



Content Calendar 2023

What will you find inside?

An extensive library of ideas and suggestions created by our creative team, to craft fun and relevant social media posts and engaging campaigns for your audience and your employees, all year long!

Scan the QR code you will find on each page to access an exclusive and personalized campaign example to recreate for your online community of ambassadors, with related tips & tricks from the Ambassify team.



01 2023 JANUARY







MEET YOUR CUSTOMER DAY:

Organize a customer exclusive event – set up a campaign to ask them what they'd like to see improved in your product or service.



Check out our tips for your social media planning!



MON	TUE	WED	THU	FRI	SAT	SUN
25	26	27	28	29	30	1  New Year
2	3	4	5	6	7	8
9	10  Clean Off Your Desk Day	11	12	13	14	15
16  Blue Monday	17	18	19  Meet Your Customer Day	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

02 2023 FEBRUARY

PIZZA DAY:

Pineapple Pizza: Yay or nay?






MOTHER TONGUE'S DAY:

How many languages are spoken in your team?



Check out our tips for your social media planning!



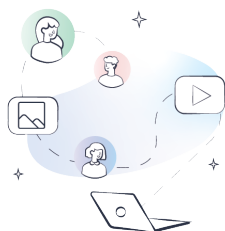
MON	TUE	WED	THU	FRI	SAT	SUN
30	31	1	2	3	4	5
6	7	8 Safer Internet Day 	9 Pizza Day 	10	11 Inventor's Day 	12
13 World Radio Day 	14	15	16	17	18	19
20	21 Mother Tongue's Day 	22	23	24	25	26
27	28	1	2	3	4	5
6	7	8	9	10	11	12

03 2023 MARCH










STORYTELLING DAY:

Collect employee stories and videos about why they like your company or what motivates them about their jobs, and then share them on social media for some good employer branding!



Check out our tips for your social media planning!



MON	TUE	WED	THU	FRI	SAT	SUN
27	28	1	2	3	4  Wildlife Day	5
6	7	8  Proofreading Day	9	10  Pack Your Lunch Day	11	12
13	14	15	16	17   Red Nose Day St. Patrick's Day	18	19
20  Storytelling Day	21  Day of Forests	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

04²⁰²³ APRIL







WORLD BOOK DAY:

Ask employees to share their favorite book and create a reading list for the company. Who knows, maybe somebody in the company you don't know too well loves the same book ?



Check out our tips for your social media planning!



MON	TUE	WED	THU	FRI	SAT	SUN
27	28	29	30	31	1	2
3	4	5	6	7  World Health Day	8	9  Easter
10	11	12	13	14	15	16
17	18	19	20	21  Creativity and Innovation Day	22	23  World Book Day
24	25	26	27  World Design Day	28  Superhero Day	29	30
1	2	3	4	5	6	7

05 2023 MAY







YOUTUBE DAY:

Ask your employees to subscribe to your YouTube channel and spread the word about it. You don't have a YouTube channel yet? Time to launch one!



Check out our tips for your social media planning!



MON	TUE	WED	THU	FRI	SAT	SUN
1  Workers Day	2	3	4  Star Wars Day	5  LinkedIn's Anniversary	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20  Bike to Work Day	21  Memo Day
22  Youtube's Anniversary	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

06 2023 JUNE



OCEANS DAY:

Set up a donation reward in your community: The Ocean Cleanup takes care of our oceans by cleaning them of waste plastic!



Check out our tips for your social media planning!



MON	TUE	WED	THU	FRI	SAT	SUN
29	30	31	1	2	3	4
5 World Environment Day	6	7	8 Oceans Day	9	10	11
12	13	14	15	16	17 Mascot Day	18
19	20 Yellow day, the happiest day of the year	21	22	23	24	25
26	27	28 CAPS LOCK DAY	29	30 Social Media Day	31	1
2	3	4	5	6	7	8

07 2023 JULY






DAY OF FRIENDSHIP:

Start a buddy program within your company to welcome starters and new joiners and help them find their way into your team.



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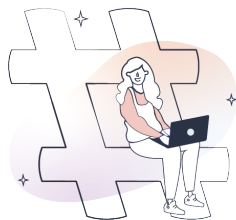
MON	TUE	WED	THU	FRI	SAT	SUN
26	27	28	29	30	1	2  Plastic Free Month
3	4	5	6	7	8	9
10	11	12	13	14	15  World Youth Skills Day	16
17  Emoji Day	18	19	20	21	22	23
24	25	26	27  Meet Your Customer Day	28	29	30  Day of Friendship
31	1	2	3	4	5	6

08 2023 AUGUST









HASHTAG DAY:

Launch a company hashtag: ask your employees for suggestions and may the best one win!



Check out our tips for your social media planning!



MON	TUE	WED	THU	FRI	SAT	SUN
31	1  World Wide Web Day	2	3	4	5  Beer Day	6
7	8	9	10  Lazy Day	11	12	13
14	15	16  Tell a Joke Day	17	18	19  Photo Day	20
21	22	23  Hashtag Day	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

09²⁰²³ SEPTEMBER



START OF FALL:

It's now a new season, which means it's time to freshen up the company's LinkedIn banner...and make some new ones for your employees too!



Check out our tips for your social media planning!



MON	TUE	WED	THU	FRI	SAT	SUN
28	29	30	31	1	2	3
4	5	6 Talent Acquisition Day	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22 Start of Fall	23	24
25	26	27 Tourism Day	28	29 Coffee Day	30 Podcast Day	1
2	3	4	5	6	7	8

10 2023 OCTOBER



TRAIN YOUR BRAIN DAY:

Suggest some courses and trainings for your employees to develop their professional skills.



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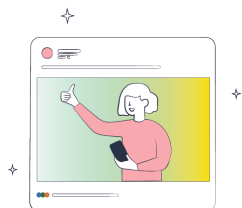
MON	TUE	WED	THU	FRI	SAT	SUN
25	26	27	28	29	30	1
2	3	4	5	6 Instagram Anniversary	7	8
9	10	11	12	13 Train Your Brain Day	14	15
16 Boss's Day	17	18	19	20	21	22
23	24	25	26 Meet Your Customer Day	27	28	29
30	31 Halloween	1	2	3	4	5

11 2023 NOVEMBER



HELLO DAY:

Shoot a short video to welcome new Ambassadors into the community: explain the purpose of it, how it works, and what's in it for them. Make it fun, and then let them roam the space!



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MON	TUE	WED	THU	FRI	SAT	SUN
25	26	1 All Saints Day	2 Stress Awareness Day	3	4 Marketing Day	5
6	7	8	9	10	11	12
13	14	15 Entrepreneurs Day	16	17 Student's Day	18	19
20	21 Hello Day	22	23	24 Black Friday	25	26
27	28	29	30	1	2	3
4	5	6	7	8	9	10

12 2023 DECEMBER

CHRISTMAS DAY:

When was the last time you had a team event to wish everyone happy holidays? It might be time to start planning a company dinner before everyone flies off for the holiday season!



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MON	TUE	WED	THU	FRI	SAT	SUN
25	26	27	28	1	2	3
4	5 Volunteer Day	6 St. Nicholas Day	7	8	9 Salesperson Day	10
11 Mountain Day	12	13	14	15	16	17
18	19	20	21 First Day of Winter	22	23	24
25 Christmas Day	26	27	28	29	30	31 New Year's Eve
1	2	3	4	5	6	7