



*2022 Social Media Calendar*



## *We're not your average agency*

Serving clients nationwide and overseas, we are a dedicated, full-service Food & Drink Marketing Agency based near Cambridge.

We are a tight-knit team of savvy marketers, PR whizz's, skilful writers, creative geniuses and food industry experts with big appetites for all things food-related.

With over 140 years combined experience and a formidable black book of connections, we work seamlessly to provide marketing expertise to fatten up your sales and build your brand.

### *What we offer*

*Strategy & Insight*

*Social Media & PR*

*Photography*

*Content Creation*

*Brand Development*

*Mentoring*

Managing a social media calendar can be challenging, but it can become more stressful when you're trying to keep track of all the holidays and events throughout the year. We've made it easy to keep track and plan your content. Celebrations, events and niche holidays can provide a clever and often easy way to enrich your social media feeds and help keep you connected to your online audience.

Use this calendar to your advantage and ensure you never miss a hashtag or a holiday!



# January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<ul style="list-style-type: none"> <li>• Veganuary</li> <li>• Dry January</li> <li>• Ginuary</li> <li>• National Soup Month</li> <li>• National Oatmeal Month</li> <li>• National Slow Cooking Month</li> </ul>						1 #HappyNewYear
2	3	4	5	6 #NationalShortbreadDay	7 #TempuraDay	8 #EnglishToffeeDay
9 #NationalApricotDay	10	11	12	13	14	15
16 Top Drawer Spring Olympia	17 Top Drawer Spring Olympia	18 Great Taste Awards Entries open for members Top Drawer Spring Olympia	19	20 #KnowYourCustomers	21	22
23 Scotland Speciality Food Show, Glasgow #StickyToffeePuddingDay	24 Scotland Speciality Food Show, Glasgow	25 Scotland Speciality Food Show, Glasgow #BurnsNight	26	27	28 #DataPrivacyDay	29
30 ISM, Cologne	31 ISM, Cologne	<p><b>Tip of the Month</b></p> <p>Create a plan. With a clear goal and plan you can achieve so much more than being ad hoc. It also means you know if you're getting a good return on investment.</p>				



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# February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<ul style="list-style-type: none"> <li>• Snack Food Month</li> <li>• Six Nations Starts 5th Feb</li> <li>• Great Taste Awards - General entry opens</li> </ul>		<b>1</b> ISM, Cologne Best Women in Business Awards open Chinese New Year - Year of the Tiger	<b>2</b> ISM, Cologne	<b>3</b>	<b>4</b> #HomemadeSoupDay	<b>5</b> #WorldNutellaDay
<b>6</b> #YorkshirePuddingDay	<b>7</b>	<b>8</b>	<b>9</b> Source Trade Show, Exeter #PizzaDay	<b>10</b> Source Trade Show, Exeter	<b>11</b> #NationalInventorsDay	<b>12</b>
<b>13</b> #NationalCheddarDay #WorldRadioDay Gulfood, Dubai	<b>14</b> #ValentinesDay Gulfood, Dubai	<b>15</b> Gulfood, Dubai	<b>16</b> #NationalInnovationDay Gulfood, Dubai	<b>17</b> Gulfood, Dubai	<b>18</b>	<b>19</b> Real Bread Week 19th - 27th Feb
<b>20</b>	<b>21</b>	<b>22</b> Fairtrade Fortnight 22nd - 6th March #WorldThinkingDay	<b>23</b>	<b>24</b> #NationalToastDay	<b>25</b>	<b>26</b>
<b>27</b>	<b>28</b> #ScienceDay #DataPrivacyDay PUB Trade Show, Olympia					
<b>Tip of the Month</b>		<i>Know your audience. Micro-targeting your audience allows direct conversations, feedback and builds a loyal community. Customer acquisition is amazing, customer retention is even more amazing!</i>				



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# March

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 #StDavidsDay #ShroveTuesday PUB Trade Show, Olympia	2 PUB Trade Show, Olympia	3 #WildLifeDay	4 #NationalSnackDay	5
6 #NationalOreoCookieDay	7 #PlantPowerDay British Pie Week 7th - 13th March	8 #InternationalWomensDay	9	10 #PackYourLunch #PopcornLoversDay	11 #EatYourNoodlesDay	12
13	14 Nutrition & Hydration Week 14th - 20th	15	16	17 #StPatricksDay	18 #ComicRelief	19 #ChocolateCaramelDay
20 #SpringEquinox	21	22 #WorldWaterDay	23	24 #ChocolateRaisinDay	25 #InternationalWaffleDay	26 #NationalSpinachDay
27 Daylight Saving - Clocks go forward #HappyMothersDay #Oscars	28 #BlackForestCakeDay	29	30	31 London Coffee Festival		
<p><b>Tip of the Month</b></p> <p>Mix up your formats. From time to time switch up your social posts to try Ipegs, GIF's and videos. Take advantage of reels, live video and stories.</p>						

# April

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

					1 #AprilFools London Coffee Festival	2 London Coffee Festival
3 Natural & Organic Show Excel London Coffee Festival	4 #CarrotDay Natural & Organic Show Excel	5 #CaramelDay Fruit Logistica, Berlin	6 #NationalWalkingDay Fruit Logistica, Berlin	7 #WorldHealthDay	8	9 #NationalUnicornDay #GinAndTonicDay
10	11	12	13 #ScrabbleDay	14	15 #GoodFriday	16
17 #HappyEaster	18 Bank Holiday	19 #NationalGarlicDay	20	21 #NationalTeaDay #WorldInnovationDay #KnowYourCustomers Pub21, Excel	22 #EarthDay Pub21, Excel	23 #StGeorgesDay Pub21, Excel
24	25 Farm Shop & Deli Show	26 Farm Shop & Deli Show	27 Farm Shop & Deli Show	28	29	30

**Tip  
of the  
Month**

*Graphics. If you're on a budget and struggling to get images for your posts, try creating graphics using a social media tool.*



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# May

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>1</b> <ul style="list-style-type: none"> <li>Egg Month</li> <li>Asparagus Month</li> <li>National Strawberry Month</li> </ul>	<b>2</b> <b>#MayDay</b> Bank Holiday	<b>3</b>	<b>4</b> <b>#MayThe4thBeWithYou</b> (Star Wars Day) National Weaning Week 4th - 8th	<b>5</b> Badminton Horse Trials 5th - 9th	<b>6</b> <b>#NationalBeverageDay</b> <b>#SavignonBlancDay</b>	<b>7</b> <b>#PackagingDesignDay</b> National Doughnut Week 7th - 15th
<b>8</b> <b>#WorldFairtradeDay</b>	<b>9</b> Celiac Awareness Week 9th - 15th	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b> <b>#WorldCocktailDay</b>	<b>14</b>
<b>15</b> <b>#WorldBakingDay</b>	<b>16</b> Vegetarian Week 16th - 22nd	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b> <b>#WorldBeeDay</b>	<b>21</b> <b>#WorldWhiskeyDay</b>
<b>22</b>	<b>23</b>	<b>24</b> Chelsea Flower Show <b>#AsparagusDay</b>	<b>25</b> Chelsea Flower Show	<b>26</b> Chelsea Flower Show	<b>27</b> Chelsea Flower Show	<b>28</b> Chelsea Flower Show <b>#WorldHungerDay</b>
<b>29</b> <b>#NationalBiscuitDay</b>	<b>30</b> National BBQ Week 30th - 5th June	<b>31</b> Suffolk Show				
<div> <div> <b>Tip</b> of the Month             </div> <div> <i>Scheduling and automation. Free up your time to engage more with your audience. Schedule your posts using scheduling tools.</i> </div> </div>						
						



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# June

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 #WorldMilkDay Suffolk Show	2 #RockyRoadDay Bath & West Show The Big Jubilee Lunch 2nd - 5th Spring Bank Holiday / Platinum Jubilee Bank Holiday	3 #NationalEggDay #DonutDay #FishAndChipDay Spring Bank Holiday / Platinum Jubilee Bank Holiday Bath & West Show	4 #CheeseDay #NationalBubblyDay Bath & West Show
5 #WorldEnvironmentDay	6	7	8	9	10 #MakingLifeBeautiful	11 #WorldGinDay
12 Open Farm Sunday #OpenFarmSunday #FalafelDay	13	14 Healthy Eating Week 14th - 20th	15 #BeerDayBritain Taste, London	16 BBC Good Food Show Summer, NEC Taste, London	17 #EatYourVegetablesDay BBC Good Food Show Summer, NEC Taste, London	18 #InternationalPicnicDay Picnic Week 18th - 26th BBC Good Food Show Summer, NEC Taste, London
19 #HappyFathersDay #SummerSolstice BBC Good Food Show Summer, NEC Taste, London	20	21 #SummerSolstice	22 Glastonbury	23 Glastonbury	24 #InternationalFairyDay Glastonbury	25 Glastonbury Shrewsbury Food Festival
26 Glastonbury Shrewsbury Food Festival	27 #PineappleDay Glastonbury Wimbledon 2020 27th - 10th July	28 Henley Regatta	29 Henley Regatta	30 #SocialMediaDay Henley Regatta		
	<b>Tip of the Month</b> <i>Call to Action. Don't forget to guide your customers to your website or a link to purchase and learn more about your brand. Test a few Call to Action messages to see what works best for you.</i>					



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# July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
#PlasticFreeJuly					1 Allery & Free From Show, Olympia Henley Regatta	2 Allery & Free From Show, Olympia Henley Regatta
3 #ChocolateWaferDay Allery & Free From Show, Olympia Henley Regatta	4 Imbibe, Olympia RHS Hampton Court Flower Show	5 Imbibe, Olympia RHS Hampton Court Flower Show	6 RHS Hampton Court Flower Show	7 #WorldChocolateDay RHS Hampton Court Flower Show	8 RHS Hampton Court Flower Show	9 RHS Hampton Court Flower Show
10	11 #MojitoDay	12 #NationalSimplicityDay	13 #FrenchFryDay	14	15	16 #CherryDay
17 #NationalIceCreamDay #WorldEmojiDay	18	19 Bread & Jam Festival	20 #NationalLollipopDay Bread & Jam Festival RHS Tatton Park	21 #KnowYourCustomers Latitude Festival RHS Tatton Park	22 Game Fair, Herts Car Fest North Latitude Festival RHS Tatton Park	23 Game Fair, Herts Car Fest North Latitude Festival Yorshire Dales Food Festival RHS Tatton Park
24 #TequilaDay Game Fair, Herts Car Fest North RHS Tatton Park Yorshire Dales Food Festival	25 #WineAndCheese Christmas in July	26	27	28 #MilkChocolateDay	29	30 #FriendshipDay
31 #NationalTreeDay	<p><b>Tip of the Month</b></p> <p><i>"A/B testing. Test multiple headlines or messages with the same piece of content/ image to see which generates a better response."</i></p>					



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# August

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3 #WatermelonDay #WhiteWineDay	4	5 #InternationalBeerDay	6 #MustardDay
7	8 National Allotment Week 8th - 14th Afternoon Tea Week 8th - 14th	9 #BookLoversDay	10	11	12 Shrewsbury Flower Show	13 #ProseccoDay Shrewsbury Flower Show
14 Shrewsbury Flower Show	15	16 #NationalRumDay	17	18 #FajitaDay #PinotNoirDay	19 #WorldPhotoDay	20
21	22 #NationalPlantMilkDay	23 #SpongeCakeDay	24	25	26 #NationalBurgerDay Big Feastival Car Fest South	27 Big Feastival Car Fest South
28 Big Feastival Car Fest South Hampton Court Food Festival	29 #ChopSueyDay Bank Holiday Monday Hampton Court Food Festival	30	31			
<div> <div>Tip of the Month</div> <div>Be Consistent. A feed that looks cohesive, regular posts and consistent use of your brand messaging and colours to your target audience(s) will help you to be relevant to them, and get results.</div> </div>						



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# September

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Sourdough September Organic September				1 #NationalTofuDay Love Lamb Week 1th - 7th	2 Chatsworth Country Fair	3 Chatsworth Country Fair
4 #InternationalBaconDay Chatsworth Country Fair	5 #WorldSamosaDay Zero Waste Week 5th - 11th Great Taste Golden Forks Speciality Fine Food Show, Olympia	6 Speciality Fine Food Show, Olympia	7 #NationalBeerLoversDay #WorldSalamiDay	8	9 Ludlow Food Festival	10 #NationalSwapIdeasDay Ludlow Food Festival
11 Ludlow Food Festival	12	13	14 Lunch, Excel	15 Lunch, Excel	16	17 Abergavenny Food Festival
18 British Food Fortnight 18th - 3rd Oct Abergavenny Food Festival	19	20 #WeekOfHappinessAtWork	21	22 #DoodleDay	23	24 Thame Food Festival Aldeburgh Food & Drink Festival
25 Thame Food Festival Aldeburgh Food & Drink Festival	26	27	29	29 #WorldSchoolMilkDay #WorldMarmiteDay	30 #PodcastDay	
<div> <div>Tip of the Month</div> <div> <p>Interact with your audience. Answer questions promptly, interact where you see conversations you can add value to and ask questions. Engage to show that a real person sits at the other side, not a robot.</p> </div> </div>						



# October

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

						1 #CoffeeDay #WorldVegetarianDay
2 London Marathon	3	4 #TacoDay	5	6	7	8
9 #BeerAndPizzaDay	10 #CakeDecoratingDay #WorldPorridgeDay	11	12 #NationalFarmersDay	13	14 #WorldEggDay National Baking Week 14th - 19th	15 #WorldFoodDay
16	17	18	19 #GinAndTonicDay	20 #KnowYourCustomers #InternationalChefsDay	21 #AppleDay	22 #WorldNutDay
23	24 #Diwali	25 #WorldPastaDay	26 #NationalPumpkinDay	27	28	29 #OatmealDay
30 #ExtraVirginOliveOilDay Clocks Go Back	31 #HappyHalloween Spirit of Christmas	<p><b>Tip of the Month</b></p> <p><i>Competitions. Offer a great value giveaway/competition. Something irresistible to your audience. Ask your audience to share the competition so they do the heavy lifting for you.</i></p>				



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# November

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
• World Vegan Month		1 #WorldVeganDay Spirit of Christmas	2 Spirit of Christmas	3 #SandwichDay #InternationalStoutDay Spirit of Christmas	4 #NationalCandyDay Spirit of Christmas	5 #BonfireNight Spirit of Christmas
6 Spirit of Christmas	7	8 #CappuccinoDay	9 Country Living, London	10 #WorldScienceDay Country Living, London	11 Country Living, London	12 #PizzaWithEverythingDay Country Living, London
13 #WorldKindnessDay Country Living, London	14 #SpicyGuacamoleDay #NationalPickleDay	15	16 #FastFoodDay	17	18	19
20 #StirItUpSunday	21	22	23 #EspressoDay	24 #ThanksGiving BBC Good Food Show NEC	25 #BlackFriday BBC Good Food Show NEC	26 #CakeDay BBC Good Food Show NEC
27 BBC Good Food Show NEC	28 #CyberMonday	29	30			
<b>Tip of the Month</b>		<b>Promotion.</b> Promote to expand your reach. Mind-blowing content needs to be seen! Collaborate with influencers. Leverage other platforms e.g. email subscribers can be asked to sign up to social media.				



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# December

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
• National Fruit Cake Month				1	2 #EnglishBreakfastDay	3 #CookieDay
4	5	6 #NationalGazpachoDay	7	8 #NationalBrownieDay	9 #ChristmasJumperDay	10
11	12 #GingerBreadHouseDay	13	14	15 #NationalCupcakeDay	16	17 #NationalMapleSyrupDay
18 #BakeCookiesDay	19	20 #NationalSangriaDay	21	22	23	24 #NationalEggnogDay
25 #MerryChristmas National Holiday	26 National Holiday	27 #NationalFruitCakeDay	28	29	30 #NationalBaconDay	31 #NYE2022
<div> <div>Tip of the Month</div> <div> <p>Monitor and measure. Focus on metrics that bring a forensic approach to understanding impact. E.g. reach and impressions, conversions, engagement, video view retention rate.</p> </div> </div>						



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*Don't take our word for it.* Here's what some of our clients have to say about The Food Marketing Experts' work

*We really enjoyed working with the team at The Food Marketing Experts, they shared great knowledge of the industry and were always thinking ahead in terms of how to help Cakehead drive sales. Their industry knowledge and expertise were of huge benefit to the project.*

Helen Finnegan, Owner  
Cakehead

**CAKEHEAD®**  
BEYOND BAKING



*The team at The Food Marketing Experts worked as an extension of our in-house resource to drive brand awareness and encourage increased engagement. We have really enjoyed working with the team who successfully introduced us to great new audiences – and also produced some fantastic new recipes to demonstrate innovative ways in which to enjoy Aloha65. The serves they suggested enabled us to gain more coverage and inspired our customers.*

Nick Hassall – MD  
Aloha 65



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\* All dates & events correct at the time of the creation of this document.