



# Content Creation Theme Ideas

Plan Your Content Creation Strategy  
for the Next 12 Months



# Content Creation Theme Ideas

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## JANUARY

Birthstone: Garnet  
Birth Flower: Carnation or Snowdrop

### MONTHLY EVENTS:

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International Creativity Month	National Book Blitz Month
International New Year's Resolutions Businesses Month	March of Dimes Birth Defects Prevention Month
International Coffee Gourmet Month	Cervical Health Awareness Month
National Hobby Month	Celebration of Life Month
National Soup Month	Radio Month
National Thank You Month*	Bath Safety Month
National Get Organized Month	Eye Care Month
National Staying Healthy Month	Oatmeal Month
National Egg Month	Financial Wellness Month
National Clean Up Your Computer Month	Blood Donor Month
Hot Tea Month	National Braille Literacy Month

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### WEEKLY EVENTS:

**First Week:** Silent Record Week / Braille Literacy Week / Universal Week of Prayer / Women's Self-Empowerment Week / Someday We Will Laugh About This Week

**Second Week:** National Bowling Week / National Pizza Week / National Book Week / National Thank Your Customers Week / Law Enforcement Training Week / Letter Writing Week

**Third Week:** International Printing Week / Jaycee Week / Worldwide Kiwanis Week / National Thrift Week / Activity Professionals Week / Special Education Week

**Fourth Week:** Mozart Week / National Meat Week / Catholic Schools Week / Celebrate Reading A Book Week / Health Awareness Week / International Kiwanis Week



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## OTHER CONSIDERATIONS:

New Years Resolutions (Weight Loss, Smoking Cessation)

Back To School (2<sup>nd</sup> Semester)

Vacation Planning (One of the busiest months for travel agents and cruise lines)

Football Playoffs (Superbowl Upcoming, National Championships)

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## FEBRUARY

Birthstone: Amethyst  
Birth Flower: Violet

### MONTHLY EVENTS:

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International Boost Self Esteem Month

International Friendship Month

International Expect Success Month

National Weddings Month

National Time Management Month

National Snack Food Month

National Parent Leadership Month

National Wild Bird Feeding Month

National Cherry Month

American Heart Month

Great American Pie Month

National Grapefruit Month

American History Month

Black History Month

Children's Dental Health Month

Responsible Pet Owners Month

Bake for Family Fun Month

Candy Month

Creative Romance Month

Library Lovers Month

Bird Feeding Month

Canned Food Month

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### WEEKLY EVENTS:

**First Week:** Agricultural Week / Publicity for Profit Week / Burn Awareness Week / Women's Heart Week / School Counselor's Week / Consumer Protection Week

**Second Week:** Hero Week / National Crime Prevention Week / Celebration of Love Week / Flirting Week / Freelance Writer's Appreciation Week / Make Chatter Matter / National Marriage Week

**Third Week:** National Engineers Week / National Pancake Week / Random Acts of Kindness Week / Love Your Pet Week / National Nest Box Week / National Chip Week / International Flirting Week

**Fourth Week:** National Eating Disorder Awareness Week / Pancake Week // National Pub Week / National Student Volunteering





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## OTHER CONSIDERATIONS:

- Valentine's Day
- Daytona 500 (Male Oriented Products & Consumer Goods)
- February Sweeps For Television (High TV viewing)
- Tax Preparation

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## MARCH

Birthstone: Aquamarine  
Birth Flower: Daffodil

### MONTHLY EVENTS:

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International Idea's Month	Woman's History Month
National Social Worker's Month	Youth Art Month
National Craft Month	Optimism Month
National Frozen Food Month	Spiritual Awareness Month
National Caffeine Awareness Month	Irish-American Month
National Noodle Month	Youth Science Month
National Nutritional Month	Humorists Are Artists Month
American Red Cross Month	Peanut Month
Music in our Schools Month	National Bed Month

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### WEEKLY EVENTS:

**First Week:** Read an E-Book Week / American Camping Week / Canada Pharmacy Awareness Week / Lutheran Schools Week / Sherlock Holmes Week / Pet Sitters Week

**Second Week:** Bubble Gum Week / Chocolate Week / Girl Scout Week / Crochet Week / Procrastination Week / Endometriosis Awareness Week / Fair Trade Week / National Science Week

**Third Week:** National Wildlife Week / National Sports Trivia Week / National Spring Fever Week / Poison Prevention Week / Lavendar Week / National Obesity Awareness Week / Tree Love Care Week

**Fourth Week:** Art Week / Clean Your Closet Week / Egg Salad Week



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## OTHER CONSIDERATIONS:

First Day of Spring (Hardware, Gardening & Renovations)

Academy Awards (Oscars)

March Madness (NCAA Basketball)

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# Content Creation Theme Ideas

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## APRIL

Birthstone: Diamond or Sapphire  
Birth Flower: Daisy or Sweet Pea

### MONTHLY EVENTS:

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International Customer Loyalty Month*	Pets Are Wonderful Month
National Garden Month	Couple Appreciation Month
National Humor Month	Financial Literacy Month
National Poetry Month	Soy Foods Month
Mathematics Education Month	Frog Month
Month Of The Young Child	Guitar Month
Jazz Appreciation Month	Welding Month
Alcohol Awareness Month	Car Care Month
Keep America Beautiful Month	Lawn and Garden Month
Records and Information Management Month	Pecan Month
Sexual Assault Awareness Month	Stress Awareness Month

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### WEEKLY EVENTS:

**First Week:** National Reading a Road Map Week / National Straw Hat Week / Egg Salad Week / Publicity Stunt Week

**Second Week:** Be Kind To Animals Week / National Garden Week / National Guitar Week / National Library Week

**Third Week:** National Astronomy Week / Bike Safety Week / National Coin Week / National Police Week / National Volunteer Week / Consumer Awareness Week / Organize Your Files Week / Medical Labs Week

**Fourth Week:** Forest Week / National Television-Free Week / National Karaoke Week / National Scoop The Poop Week / Volunteer Week / Parkinson's Awareness Week / National Bike to School Week / Administrative Assistants Week







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## MAY

Birthstone: Emerald  
Birth Flower: Lily of the Valley

### MONTHLY EVENTS:

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International Victorious Woman Month	Heal the Children Month
International Business Image Improvement Month	Teen Self-Esteem Month
National Mental Health Month	Asian Pacific American Heritage Month
National Older Americans Month	Better Sleep Month
National Revise Your Work Schedule Month	Tennis Month
Clean Air Month	Better Hearing & Speech Month
Family Wellness Month	Physical Fitness & Sports Month
National Barbeque Month	Date Your Mate Month
National Bike Month	Foster Care Month
Blood Pressure Month	National Hamburger Month
National Salad Month	National Photograph Month
	National Recommitment Month

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### WEEKLY EVENTS:

**First Week:** National Fairy Godmother Week / Eat Dessert First Week / Teacher's Appreciation Week / National Safe Drinking Water Week / Deaf Awareness Week

**Second Week:** National Wildflower Week / National Family Week / National Nurses Week / Gamblers Week

**Third Week:** National Nursing Home Week / National Police Week / Work At Home Moms Week / National Running and Fitness Week / Bike to Work Week

**Fourth Week:** National Safe Boating Week / National New Friends, Old Friends Week / National Etiquette Week / Teacher Appreciation Week / Emergency Medical Services Week





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## JUNE

Birthstone: Pearl

Birth Flower: Rose or Honeysuckle

### MONTHLY EVENTS:

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International Men's Month	Professional Wellness Month
National Rose Month	Rebuild Your Life Month
Entrepreneurs Do It Yourself Marketing Month	Sports America Kids Month
Children's Awareness Month	World Infertility Month
Effective Communications Month	Caribbean – American Heritage Month
Gay and Lesbian Pride Month	Zoo & Aquarium Month
Audio Book's Month	People Skill's Week
Dairy Month	Candy Month
National Accordion Awareness Month	Fight the Filthy Fly Month
National Fresh Fruit and Vegetables Month	National Adopt a Cat Month
	Turkey Lovers Month

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### WEEKLY EVENTS:

**First Week:** National Business Etiquette Week / Telemarketing Awareness Week / Superman Week / Fishing Week

**Second Week:** Families in Business Week / National History Days / Bathroom Reading Week / Hug Week / Men's Health Week / Email Week

**Third Week:** Nursing Assistants Week / Meet A Mate Week

**Fourth Week:** Carpenter Awareness Week / Fish Are Friends, Not Food! Week / National Prevention of Eye Injuries Awareness



# Content Creation Theme Ideas

## OTHER CONSIDERATIONS:

School is Out (Activities for Kids)

Graduation

First Day of Summer

US Open (Golf)

Wimbledon (Tennis)

NBA/NHL Finals

Weddings (known for the largest #'s of marriages that occur this month)

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## JULY

Birthstone: Ruby  
Birth Flower: Water Lily

### MONTHLY EVENTS:

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International Blondie and Deborah Harry Month

National Recreation and Parks Month

National Bikini Month

Anti-Boredom Month

National Culinary Arts Month

Picnic Month

National Tennis Month

Women's Motorcycle Month

National Ice Cream Month

Cell Phone Courtesy Month

National Grilling On the Old BBQ Month

Family Reunion Month

National Make A Difference to Children Month

Baked Beans Month

National Wheelchair Beautification Month

Hot Dog Month

Unlucky Month for Weddings

National Blueberry Month

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### WEEKLY EVENTS:

**First Week:** Special Recreation Week / Freedom From Fear of Speaking Week / Be Nice To New Jersey Week

**Second Week:** National Therapeutic Recreation Week / Nude Recreation Weekend

**Third Week:** Rabbit Week / National Independent Retailers Week / Captive Nations Week / Hug Week

**Fourth Week:** Single Working Woman's Week / National Salad Week



# Content Creation Theme Ideas

## OTHER CONSIDERATIONS:

- Summer Fun
- Holidays/Vacations
- Boating/Water skiing
- British Open Golf
- Baseball All-Star Game
- Tour de France

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## AUGUST

Birthstone: Peridot  
Birth Flower: Gladiolas or Poppies

### MONTHLY EVENTS:

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National Inventor's Month	Black Business Month
National Win with Civility Month	Get Ready for Kindergarten Month
National Golf Month	Happiness Happens Month
National Eye Exam Month	Spinal Muscular Atrophy Awareness Month
National Back to School Month	Romance Awareness Month
National Immunization Awareness Month	Women's Small Business Month
National Catfish Month	Family Fun Month
Water Quality Month	Peach Month
	National Picnic Month

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### WEEKLY EVENTS:

**First Week:** World Breastfeeding Week / National Fraud Awareness Week / Sturgis Motorcycle Rally / Simplify Your Life Week

**Second Week:** Don't Wait! Celebrate Week / Psychic Week / National Smile Week

**Third Week:** Thanks For All The Gifts Week / Weird Contest Week / National Aviation Week / Friendship Week

**Fourth Week:** Be Kind To Humankind Week / Daniel Boone Day / National Bowling Week





# Content Creation Theme Ideas

## OTHER CONSIDERATIONS:

Back To School

PGA Championships (Golf)

US Open Tennis

Moving Month

Tax-Free Sales Events

End of Summer

High School (fall sports & band practices begin across the USA)

August is the only month without a major (religious or federal official) holiday in the USA

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## SEPTEMBER

Birthstone: Sapphire  
Birth Flower: Aster or Morning Glory

### MONTHLY EVENTS:

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International Self-Awareness Month	Women of Achievement Month
International Strategic Thinking Month	Organic Harvest Month
National Coupon Month*	Jazz Month
National Hispanic Heritage Month	Fall Hat Month
National Skin Care Awareness Month	Children's Good Manner's Month
National Courtesy Month	Self Improvement Month
Be Kind To Editors and Writers Month	Tiger Month
Million Minute Family Challenge	Hispanic Heritage Month
Reunion Planning Month	Baby Safety Month
Shameless Promotion Month	Library Card Sign-Up Month
Update Your Resume Month	

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### WEEKLY EVENTS:

**First Week:** National Childhood Injury Prevention Week / Self-University Week / Play Days / Popcorn Week / National Payroll Week

**Second Week:** Minority Enterprise Development Week/ National Assisted Living Week / Suicide Prevention Week:

**Third Week:** National Singles Week / National Clean Hands Week / National Love Your Files Week / International Women's E commerce Days

**Fourth Week:** Deaf Awareness Week / Religious Freedom Week / Banned Books Week - Celebrating the Freedom to Read / Dog Week



# Content Creation Theme Ideas

## OTHER CONSIDERATIONS:

NFL Opens

First Day of Fall

Fall premieres for Networks\*

Ryder Cup (Golf)

Rosh Hashanah, Yom Kippur (Jewish)

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## OCTOBER

Birthstone: Opal  
Birth Flower: Calendula or Camellia

### MONTHLY EVENTS:

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International Strategic Planning Month	Dental Hygiene Month
National Cookbook Month	Fire Prevention Month
National Cookie Month	Halloween Safety Month
National Roller-Skating Month	Diversity Awareness Month
National Stamp Collecting Month	Women's Small Business Month
National Seafood Month	Dinosaur Month
National Arts & Humanities Month	Healthy Lung Month
National Pizza Month*	Health Literacy Month
National Gain the Inside Advantage Month	Cosmetology Month
World Blindness Awareness Month	Italian American, Filipino-American & Polish-American Month
Computer Learning Month	Pharmacist Month
Adopt a Shelter month	Applejack Month
Awareness Month	Domestic Violence Awareness Month
Breast Cancer Awareness Month	

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### WEEKLY EVENTS:

**First Week:** National Newspaper Week / World Space Week / Customer Service Week / Squirrel Appreciation Week / Get Organized Week

**Second Week:** Pickled Pepper Week / National Pet Peeve Week / Home-Based Business Week / Mystery Series Week\* / School Lunch Week / Teller Appreciation Week / Wildlife Week / Fire Prevention Week

**Third Week:** National Chemistry Week / National School Bus Safety Week / Build Your Business with Business Cards Week / Pharmacy Week / Wolf Awareness Week / Pastoral Care Week

**Fourth Week:** World Rain Forest Week / National Business Women's Week / Celebrate Job Loss Week / Magic Week / National Get of Your Ass and Start Advertising Week



# Content Creation Theme Ideas

## OTHER CONSIDERATIONS:

Fall Clean Up

NHL Opening Night

World Series/Baseball Playoffs

Winston Cup (Nascar Championship)

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## NOVEMBER

Birthstone: Topaz or Aquamarine

Birth Flower: Chrysanthemum

### MONTHLY EVENTS:

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International Drum Month	I Am So Thankful Month
National Inspirational Role Models Month	Family Story Month
National Roasting Month	Christmas Seal's Month
National Peanut Butter Lovers Month	Hospice Month
National Novel Writing Month	Alzheimer's Disease Awareness Month
National Homeless Youth Month	Pancreatic Cancer Awareness Month
Aviation History Month	Aviation History Month
Adoption Awareness Month	Child Safety Protection Month
National Model Railroad Month	Native American Heritage Month
Real Jewelry Month	Peanut Butter Lovers Month
National Sleep Comfort Month	

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### WEEKLY EVENTS:

**First Week:** World Communication Week\*/Dear Santa Letter Week / National Care Week / Medical Staff Services Week / Chemistry Week

**Second Week:** American Education Week / National Children's Book Week / National Hunger & Homeless Awareness Week / World Kindness Week

**Third Week:** National Game and Puzzle Week / National Bible Week / Lung Cancer Awareness Week

**Fourth Week:** National Geography Awareness Week / National Leftover Awareness Week / Better Conversation Week / Adoption Week / Family Week



# Content Creation Theme Ideas

## OTHER CONSIDERATIONS:

Black Friday (Busiest Shopping Day)

Christmas Sales Cycle

NBA Opening Night

November Sweeps for Television

Winter Activities (Skiing/Snowboarding/Skating)

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# Content Creation Theme Ideas

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## DECEMBER

Birthstone: Turquoise or Topaz  
Birth Flower: Narcissus or Holly

### MONTHLY EVENTS:

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National Write A Business Plan Month	Safe Toys & Gifts Month
National Tie Month	Bingos' Birthday Month
National Sign Up for A Summer Camp	Learn A Foreign Language Month
National Stress – Free Family Holidays Month	Spiritual Literacy Month
Hi Neighbor Month	Read A New Book Month

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### WEEKLY EVENTS:

**First Week:** Recipe Greetings For the Holidays / Cookie Cutter Week / Tolerance Week

**Second Week:** National Hand Washing Awareness Week / Operation Santa Paws Week / Coats for Kids

**Third Week:** Human Rights Week / International Language Week

**Fourth Week:** It's About Time Week





# Content Creation Theme Ideas

## OTHER CONSIDERATIONS:

- Winter Activities\* (Skiing/Snowboarding/Skating)
- New Years Resolutions
- Hanukkah
- Good Samaritan Stories

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