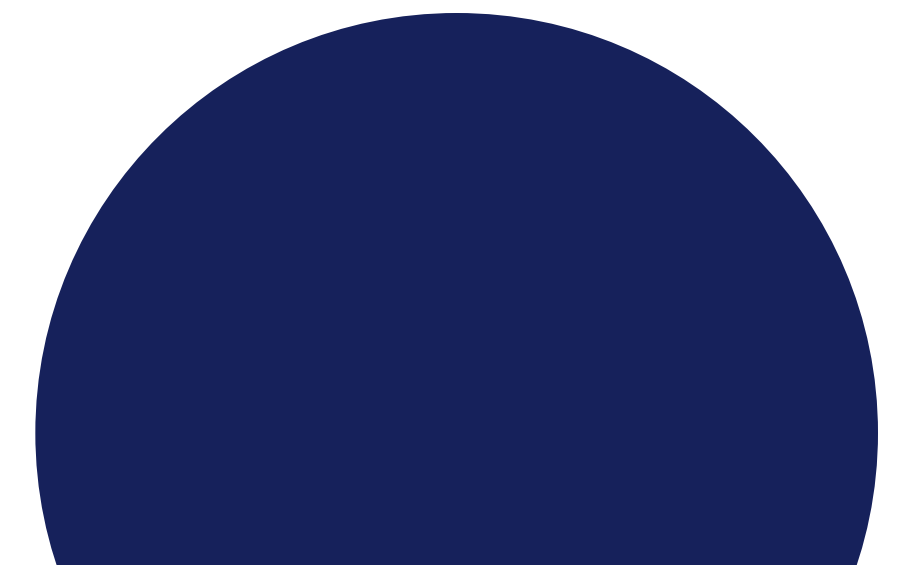


PR & COMMS
CONTENT PLANNING
2025 CALENDAR



HOW TO USE THIS GUIDE



The **2025 PR and Communications Content Planning Calendar** is designed to guide you through the creation of your annual content strategy and communications plan.

Use this guide to identify key dates, holidays, and industry events to inspire and inform campaigns, key messaging, and other relevant content that will resonate with the right audiences at the right times. The monthly tips will help you refine your content creation, distribution, and promotion strategy throughout the year.

Note: Dates in this calendar are subject to change due to unforeseen circumstances, so always verify any content that is dependent on a specific event.

01 JAN

Multi-day Events

12 Jan | Australian Open | **Ends** Jan 26

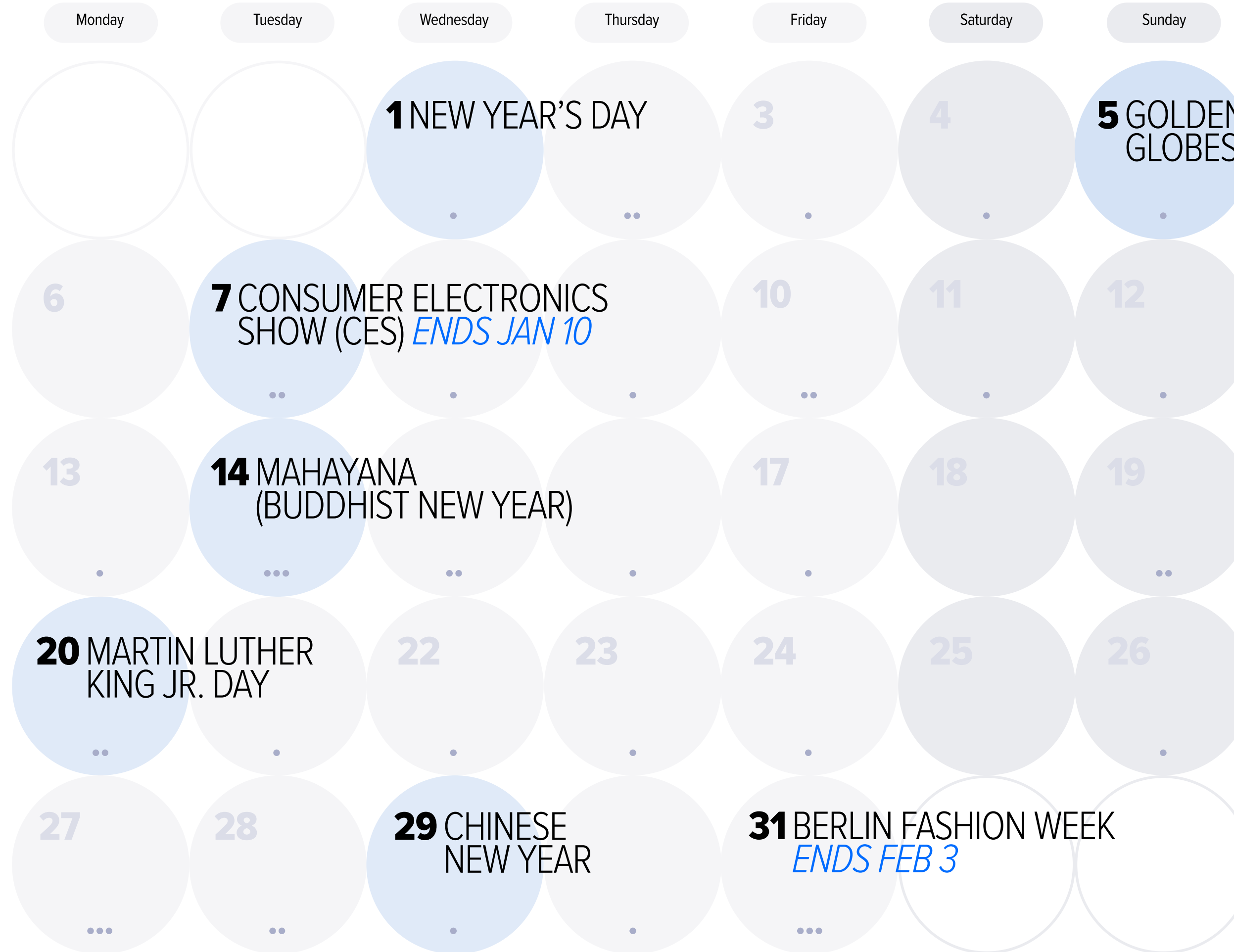
20 Jan | World Economic Forum | **Ends** Jan 24

23 Jan | Sundance Film Festival | **Ends** Feb 2

Tip: Set Annual Objectives

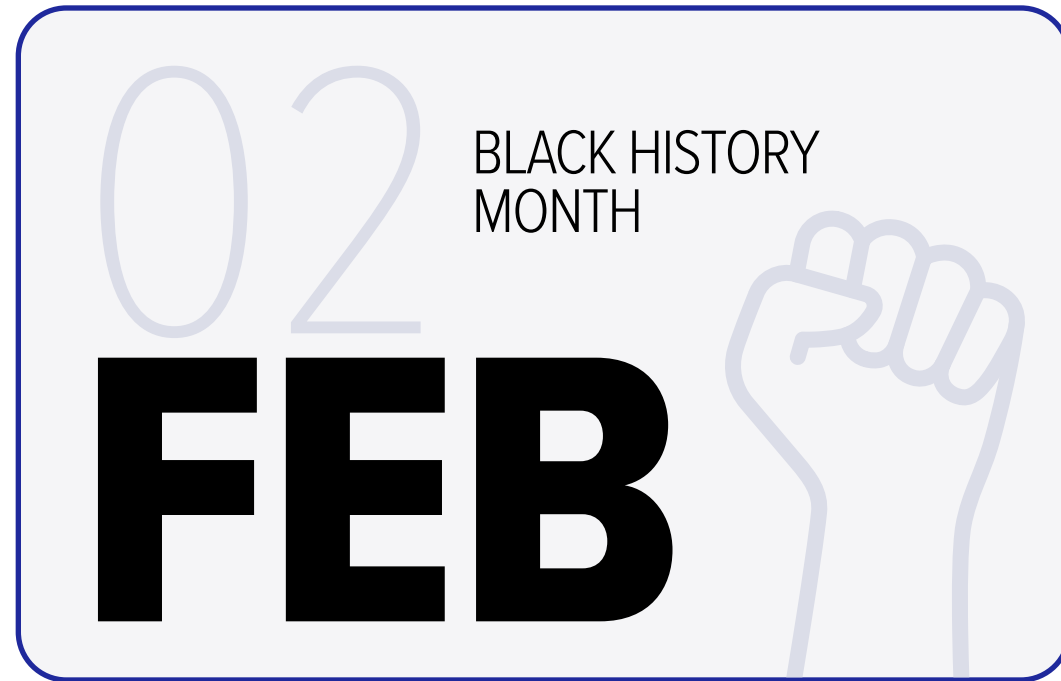
Start the year by clearly defining your PR goals. **Are you aiming to increase brand awareness, improve reputation, or drive sales?**

Your content strategy should align with these objectives. For example, if your goal is to increase brand awareness, your content strategy might center around storytelling and thought leadership content that introduces your brand to new audiences while reinforcing your identity with existing ones. The goals you establish now will help guide your PR efforts throughout the rest of the year.



Other January Events:

- 2** Jan | Science Fiction Day
World Introvert Day
- 3** Jan | International Mind-Body Wellness Day
- 4** Jan | World Braille Day
- 7** Jan | Orthodox Christmas Day
- 8** Jan | World Typing Day
- 9** Jan | Low Enforcement Appreciation Day
- 10** Jan | World Hindi Day
Asarah B'Tevet
- 11** Jan | Human Trafficking Awareness Day
- 13** Jan | Korean American Day
- 14** Jan | Orthodox New Year
World Logic Day
- 15** Jan | National Hat Day
National Bagel Day
- 16** Jan | International Hot and Spicy Food Day
- 17** Jan | International Mentoring Day
- 19** Jan | World Religion Day
National Popcorn Day
- 21** Jan | National Hugging Day
- 22** Jan | Ukraine Day of Unity
- 24** Jan | International Education Day
- 26** Jan | National Spouses Day
- 27** Jan | Holocaust Remembrance Day
National Geographic Day
Community Manager Appreciation Day
- 28** Jan | Lego Day
Data Privacy Day
- 30** Jan | National Croissant Day
- 31** Jan | Inspire Your Heart With Art Day
National Have Fun At Work Day



Multi-day Events		
8 Feb	Chicago Auto Show	Ends Feb 17
13 Feb	Laylat al Bara'at	Ends Feb 14
28 Feb	Ramadan	Ends Mar 30

Tip: Get to Know Your Audience

Your content should always be informed by your audience and what they care about. The more you understand them – and the more your content reflects that – the more impact it will make. Some of the most effective tactics to apply:

- Market research (email surveys, polls, focus groups)
- Online review sites and forums
- Social media and website analytics
- Direct feedback from sales and customer-facing teams

This will help get the right content in front of the right audience.



Other February Events:

1 Feb	National Freedom Day World Hijab Day
2 Feb	GRAMMY Awards Groundhog Day Crêpe Day
4 Feb	World Cancer Day
5 Feb	National Women and Girls in Sports Day
8 Feb	Global Movie Day
11 Feb	Safer Internet Day International Day of Women & Girls in Science Inventors' Day
12 Feb	Lantern Festival
13 Feb	World Radio Day
14 Feb	Valentine's Day
16 Feb	BAFTA Film Awards NBA All-Star Game
17 Feb	Presidents' Day Random Acts of Kindness Day
20 Feb	World Day of Social Justice
23 Feb	Play Tennis Day
24 Feb	Flag Day (Mexico)
27 Feb	World NGO Day

03 WOMEN'S HISTORY MONTH

MAR



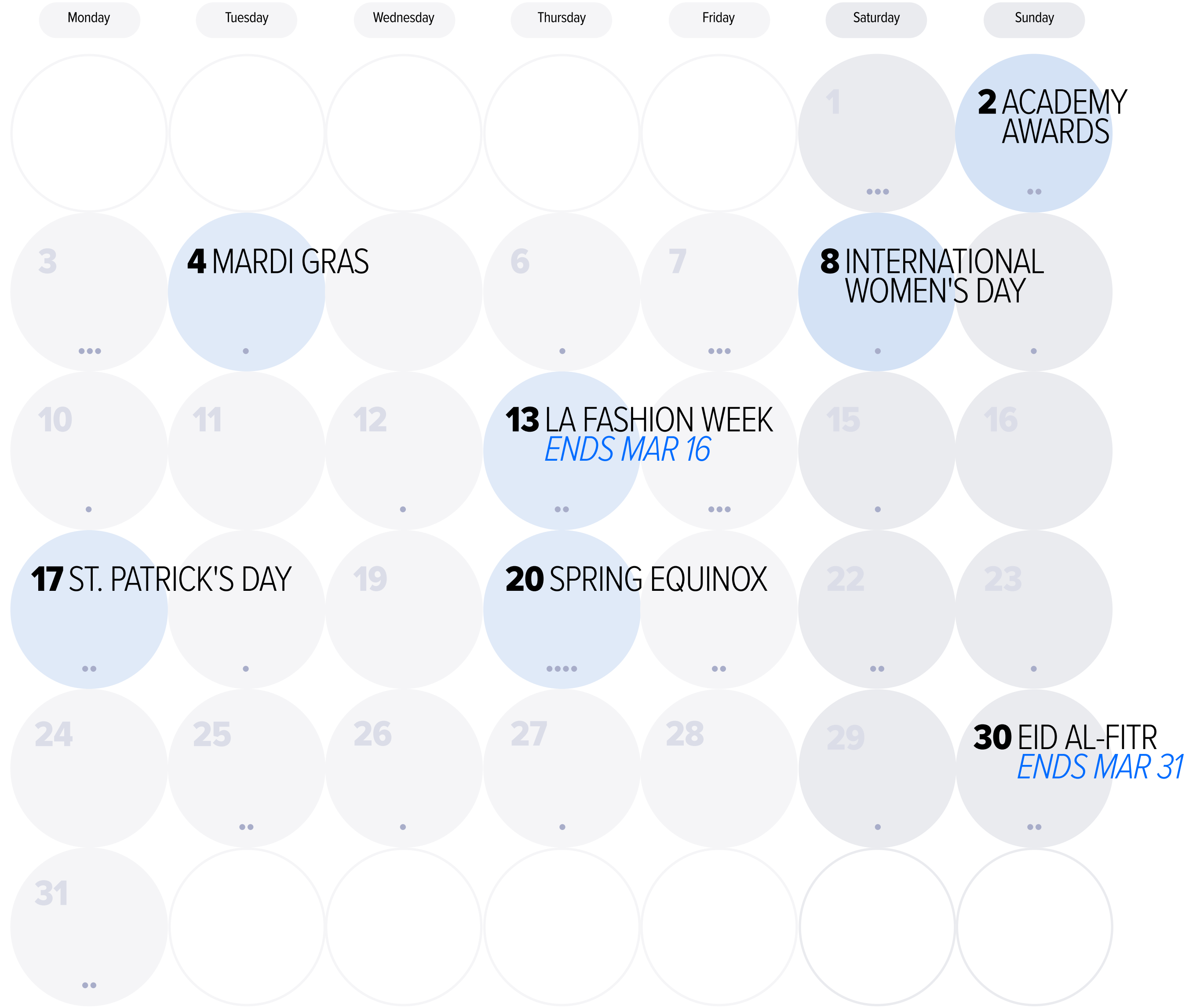
Multi-day Events

3 Mar	Paris Fashion Week	Ends Mar 11
3 Mar	Mobile World Congress	Ends Mar 6
7 Mar	SXSW	Ends Mar 15
13 Mar	Purim	Ends Mar 14
17 Mar	Neurodiversity Celebration Week	Ends Mar 23

Tip: Work with Stakeholders

Your PR content plan should **work in tandem** with the broader company strategy and messaging.

Coordinate with departments and stakeholders like sales, customer service, marketing, and executive leadership to collaborate on ideas, understand goals, and confirm you're all on the same page. Such alignment will ensure consistent messaging across all audience touchpoints, help you avoid duplicating efforts, and maximize the impact of your content strategy.



- Other March Events:**
- 2 Mar | World Teen Mental Wellness Day
 - 3 Mar | World Wildlife Day
 - 6 Mar | World Book Day
 - 7 Mar | Employee Appreciation Day
National Day of Unplugging
 - 9 Mar | National Barbie Day
 - 10 Mar | Commonwealth Day
 - 12 Mar | Equal Pay Day
 - 14 Mar | Holi (Hindu Festival of Color)
Pi Day
World Sleep Day
 - 15 Mar | World Consumer Rights Day
 - 18 Mar | Global Recycling Day
 - 20 Mar | International Day of Happiness
World Rewilding Day
World Storytelling Day
 - 21 Mar | World Poetry Day
World Down Syndrome Day
 - 22 Mar | Earth Hour Day
World Water Day
 - 23 Mar | National Puppy Day
 - 25 Mar | National Tolkien Reading Day
National Cerebral Palsy Awareness Day
 - 26 Mar | National Science Appreciation Day
 - 27 Mar | World Theatre Day
 - 29 Mar | National Vietnam War Veterans Day
 - 30 Mar | Mothering Sunday
 - 31 Mar | Transgender Day of Visibility
World Backup Day

04 APR

Multi-day Events

7 Apr | Masters Golf Tournament | **Ends** Apr 13

12 Apr | Passover | **Ends** Apr 20

Tip: Use Data to Make Smarter Decisions

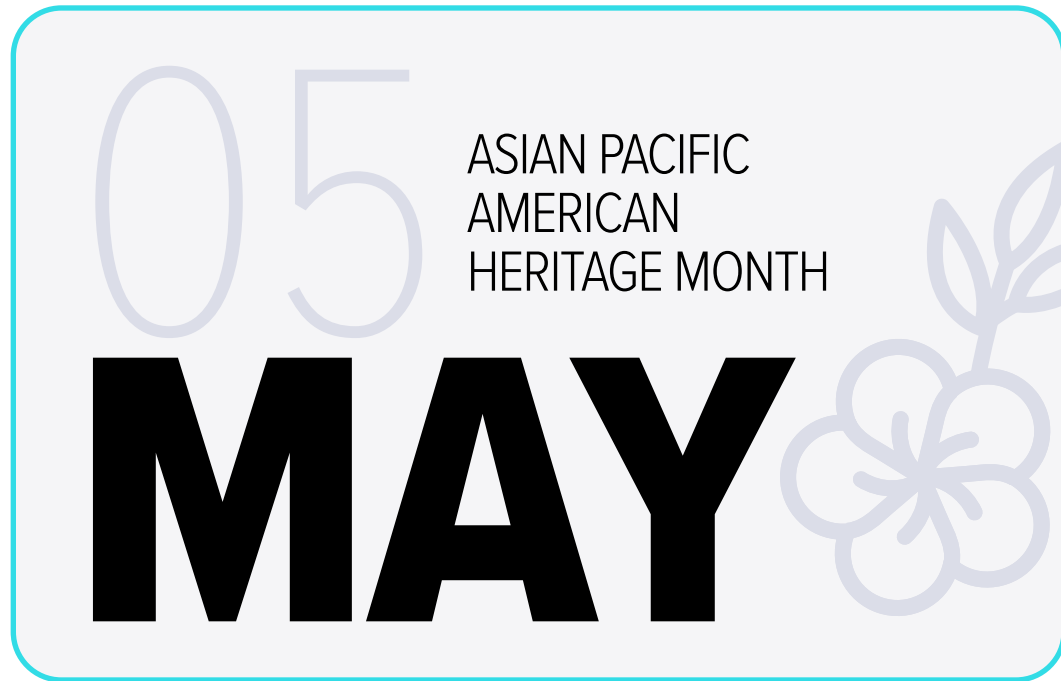
Resources like **Google Analytics, social media metrics, and UTM email tagging will help** you understand the topics and keywords that have performed well in the past (e.g., driving website traffic, downloads, and sales leads).

This performance data gives valuable insight into the types of content that resonates with your audience and helps inform your plan for the months ahead. Be sure to review your performance data regularly so you can keep an eye on changing audience interests and adjust where needed.



Other April Events:

- 2** Apr | World Autism Awareness Day
- 3** Apr | Armenian Appreciation Day
- 4** Apr | National Walk to Work Day
- 5** Apr | National Deep Dish Pizza Day
- 7** Apr | World Health Day
- 9** Apr | National Former Prisoner of War Recognition Day
National Gin & Tonic Day
- 10** Apr | National Encourage a Young Writer Day
- 13** Apr | Paris Marathon
- 15** Apr | National ASL Day
World Art Day
- 16** Apr | Emancipation Day (Washington)
- 18** Apr | Good Friday
- 21** Apr | Boston Marathon
Patriots' Day
World Creativity & Innovation Day
- 23** Apr | Shakespeare Day
- 24** Apr | Take Our Daughters & Sons to Work Day
International Youth Solidarity Day
- 27** Apr | London Marathon
- 28** Apr | Workers' Memorial Day
- 29** Apr | World Wish Day
- 30** Apr | International Guide Dog Day



Multi-day Events

12 May | PGA Championship | **Ends May 18**

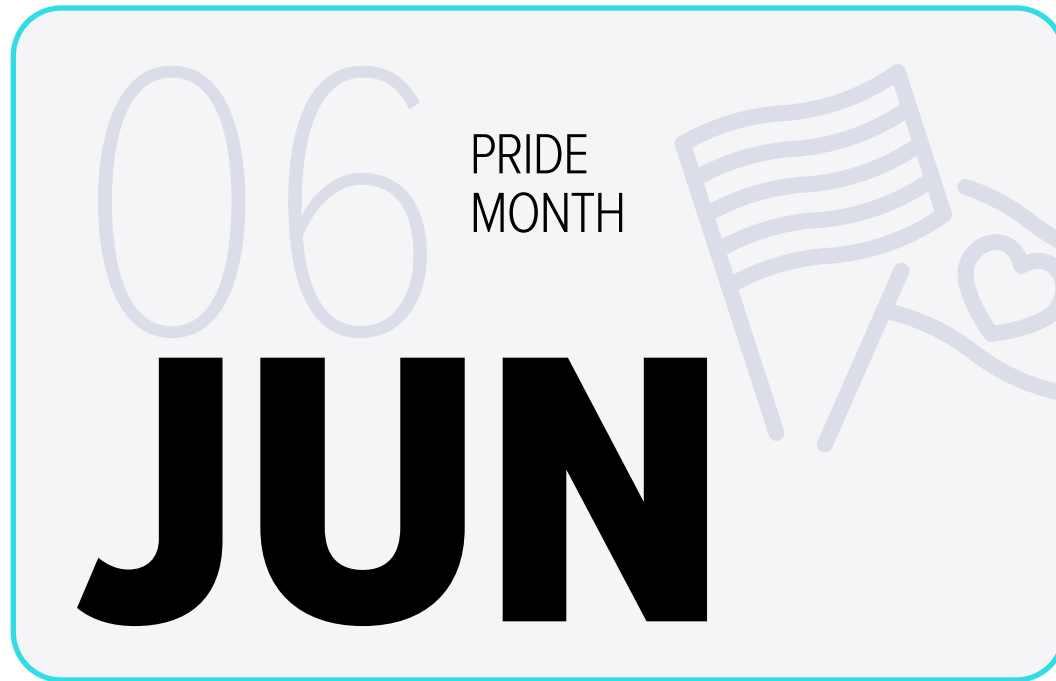
Tip: Take Advantage of News Stories and Trending Topics

Capitalizing on relevant current events and conversations can boost your content's visibility, so **build some flexibility into your content plan** that allows you to do so.

Set up Google Alerts or subscribe to industry-specific newsletters, and take advantage of media monitoring and social listening tools to stay ahead of top news and trending topics. Remember, not everything you do has to be a multi-step campaign. Creating one-off content around a trending topic, upcoming holiday or newsworthy event, like the ones that populate this calendar, can be just as effective.



- Other May Events:**
- 1 May | World Password Day
 - 2 May | International Harry Potter Day
 - 3 May | Kentucky Derby Free Comic Book Day
 - 4 May | Star Wars Day International Firefighters Day
 - 5 May | Met Gala
 - 6 May | World Asthma Day
 - 8 May | World Red Cross and Red Crescent Day
 - 9 May | Europe Day
 - 12 May | International Nurses Day
 - 15 May | International Day of Families
 - 16 May | National Bike to Work Day NASCAR Day
 - 18 May | World Baking Day International Day for Museums
 - 22 May | Sherlock Holmes Day World Goth Day
 - 25 May | Africa Day National Wine Day
 - 26 May | Memorial Day
 - 30 May | World MS Day

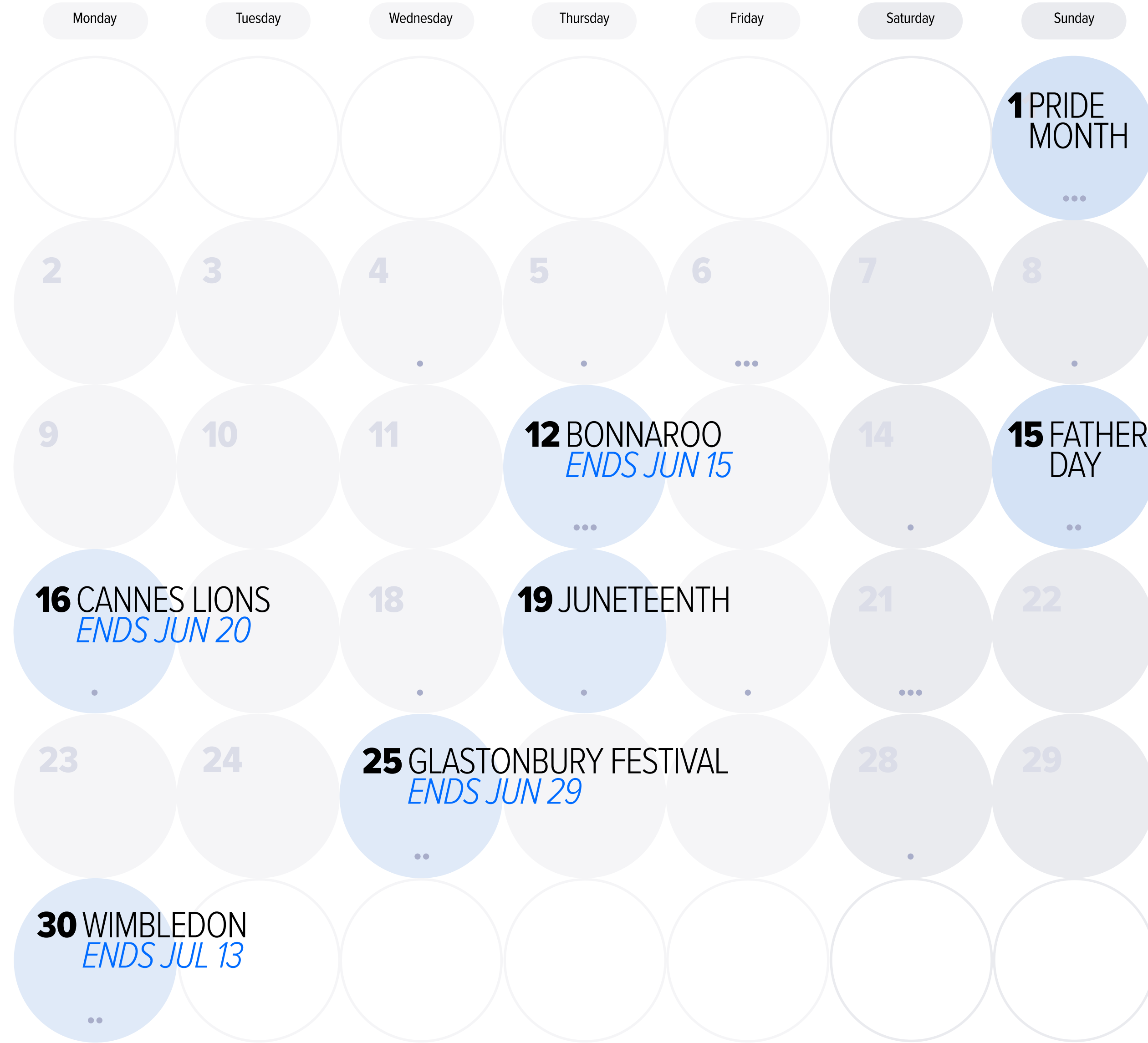


Multi-day Events		
1 Jun	Shavuot	Ends Jun 3
6 Jun	Eid al-Adha	Ends Jun 10
12 Jun	U.S. Open Golf Championship	Ends Jun 15
15 Jun	FIFA Club World Cup	Ends Jul 13
25 Jun	Islamic New Year	Ends Jun 26

Tip: Create a Promotion Plan

Invest time in determining your distribution strategy before your content is ready.

We recommend a mix of owned media (like your website and social media channels), media outreach (to generate earned media coverage), and paid methods (such as distribution services and sponsored content). Look at the channels generating the most return (traffic, engagement, leads, etc.) to determine where to focus your efforts.



Other June Events:

1 Jun	Global Day of Parents
4 Jun	Global Running Day
5 Jun	World Environment Day
6 Jun	Higher Education Day National Donut Day
8 Jun	Best Friends Day
12 Jun	Superman Day
14 Jun	Global Wellness Day
18 Jun	Autistic Pride Day
20 Jun	National Take Your Dog to Work Day
21 Jun	Summer Solstice World Music Day National Selfie Day
28 Jun	Stonewall Uprising Anniversary
30 Jun	Social Media Day

07 JUL

Multi-day Events

5 Jul | Tour de France | Ends Jul 27

Tip: Measure and Analyze Results

Establish **key performance indicators (KPIs)** to track the success of your content.

Website traffic, engagement, social shares, and conversion data provide insight into the type of content that performs and helps shape your strategy over time. Media monitoring platforms like [CisionOne](#) can help by tracking these and other key metrics automatically – so you can focus more time and energy on building relationships and crafting effective PR strategies.



Other July Events:

- 1 Jul | International Joke Day
- 2 Jul | World UFO Day
- 7 Jul | World Chocolate Day
- 12 Jul | Malala Day
- 14 Jul | Bastille Day
- 15 Jul | Give Something Away Day
MLB All-Star Game
- 17 Jul | World Emoji Day
World Day for International Justice
- 18 Jul | World Listening Day
- 20 Jul | National Ice Cream Day
International Chess Day
- 24 Jul | International Self Care Day
- 27 Jul | National Korean War Veterans Armistice Day
National Parents' Day

08 AUG

Multi-day Events

24 Aug | Burning Man | **Ends** Sep 1

Tip: Find the Right Journalists for Your Content

Journalists and influencers are **key to generating earned media coverage for your brand**, but identifying the right ones to reach out to is a critical first step.

While you can manually search for journalists who have written about your brand, competitors, or industry (the ones most likely to cover these topics again), using a [media database](#) will cut this process in half. A good media database will have up-to-date contact info on a variety of reporters and media outlets, along with other valuable information (outreach preferences, past work, and social media activity) to help you personalize your pitch.



Other August Events:

- 1** Aug | *Emancipation Day (Caribbean territories)*
- 3** Aug | *National Health Center Week*
- 6** Aug | *Hiroshima Day*
- 9** Aug | *National Book Lovers Day*
- 10** Aug | *International Vlogging Day*
- 12** Aug | *International Youth Day*
- 19** Aug | *World Photography Day*
- 21** Aug | *World Senior Citizen's Day*
World Entrepreneurs' Day
- 23** Aug | *Slavery Remembrance Day*
Hashtag Day
- 26** Aug | *International Dog Day*
- 27** Aug | *International Labor Day*
- 30** Aug | *International Bacon Day*

09 SEP

Multi-day Events

4 Sep | Mawlid al-Nabi | **Ends Sep 5**

22 Sep | Rosh Hashanah | **Ends Sep 24**

Tip: Make Your Content Work Harder

You can get more **mileage out of any content you create by repurposing it for different platforms.**

For example, turn a press release into a blog post, video, infographic, social media posts – or all the above. You can also find opportunities to update and re-promote old content that still has relevance or is ranking well on search engines.




Other September Events:

- 1 Sep** | World Letter Writing Day
- 4 Sep** | National Newspaper Carrier Day
- 6 Sep** | Read a Book Day
World Beard Day
- 7 Sep** | Buy a Book Day
- 8 Sep** | International Literacy Day
- 15 Sep** | Google.com Day
- 16 Sep** | World Ozone Day
- 21 Sep** | Berlin Marathon
- 22 Sep** | Autumn Equinox
World Car Free Day
International Hobbit Day
- 23 Sep** | National Voter Registration Day
- 24 Sep** | World Bollywood Day
- 27 Sep** | International SEO Day
- 28 Sep** | World Day of the Deaf
- 30 Sep** | International Podcast Day

10 BREAST CANCER AWARENESS MONTH

OCT



Multi-day Events

4 Oct	World Space Week	Ends Oct 10
6 Oct	Sukkot	Ends Oct 13
13 Oct	Shemini Atzeret	Ends Oct 15
24 Oct	Global Media & Info. Literacy Week	Ends Oct 31

Tip: Choose Quality Over Quantity

*Though the year may be packed with events, remember that you've don't have to cover **everything**.*

When creating an editorial plan, focus on the events that make the most sense for your brand and audience, and the ones that'll have relevant journalists in attendance. This gives you more time for thoughtful content creation and relationship-building with reporters to help increase your story's coverage and engagement.



Other October Events:

- 1 Oct | World Vegetarian Day
International Coffee Day
- 5 Oct | World Teachers' Day
- 7 Oct | Grandparents' Day
- 10 Oct | World Homeless Day
- 11 Oct | National Coming Out Day
- 12 Oct | World Arthritis Day
Chicago Marathon
- 13 Oct | Canadian Thanksgiving
- 14 Oct | National Dessert Day
- 15 Oct | World Students' Day
- 16 Oct | Boss's Day
Global Cat Day
- 17 Oct | Global Ethics Day
- 21 Oct | World Energy Saving Day
Back to the Future Day
- 25 Oct | World Pasta Day
World Opera Day
- 28 Oct | International Creole Day

11 NOV

Multi-day Events

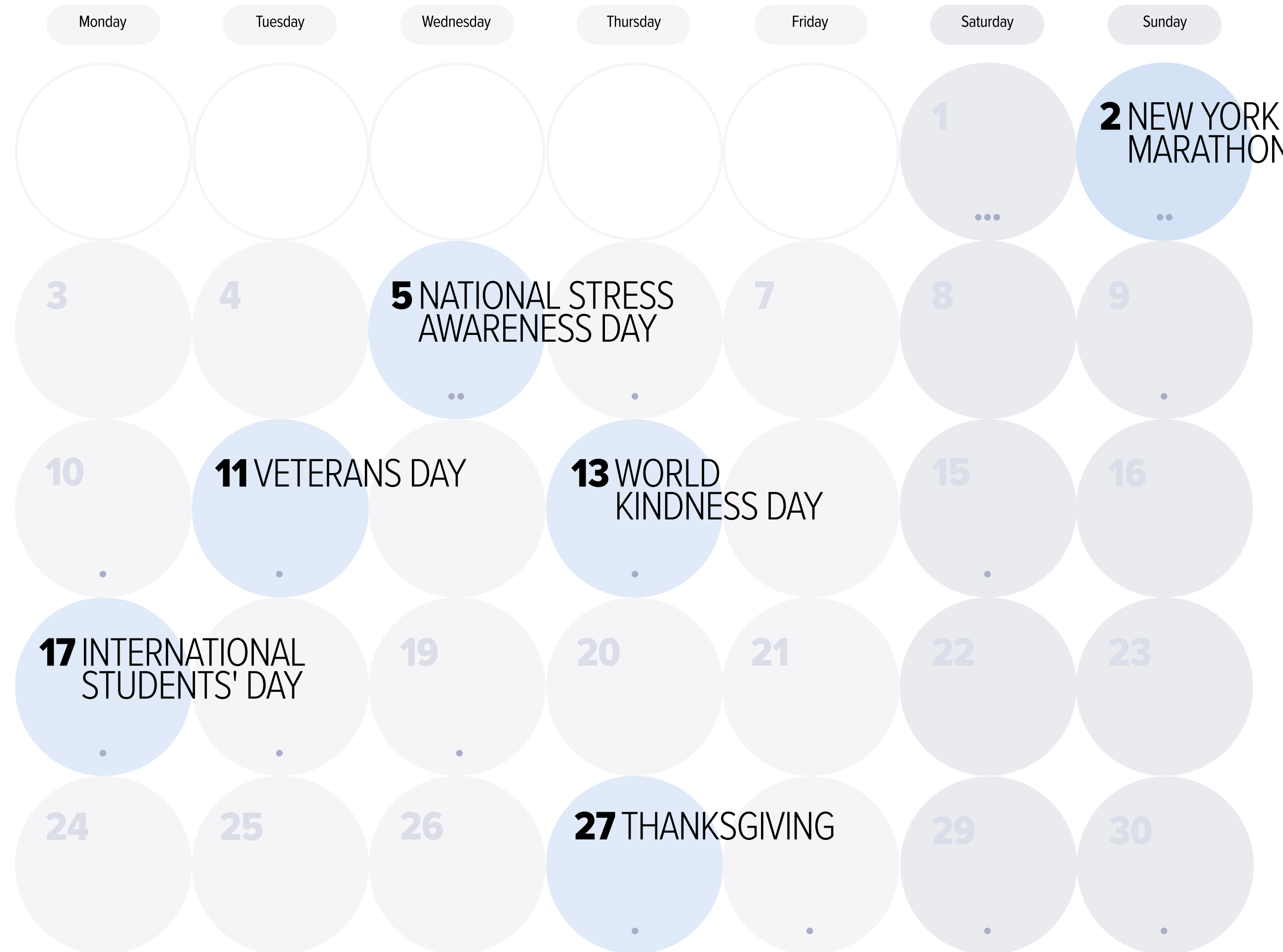
1 Nov | Day of the Dead | **Ends** Nov 2

10 Nov | COP 30 | **Ends** Nov 21

Tip: Build SEO Into Your Strategy

Integrating **search engine optimization (SEO)** into your **content strategy** will improve your content's visibility in search results, help you reach a wider audience, and drive more meaningful engagement.

Use tools like Ahrefs, SEMrush, or Moz to identify the keywords your audience is searching for, and incorporate them into your content where relevant. Follow SEO-focused blogs to stay up to date with SEO trends (Google's algorithm changes frequently) and make use of online resources (such as free webinars and courses) to learn about best practices and build your SEO expertise.



Other November Events:

- 1** Nov | World Vegan Day
National Author's Day
- 2** Nov | All Souls' Day
- 5** Nov | National Doughnut Appreciation Day
- 6** Nov | World Paper Free Day
- 9** Nov | World Adoption Day
- 15** Nov | America Recycles Day
- 18** Nov | National Entrepreneurs Day
- 19** Nov | International Men's Day
- 28** Nov | Black Friday
- 29** Nov | Small Business Saturday
- 30** Nov | Computer Security Day

12 DEC

Multi-day Events

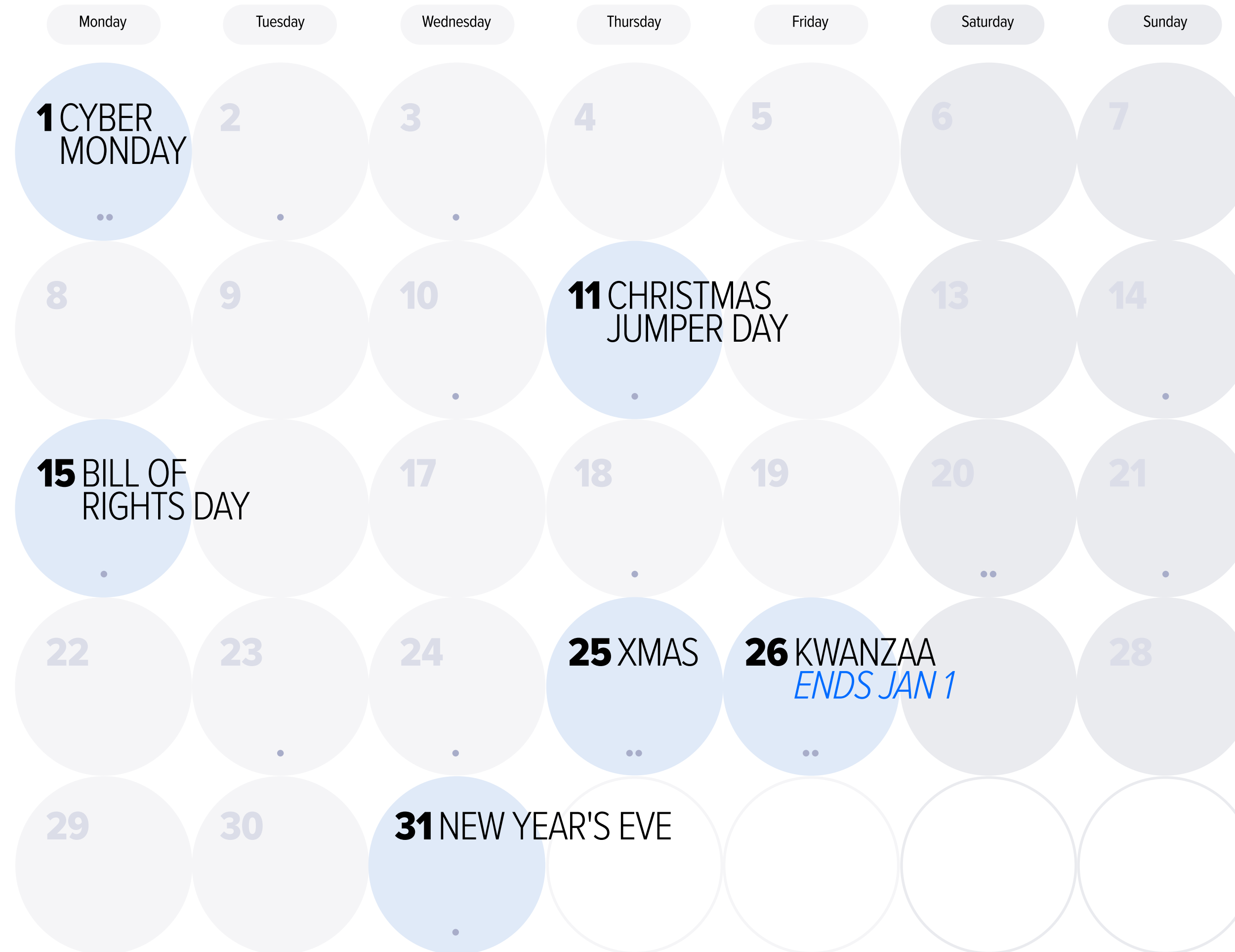
14 Dec | Hanukkah | **Ends** Dec 22

Tip: Revisit and Refine Your Plans

Always make a point to return to your content calendar and re-evaluate your strategy regularly.



You never know when an unexpected event will arise or a change in priorities will occur. Suddenly, a strategy that worked well at the start of the year might not be as effective given the new reality. Make sure your plan is flexible enough – and your team is agile enough – to pivot when necessary, respond to changes, and seize opportunities as they come.



Other December Events:

- 1** Dec | World AIDS Day
- 2** Dec | GivingTuesday
- 3** Dec | International Day of Persons with Disabilities
- 10** Dec | Human Rights Day
- 18** Dec | National Re-Gifting Day
- 20** Dec | Super Saturday (retail) Go Caroling Day
- 21** Dec | Winter Solstice
- 23** Dec | Festivus
- 24** Dec | Christmas Eve
- 26** Dec | Boxing Day

ABOUT CISION

Cision is the global leader in consumer and media intelligence, engagement, and communication solutions. We equip PR and corporate communications, marketing, and social media professionals with the tools they need to excel in today's data-driven world. Our deep expertise, exclusive data partnerships, and award-winning brands and products, including [CisionOne](#), [Brandwatch](#), and [PR Newswire](#), enable over 75,000 companies and organizations, including 84% of the Fortune 500, to see and be seen, understand and be understood by the audiences that matter most to them.

To find out how leading PR and communications teams partner with Cision to plan and execute their content strategies, get in touch with an expert today.

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