**2023 Communications Campaign Calendar**

Need help bringing your campaigns to life? SPI Group can help. [Contact us](https://www.spigroup.com/contact-us/).

30+ opportunities to engage, inform and inspire employees throughout the year.

Use this document to map out campaigns relevant to your employee needs.

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| Month / Date | Observance | Communications Campaign |
| Q1 | | |
| January | National Mentoring Month |  |
| Jan. 1 | New Year’s Day |  |
| Jan. 16 | Martin Luther King Jr. Day |  |
| February | Black History Month |  |
| Feb. 11 | International Day of Women and Girls in Science |  |
| Feb. 17 | Random Acts of Kindness Day |  |
| Feb. 20 | National Love Your Pet Day |  |
| Feb. 20 | Presidents Day |  |
| March | Women’s History Month |  |
| Mar. 3 | Employee Appreciation Day | **Lights On with solid fill**SPI Suggestion  **Authentic Recognition Helps Your Employees Shine** When employees know they’re appreciated, they’re not just happier—they’re more engaged. Leverage Employee Appreciation Day by:   * Creating a “day of gratitude” on your Yammer, Slack or other collaboration tool, where company leaders give shout-outs to individuals and teams * Rolling out thank-you themed leader videos, intranet content and branded social media content leading up to the day and on Employee Appreciation Day itself. * Cultivating an atmosphere of celebration through digital and print signage in your offices, free breakfast/lunch/coffee, branded treats, etc. (Bonus: signage serves as excellent backdrops for employees’ photos and videos, and branded goodies are perfect fodder for social media content. Both enable communicators to build a robust user-generated social media content campaign for the day!) * Putting employees front and center by launching, refreshing or reconceiving a [recognition program](https://www.spigroup.com/cases/great-creative-and-pm-support-generate-robust-response-to-recognition-program/) that showcases the excellent work your teams are doing. * **Remember:** Swag can work, but it has to be meaningful. Consider employee giveaways or sweepstakes with thoughtful “prizes” that demonstrate your company’s commitment to supporting employees’ health and well-being. |
| Mar. 8 | International Women’s Day |  |
| Q2 | | |
| Apr. 16 – 22 | National Volunteer Week |  |
| Apr. 22 | Earth Day |  |
| Apr. 27 | Take Your Child to Work Day |  |
| May | Mental Health Awareness Month |  |
| May | National Fitness Month |  |
| May | National Pet Month |  |
| June |  |  |
|  | Pride Month | **Lights On with solid fill**SPI Suggestion  **Make Work a Safe Space for Employees’ Whole Selves, and Celebrate the Joy It Brings**  Employees deserve to feel safe and confident in their workplace. Create a celebratory program by:   * Updating your digital signage and logos, including social media logos and virtual meeting backgrounds, that commemorate Pride * Publishing themed stories on your intranet that reflect on your [organization’s commitment](https://www.spigroup.com/2021/02/09/how-internal-communicators-can-help-organizations-fulfill-their-commitment-to-dei/) to LGBTQ+ community – and pull through on social when appropriate * Spotlighting your company’s history of LBGTQ+ philanthropies, products or leader support * Launching or spotlighting your related Employee Resource Group so employees can demonstrate allyship * Inviting employees to share their personal stories and photos on Yammer, Slack or another collaboration tool |
| June 5 | World Environment Day |  |
| June 19 | Juneteenth |  |
| Q3 | | |
| July |  |  |
| July 4 | Independence Day |  |
| July 27 | Intern Appreciation Day |  |
| July 30 | International Day of Friendship |  |
| August | National Wellness Month | **Lights On with solid fill**SPI Suggestion  **Encourage Balance and Wellness with an Exciting Challenge**  Today, employee health and well-being is more important than ever. Consider ways to encourage employees to focus on themselves by:   * Creating a [digital image gallery](https://www.spigroup.com/cases/engage-employees-in-health-and-well-being/) that features employee-submitted images touting their ways of staying well, whether it’s running, reading or meditating * Sparking healthy competition and team camaraderie by providing rewards for those who participate and/or reach wellness milestones * Asking employees to submit their own wellness tips, and then featuring them on your existing internal communications channels * Bringing in special guest speakers or organizing team-wide events centered on wellness (team yoga, anyone?) |
| Aug. 19 | World Humanitarian Day |  |
| September | National Cybersecurity Month |  |
| Sept. 4 | Labor Day |  |
| Sept. 8 | International Literacy Day |  |
| Sept. 16 | National Working Parents’ Day |  |
| Q4 | | |
| Oct. 6 | World Smile Day |  |
| Oct. 9 | Indigenous Peoples’ Day |  |
| Oct. 27 | National Mentoring Day |  |
| Nov. 23 | Thanksgiving |  |
| December | Kwanzaa, Hanukkah, Christmas | **Lights On with solid fill**SPI Suggestion  **Cap Off the Year with a Feel-Good Feature**  The end of the year is a perfect time to encourage reflection and set goals for the year ahead in a festive atmosphere. Consider:   * Creating a [digital scrapbook](https://www.spigroup.com/cases/helping-bayer-build-employee-solidarity-after-a-merger/) where employees can share their own end-of-year or holiday traditions, and promote the scrapbook across all your channels * Highlighting select submissions in a feature story on your intranet and/or your company’s social media channels, ensuring diversity of traditions, locations, and functions |

Industry-specific Observances

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| Pharmaceutical & Healthcare  * World Cancer Day (Feb. 4) * Rare Disease Day (Feb. 28) * American Heart Month (Feb.) * National Kidney Month (Mar.) * Black Maternal Health Week (Apr. 11 – Apr. 17) * National Women’s Health Week (May 14 – May 20) * National Stroke Awareness month (May) * World Infertility Awareness Month (June) * World Hepatitis Day (July 28) * National Immunization Awareness Month (Aug.) * World Patient Safety Day (Sept. 17) * Breast Cancer Awareness Month (Oct.) * American Diabetes Month (Nov.) * World AIDS Day (Dec. 1) | Technology & Telecomms  * Data Privacy Day (Jan. 28) * Safer Internet Day (Feb. 7) * National train day (May 13) * World Telecommunications Day (May 17) * World Communications Day (May 21) * Autonomous Vehicle Day (May 31) * National Automotive Service Professionals Day (June 12) * Collector Car Appreciation day (July 9) * Programmers Day (Sept. 13) * National IT professional’s day (Sept. 19) * International Podcast Day (Sept. 30) * National App Day (Dec. 11) | Food/Restaurants  * National Snack Food Month (Feb.) * National Fiber Focus Month (Feb.) * National Pizza Day (Feb. 9) * National Nutrition Month (Mar.) * Gifts from the Garden Month (May) * National Grilling Month (July) * World Tourism Day (Sept. 27) * International Coffee Day (Oct. 1) * World Vegetarian Day (Oct. 1) * World Food Day (Oct. 16) * World Vegan Day (Nov. 1) | Banking/Finance  * Identity Theft Awareness Week (Jan 30 – Feb. 3) * Financial Literacy Month (April) * National Insurance Awareness Day (June 28) * National Financial Awareness Day (Aug. 14) * Financial Planning Day (Oct. 5) * Get Smart About Credit Day (Oct. 19) * Identity Theft and Protection Awareness Month (Dec.) |