Month

Vegetarian Month

National Fire Prevention Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	01 World Sake Day National Pumpkin Spice Day National Hair Day	02 New Moon Rash Hashanah Begins National Custodian Day World Farm Animals Day	03 National Boyfriend Day Mean Girls Day National Techies Day Navratri Begins	04 National Taco Day National Golf Lover's Day National Vodka Day World Smile Day Manufacturing Day	05 Rhode Island Day World Teacher's Day
06 Plus Size Appreciation Day National Coaches Day	07 Draconids Meteor Shower National LED Light Day National Child Health Day	08 National Hero Day National Pierogi Day	09 Emergency Nurse's Day International Beer and Pizza Day	10 World Mental Health Day National Walk to a Park Day Hug a Drummer Day World Inclusion Day	11 National Coming Out Day Southern Food Heritage Day Vet Nurse Day World Egg Day Yom Kippur Begins	12 National Farmer's Day National Chess Day Vermont Day National Savings Day
13 No Bra Day National Train Your Brain Day	14 Indigenous Peoples' Day National Dessert Day National Kick Butt Day	15 Global Handwashing Day National Aesthetician Day National Grouch Day	16 World Food Day Dictionary Day Global Cat Day National Boss's Day	17 Full Moon International Credit Union Day National Pasta Day Black Poetry Day	18 Alaska Day Health Care Aide Day	19 Sweetest Day Kentucky Day
20 World Osteoporosis Day	21 Orionids Meteor Shower National Apple Day National Reptile Day	22 National Color Day	23 National Paralegal Day	24 United Nations Day National Bologna Day	25 World Pasta Day Global Champagne Day Fine Art Appreciation Day Nevada Day	26 National Pumpkin Day Make a Difference Day Tennessee Day National Transgender Children Day
27 National Mentoring Day	28 National Chocolate Day First Responders Day	29 National Cat Day National Internet Day	30 National Checklist Day National Candy Corn Day National Publicist Day	31 Halloween World Savings Day	01	02

NOVEMBER

National Hospice & Palliative Care Month

National Career Development Month

World Vegan Month

Pancreatic Cancer Awareness Month

National Novel Writing Month

National Adoption Month

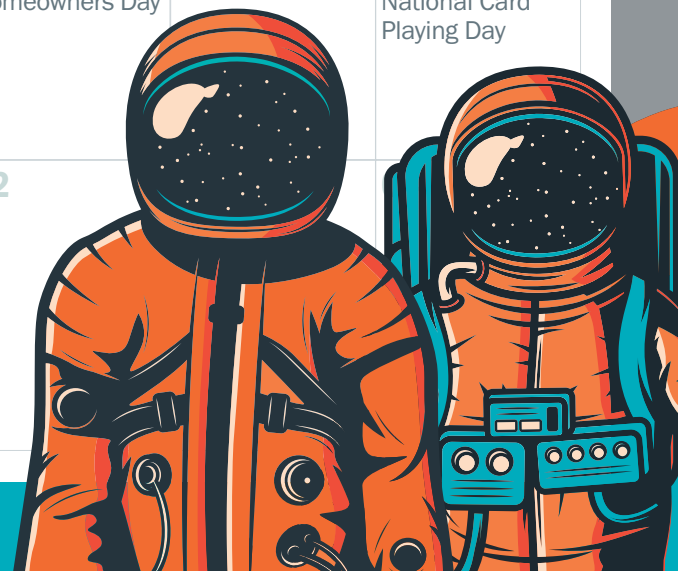
National Diabetes Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	01 New Moon Day of the Dead World Vegan Day	02 Ohio Day Traffic Directors Day
03 Love Your Lawyer Day National Sandwich Day	04 Taurids Meteor Shower National Candy Day	05 Daylight Saving Time Ends Election Day National Donut Day	06 National Nachos Day	07 Cancer Awareness Day National Retinol Day	08 National Cappuccino Day Talk Money Day	09 Go to an Art Museum Day Louisiana Day
10 National Vanilla Cupcake Day	11 National Education Day Indiana Day Veterans Day	12 National French Dip Day	13 World Kindness Day	14 National Pickle Day World Diabetes Day	15 National Drummer Day National Recycling Day	16 National Black Marketers Day National Fast Food Day
17 International Students' Day	18 Mickey Mouse Day National Adoption Day	19 National Camp Day Billboard Music Awards World Toilet Day	20 Transgender Day of Remembrance	21 National Entrepreneur's Day World Television Day	22 National Go For a Ride Day	23 National Espresso Day
24 Flossing Day Systems Engineer Day	25 National Parfait Day	26 National Cake Day	27 Turtle Adoption Day	28 Thanksgiving	29 Black Friday	30 Mississippi Day

DECEMBER

Learn a Foreign Language Month
 Worldwide Food Service Safety Month
 National Tie Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
01 National Pie Day World Aids Day	02 Cyber Day Bartender Appreciation Day National Mutt Day World Computer Literacy Day	03 Candle Day	04 National Cookie Day National Sock Day	05 Bathtub Party Day World Soil Day	06 National Miner's Day National Pawnbrokers Day	07 Illinois Day National Joy Day
08 National Brownie Day	09 Christmas Card Day National Pastry Day	10 Human Rights Day	11 National App Day	12 National Poinsettia Day	13 National Horse Day National Ice Cream Day	14 Alabama Day
15 International Tea Day National Cupcake Day	16 National Underdog Day	17 National Maple Syrup Day Wright Brothers Day	18 International Migrants Day	19 National Hard Candy Day	20 National Sangria Day	21 National Crossword Puzzle Day Maine Day First Day of Winter Ursids Meteor Shower
22 National Cookie Exchange Day	23 National Forest Day	24 Christmas Eve Last Minute Shopper's Day	25 Christmas Day Hanukkah Begins	26 Kwanzaa National Homeowners Day	27 National Fruitcake Day	28 National Call a Friend Day National Card Playing Day
29 Tick Tock Day	30 New Moon National Bacon Day	31 New Year's Eve	01	02		



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