



KEEP AMERICA  
**BEAUTIFUL**

## 2021 SOCIAL MEDIA CONTENT CALENDAR January – June

This document is a resource to assist during your 2021 social media planning. This kit contains a list of national days and months with accompanying hashtags, as well as one post per month.

## Contents

- January..... 3
- February..... 3
- March..... 3
- April ..... 4
- May..... 4
- June..... 5

## January

**Jan. 1** New Year's Day #NewYearsDay

New year, new resolutions. Incorporate some sustainable goals this year, from buying products made from recycled materials to volunteering in your community once a month. Our small actions can result in collective change. #DoBeautifulThings

[Click here to download the multimedia.](#)

**Jan. 18** Martin Luther King, Jr. Day #MLKDay

## February

**Black History Month** #BlackHistoryMonth #BlackHistoryMonth2021

**Feb. 2** World Wetlands Day #WorldWetlandsDay

**Feb. 7** Super Bowl LV #SBLIV #SB55

**Feb. 9** National Pizza Day #NationalPizzaDay

This #NationalPizzaDay, remember to recycle your pizza boxes! Throw out any remaining crusts and crumbs and put your box in the bin. [INSERT YOUR LOCAL RECYCLING REGULATION IF DIFFERENT] #BeRecycled

**Feb. 14** Valentine's Day #ValentinesDay

**Feb. 15** President's Day #PresidentsDay

**Feb. 16** Mardi Gras #MardiGras

**Feb. 17** Random Acts of Kindness #KindnessDay

**Feb. 22** National Wildlife Day #NationalWildlifeDay

## March

**Women's History Month** #WomensHistory #WomensHistoryMonth

**March 5** National Employee Appreciation Day #EmployeeAppreciationDay

**March 8** International Women's Day #IWD2021 #EachforEqual

**March 14** Daylight Savings #DaylightSavings

**March 17** St. Patrick's Day #StPatricksDay

**March 20** International Day of Happiness #InternationalDayofHappiness

**March 20** First Day of Spring #Spring & Great American Cleanup® Kickoff

It's the first day of spring and we're ready to get cleaning! Today also kicks off the @KeepAmericaBeautiful Great American Cleanup. Join us at [INSERT EVENT/ PROJECT DETAILS] and together #DoBeautifulThings in our community!

## April

### Diversity Month

#### Keep America Beautiful Month #KeepAmericaBeautiful

April is @KeepAmericaBeautiful Month! This month join the movement from volunteering during our Great American Cleanup activities and celebrating Earth Day to plogging and taking the #BeRecycled Pledge. Find more tips here:

<https://kab.org/celebrate-keep-america-beautiful-month-with-these-10-tips/>

#KeepAmericaBeautiful #KeepAmericaBeautiful #DoBeautifulThings

*[Click here to download the template.](#) Please feel free to swap the photo with one of your own. This photo is from Keep Truckee Meadows Beautiful.*

April 1 National Walking Day #NationalWalkingDay (focus on picking up litter)

April 4 Easter #HappyEaster

April 11 National Pet Day #NationalPetDay (focus on cleaning up after pets)

April 14 National Gardening Day

April 18-24 [National Volunteer Week](#)

April 22 [Earth Day](#) #EarthDay2021

April 23-25 [Global Youth Service Day](#) (focus on youth volunteers)

April 30 [National Arbor Day](#) #ArborDay

## May

May 5 Cinco de Mayo #CincoDeMayo

May 9 Mother's Day #MothersDay (focus on Mother Earth)

This #MothersDay, we celebrate and give thanks to all the moms who protect Mother Earth today and every day! How are you and your mom going to keep [insert community name] beautiful? Let us know in the comments!

*[Click here to download the multimedia.](#) Feel free to add your own photo as the background.*

May 21 National Bike to Work Day #BikeToWorkDay #BTWD (focus on carbon footprint)

May 31 Memorial Day #MemorialDay #MDW

June

**Pride Month** #Pride #HappyPride

**June 2** National Running Day #NationalRunningDay (focus on plogging)

Litter impacts our quality of life and often ends up as marine debris, polluting waterways and oceans harming wildlife and the environment. This #NationalRunningDay, get outside and plog! By plogging, you can help remove litter and debris from the environment, ultimately creating cleaner and greener communities. Learn more here:

<https://kab.org/how-to-plogging-for-the-planet/> #KeepAmericaBeautiful  
#DoBeautifulThings #KABplogging

*[Click here to download the multimedia.](#) Please feel free to swap in your own plogging photo.*

**June 5** [National Trails Day](#) (focus on celebrating clean public spaces)

**June 8** [World Ocean Day](#) #WorldOceasDay (focus on marine debris, clean waterways)

**June 19** Juneteenth #Juneteenth *Juneteenth is the oldest nationally celebrated commemoration of the ending of slavery in the United States.*

**June 20** First Day of Summer #SummerSolstice #FirstDayOfSummer #SummerBegins

Last day of the 2021 Keep America Beautiful Great American Cleanup #DoBeautifulThings  
#cleanYOURblock

**June 20** Father's Day #FathersDay