



GOVERNMENT®
SOCIAL MEDIA

**2024 OBSERVANCE
CALENDAR
ROUNDUP**

2023 2024 2025

A NOTE FROM TEAM GSM

We empower government professionals to achieve mastery in social media through conferences, online training, and professional association membership.



Welcome to 2024!

Whether you're a socialgov pro or new to this role, it's great to meet you! We're Government Social Media®, and we empower government professionals to achieve mastery in social media.

Through yearly conferences, our professional association, member network and Facebook group, we connect with govies who handle social media and get you resources, training and more to help you become the best government social media professional. We hope you become part of this growing community, too! Connect here:

- [Social Media Tip of the Week Newsletter](#)
- [Community Facebook Group](#)
- [Free GSM network](#) (available to full/part-time government and educational institution employees)
- [Professional association](#)
- [2024 Government Social Media Conference](#) (April 16-18 in Palm Springs, CA or virtual)

We'll see you throughout the year!

How to use this observance calendar

This resource is a roundup of some of the observed days happening in 2024 you might want to consider building content for – or be mindful of – when planning your content calendar for your government social media accounts. We encourage you to always research the meaning of observed days, double check dates and listen to not only what's happening on social media, but also in your greater community, before posting.

Please keep in mind that this is not meant to be a full list of observances and we encourage you to check with your state/county for any area-specific days or with your peers in our [GSM Facebook Community Group](#) or [free GSM network](#). Other helpful resources for additional observances include [List of National Days](#), [National Today, Ready.Gov's Preparedness Calendar](#), [NWS Awareness and Preparedness Calendar](#), or the [United Nations List of International Days and Weeks](#).

Viewing this on your computer? Underlined portions are clickable and fields are fillable.

2023 2024 2025

2024 OBSERVATION CALENDAR ROUNDUP

Use this helpful roundup of some of the observed days happening in 2024 you might want to build content for – or be mindful of – for your government social media accounts.



JANUARY

Throughout the month

- Celebration of Life Month
- [Cervical Health Awareness Month](#)
- [Family Fit Lifestyle Month](#)
- Financial Wellness Month
- Get Organized Month
- [Human Trafficking Prevention Month](#)
- International Creativity Month
- Learn to Ski and Snowboard Month
- [March of Dimes Birth Defects Prevention Month](#)
- [National Bath Safety Month](#)
- [National Blood Donor Month](#)
- National Book Blitz Month
- [National Braille Literacy Month](#)
- National Hobby Month
- [National Mentoring Month](#)
- [National Poverty in America Awareness Month](#)
- [National Skating Month](#)
- [National Slavery and Human Trafficking Prevention Month](#)
- [National Train Your Dog Month](#)
- [National Volunteer Blood Donor Month](#)
- [Stalking Awareness Month](#)
- Teen Driving Awareness Month
- Walk Your Dog Month

Weeks

- | | | | |
|--------------|--|---------------------|---|
| 1-7 | New Year's Resolutions Week | 21-27 | National Healthy Weight Week |
| 14-20 | Home Office Safety and Security Week | 21-27 | Kiss a Shark Week |
| 20-27 | International Snowmobile Safety Awareness Week | 21-27 | National School Choice Week |
| 21-27 | Data Privacy Week | Jan 29-Feb 2 | Tax Identity Theft Week |

Days

- | | |
|---|--|
| 1 Copyright Law Day | 15 Martin Luther King Jr. Day |
| 1 Ellis Island Day | 16 National Religious Freedom Day |
| 1 Global Family Day | 16 Prohibition Remembrance Day |
| 1 Haitian Independence Day | 17 Benjamin Franklin Day |
| 1 International Public Domain Day | 17 <u>Kid Inventors Day.</u> |
| 1 <u>Mummers Parade</u> | 17 Museum Selfie Day |
| 1 National Ice Skating Day | 18 <u>Stalking Awareness Day of Action</u> |
| 1 New Year's Day | 20 Day of Acceptance |
| 1 Polar Bear Plunge Day | 20 Take a Walk Outdoors Day |
| 1 Rose Bowl Game & Tournament of Roses Parade | 21 World Religion Day |
| 2 55 MPH Speed Limit Day | 21 <u>World Snow Day.</u> |
| 2 National Pet Travel Safety Day | 22 Better Business Communication Day |
| 3 International Mind-Body Wellness Day | 22 Celebration of Life Day |
| 3 National Write to Congress Day | 22 Roe vs. Wade Day |
| 4 <u>World Braille Day.</u> | 23 First Philippine Republic Day |
| 6 Anniversary of Capitol Riot | 24 Change a Pet's Life Day |
| 6 Feast of the Epiphany | 24 <u>International Day of Education</u> |
| 7 Orthodox Christmas Day | 24 Library Shelfie Day |
| 9 National Law Enforcement Appreciation Day | 25 <u>NASA's Day of Remembrance</u> |
| 10 National Cut Your Energy Costs Day | 26 Indian Republic Day |
| 10 National Save the Eagles Day | 26 <u>International Customs Day.</u> |
| 11 Cigarettes are Hazardous to Your Health Day | 26 <u>International Environmental Education Day.</u> |
| 11 <u>National Human Trafficking Awareness Day.</u> | 27 <u>International Holocaust Memorial Day.</u> |
| 13 <u>Korean American Day.</u> | 27 National Geographic Day |
| 14 National Dress Up Your Pet Day | 27 National Seed Swap Day |
| 14 Ratification Day | 27 Vietnam Peace Day |
| 15 Elementary School Teacher Day | 28 Data Privacy Day |
| | 29 Seeing-Eye Guide Dog Anniversary |

What are socialgov goals you have in mind for 2024? Write them down here! We also added a few checklist items to help get you started:

☐

Review/update our internal & external social media policies

☐☐☐☐

Go to GSMCON2024 in April!

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Attend a live training webinar in the GSM professional association

☐☐☐☐

Practice my socialgov self-care

☐☐☐☐

Check out resources on the GSM Blog!

2024 OBSERVATION CALENDAR ROUNDUP

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FEBRUARY

Throughout the month

- Adopt a Rescued Rabbit Month
- [American Heart Month](#)
- [Black History Month](#)
- [Canned Food Month](#)
- [Dog Training Education Month](#)
- Ethnic Equality Month
- [Financial Aid Awareness Month](#)
- [National Bird Feeding Month](#)
- [National Cancer Prevention Month](#)
- National Cat Health Month
- National Library Lovers Month
- Responsible Pet Owners Month
- Spay/Neuter Awareness Month
- [Teen Dating Violence Month](#)
- Youth Leadership Month

Weeks

- | | | | |
|-------------|---|-----------------------------|--|
| 1-7 | World Interfaith Harmony Week | 11-17 | Random Acts of Kindness Week |
| 4-10 | National Burn Awareness Week | Feb 14-
March 28 | Lent |
| 5-9 | National School Counseling Week | Feb 26-
March 3 | National Invasive Species Awareness Week |
| 7-13 | African Heritage and Health Week | Feb 25-
March 2 | Peace Corps Week |
| 7-15 | International Black Women in the Arts | | |

Days

- | | | | |
|----------|--|----------|---|
| 1 | Change Your Password Day | 1 | National Freedom Day |
| 1 | Conservatorship and Guardianship Abuse Awareness Day | 1 | Day of Remembrance and Respect to Victims of the Communist Regime |

Days continued

- | | |
|--|---|
| 1 National Texas Day | 12 National Freedom to Marry Day |
| 1 World Hijab Day | 13 Black Love Day |
| 2 Groundhog Day | 13 Canada's Agriculture Day |
| 2 National River Day | 13 Extraterrestrial Culture Day |
| 2 World Wetlands Day | 13 Galentine's Day |
| 3 National Missing Persons Day | 13 Mardi Gras |
| 3 Take Your Child to the Library Day | 13 World Radio Day |
| 4 Facebook's Birthday | 14 Ash Wednesday |
| 4 International Day of Human Fraternity | 14 Frederick Douglass Day |
| 4 National Thank a Mail Carrier Day | 14 International Book Giving Day |
| 4 World Cancer Day | 14 Library Lovers' Day |
| 5 Disaster Day | 14 National Black Literacy Day |
| 6 International Day of Zero Tolerance to Female Genital Mutilation | 14 National Donor Day |
| 6 Safer Internet Day | 14 Pet Theft Awareness Day |
| 7 National Black HIV/AIDS Awareness Day | 14 Read to Your Child Day |
| 7 World Read Aloud Day | 14 Valentine's Day |
| 8 National Iowa Day | 15 Nirvana Day |
| 10 Chinese New Year | 15 School Resource Officer Appreciation Day |
| 10 Korean New Year | 15 Susan B. Anthony Day |
| 10 Lunar New Year | 16 National Caregivers Day |
| 10 Sonam Lhosar | 17 Random Acts of Kindness Day |
| 10 Vietnamese New Year (Tet) | 19 Presidents Day |
| 10 World Pulses Day | 19 U.S. Coast Guard Reserve Birthday |
| 11 International Day of Women and Girls in Science | 20 National Love Your Pet Day |
| 11 Super Bowl LVIII | 20 World Day of Social Justice |
| 12 NAACP Day | 21 International Mother Language Day |
| | 22 National Wildlife Day |

Days continued

23 International Stand Up to Bullying Day

26 Black Lives Matter Day

27 Special Operations Forces Day

27 World Spay Day

28 National Science Day

29 Leap Day

Write in any other dates specific to your agency or mission for February:



Get your ticket today!
We'll see you at the premier
social media conference for
government agencies.

GSMCON.com

2024 OBSERVATION CALENDAR ROUNDUP

Use this helpful roundup of some of the observed days happening in 2024 you might want to build content for – or be mindful of – for your government social media accounts.



MARCH

Throughout the month

- [American Red Cross Month](#)
- [Developmental Disabilities Awareness Month](#)
- Gender Equality Month
- Greek American Heritage Month
- Irish-American Heritage Month
- [Music in Our Schools Month](#)
- [National Multiple Sclerosis Education and Awareness Month](#)
- [National Reading Month](#)
- [Social Work Month](#)
- [Women's History Month](#)
- [Youth Art Month](#)

Weeks

- 1-7** [National Invest in Veterans Week](#)
- 2-5** International Women's Week
- 3-9** [National Consumer Protection Week](#)
- 3-9** [National School Social Work Week](#)
- 3-9** [Women in Construction Week](#)
- 4-8** [National School Breakfast Week](#)
- 4-10** [Women of Aviation Worldwide Week](#)
- 10-16** [AmeriCorps Week](#)
- 10-16** [National Groundwater Awareness Week](#)

- Mar 10-
April 8** Ramadan
- Mar 17-
April 8** [March Madness](#)
- 17-23** [National Poison Prevention Week](#)
- 17-23** National Agriculture Week
- 17-23** Schools Library Media Center Week
- Mar 20-
April 14** [Cherry Blossom Festival](#)
- 24-30** Holy Week
- 24-30** [National Tsunami Awareness Week](#)
- 24-30** National Protocol Officers Week

Days

- 1-2** [Global Day of Unplugging](#)
- 1** National Day of Unplugging
- 1** National Employee Appreciation Day
- 1** Peace Corps Day
- 1** [World Compliment Day](#)
- 1** [World Seagrass Day](#)
- 1** [Zero Discrimination Day](#)
- 2** [Iditarod Race](#)
- 2** [National Read Across America Day](#)
- 2** World Teen Mental Wellness Day
- 3** [Navy Reserve Birthday](#)
- 3** [World Hearing Day](#)
- 3** [World Wildlife Day](#)
- 7** [World Book Day](#)
- 8** [International Women's Day](#)
- 10** Daylight Savings
- 10** [International Day of Women Judges](#)
- 10** Ramadan Begins
- 11** Commonwealth Day Canada
- 11** National COVID-19 Day
- 11** [World Day of Muslim Culture, Peace, Dialogue and Film](#)
- 13** National Good Samaritan Day
- 13** [National K9 Veterans Day](#)
- 14** [International Day of Action for Rivers](#)
- 14** Pi Day
- 14** Science Education Day
- 15** International Day Against Police Brutality
- 15** [International Day to Combat Islamophobia](#)
- 16** [Black Press Day](#)
- 16** [Freedom of Information Day](#)
- 17** Evacuation Day
- 17** St. Patrick's Day
- 18** [Global Recycling Day](#)
- 18** Transit Driver Appreciation Day
- 19** [National Agriculture Day](#)
- 19** Spring Equinox
- 20** Bibliomania Day
- 20** [International Day of Happiness](#)
- 20** [National Native HIV/AIDS Awareness Day](#)
- 20** [Won't You Be My Neighbor Day](#)
- 21** [American Immigration Lawyers Association Day of Action](#)
- 21** [International Day for the Elimination of Racial Discrimination](#)
- 21** [International Day of Forests](#)
- 21** [International Nowruz Day](#)
- 21** National Renewable Energy Day
- 22** [World Water Day](#)
- 23-24** Purim
- 23** [World Meteorological Day](#)
- 24** National Women of Color in Tech Day
- 24** Palm Sunday
- 25** Holi
- 25** [International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade](#)
- 27** Manatee Appreciation Day
- 29** Good Friday
- 29** [National Vietnam War Veterans Day](#)
- 30** National Take a Walk in the Park Day
- 31** [Transgender Day of Visibility](#)

Let's take a break three months in and take a moment to talk **socialgov wellness**! Your self-care in a difficult field like government social media is crucial — how can you make sure you're practicing it? Take a moment to write down a few ways you can prioritize YOU!

☐☐☐☐☐☐☐☐

Here are some helpful websites on self-care:

- [American Psychological Association: Building your resilience](#)
- [National Alliance on Mental Illness](#)
- [World Mental Health Day Campaign Materials](#)



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APRIL

Throughout the month

- [Animal Cruelty Prevention Month](#)
- [Arab-American Heritage Month](#)
- [Autism Awareness Month](#)
- Black Women's History Month
- Canine Fitness Month
- [Car Care Month](#)
- Celebrate Diversity Month
- [Child Abuse Prevention Month](#)
- [Distracted Driving Awareness Month](#)
- Earth Month
- [Fair Housing Month](#)
- [Genocide Awareness Month](#)
- [Keep America Beautiful Month](#)
- Multicultural Communications Month
- [National Alcohol Awareness Month](#)
- [National Deaf History Month](#)
- [National Donate Life Month](#)
- [National Garden Month](#)
- [National Minority Health Month](#)
- National Pet First Aid Awareness Month
- [National Safe Digging Month](#)
- [National Social Security Month](#)
- National Volunteer Month
- Physical Wellness Month
- Records and Information Management Month
- [Sikh Heritage Month \(Canada\)](#)
- [School Library Month](#)
- Scottish-American Heritage Month
- [Sexual Assault Awareness Month](#)
- [Stress Awareness Month](#)

Weeks

- | | |
|--|--|
| 1-7 National Public Health Week | 7-13 National Library Week |
| 2-8 International Dark Sky Week | 14-20 National Animal Control Officer Appreciation Week |
| 4-9 National Wildlife Week | |
| 6-14 National Robotics Week | 14-20 National Dog Bite Prevention Week |

Weeks continued

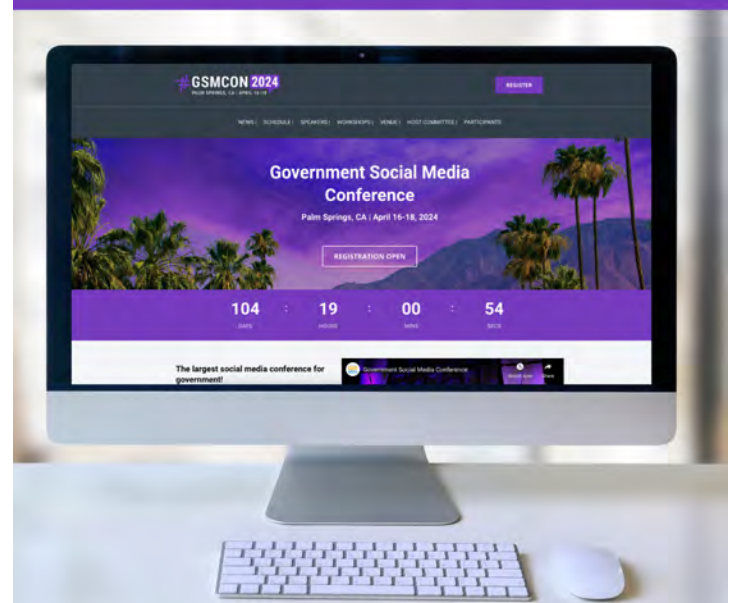
- 14-20** [National Public Safety Telecommunicators Week](#)
- 15-21** [World Creativity & Innovation Week](#)
- 17-21** [National Work Zone Awareness Week](#)
- 19-23** [National Environmental Education Week](#)
- 20-28** [National Park Week](#)
- Apr 20-May 2** [Ridvan Festival](#)
- 21-27** [Administrative Professionals Week](#)
- 21-27** [National Crime Victim's Rights Week](#)

- 21-27** [National Volunteer Week](#)
- 22-26** [Every Kid Healthy Week](#)
- 22-29** [National Infant Immunization Week](#)
- 22-26** [National Playground Safety Week](#)
- 22-26** [National Youth Violence Prevention Week](#)
- 22-30** [Passover](#)
- 24-30** [World Immunization Week](#)
- Apr 28-May 4** [Canadian Children's Book Week](#)
- Apr 28-May 4** [National Small Business Week](#)
- Apr 28-May 4** [Preservation Week](#)

Days

- 1** April Fool's Day
- 1** Assyrian New Year
- 1** Easter Monday
- 1** U.S. Air Force Academy Day
- 1** [White House Easter Egg Roll](#)
- 2** International Children's Book Day
- 2** [SAAM Day of Action](#)
- 2** [World Autism Awareness Day](#)
- 3** [#SafePlaceSelfie Day](#)
- 3** World Aquatic Animal Day
- 4** [International Day for Mine Awareness and Assistance in Mine Action](#)
- 4** [National School Librarian Day](#)
- 5** National Self-Care Day
- 6** [Army Day](#)
- 6** Drowsy Driver Awareness Day
- 6** National Student-Athlete Day

Deadline! Get your virtual ticket before April 11 to attend GSMCON2024 online.



[GSMCON.com](https://gsmcon.com)

Days continued

- 7 [International Day of Reflection on the Genocide in Rwanda](#)
- 7 [World Health Day](#)
- 8 National Dog Fighting Awareness Day
- 9 Eid al-Fitr
- 9 [National Former Prisoner of War Recognition Day](#)
- 9 [National Library Workers Day](#)
- 10 [National Library Outreach Day](#)
- 10 [National Youth HIV and AIDS Awareness Day](#)
- 11 National Pet Day
- 11 [World Parkinson's Day](#)
- 12 Day of Silence
- 12 [International Day for Human Space Flight](#)
- 13 International Plant Appreciation Day
- 13 National Catch and Release Day
- 14 [Air Force Reserve Birthday](#)
- 14 National Donate a Book Day
- 14 National Gardening Day
- 14 National Look Up at the Sky Day
- 15 Tax Day
- 15 Titanic Remembrance Day
- 15 [World Art Day](#)
- 16-18 [GSMCON2024 in Palm Springs, CA or virtually from wherever you are!](#)
- 16 National Librarian Day
- 16 Save the Elephant Day
- 17 International Bat Appreciation Day
- 17 Youth Homelessness Matters Day
- 18 Support Teen Literature Day
- 20 [Healthy Kids Day](#)
- 20 Volunteer Recognition Day
- 21 Thank You for Libraries Day
- 21 [World Creativity and Innovation Day](#)
- 22 [Earth Day](#)
- 23 [Army Reserve Birthday](#)
- 23 Canada Book Day
- 23 National Picnic Day
- 23 School Bus Driver Appreciation Day
- 24 [Administrative Professionals Day](#)
- 24 Armenian Genocide Remembrance Day
- 24 Secretary Day
- 25 [Take Our Daughters and Sons to Work Day](#)
- 25 World Penguin Day
- 26 Audubon Day
- 26 [Arbor Day](#)
- 26 [International Chernobyl Disaster Remembrance Day](#)
- 26 [World Intellectual Property Day](#)
- 27 Marine Mammal Rescue Day
- 27 National Go Birding Day
- 27 National Pool Opening Day
- 28 National Pet Parents Day
- 28 National Superhero Day
- 28 Occupational Safety & Health Day
- 28 [World Day for Safety and Health at Work](#)
- 30 National Adopt A Shelter Pet Day

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MAY

Throughout the month

- [ALS Awareness Month](#)
- [American Wetlands Month](#)
- [Asian American, Native Hawaiian, and Pacific Islander Heritage Month](#)
- [Be Kind to Animals Month](#)
- [Better Hearing and Speech Month](#)
- [Building Safety Month](#)
- [Chip Your Pet Month](#)
- [Clean Air Month](#)
- [Family Wellness Month](#)
- [Garden for Wildlife Month](#)
- [Global Youth Traffic Safety Month](#)
- [Haitian Heritage Month](#)
- [Jewish American Heritage Month](#)
- [Labor History Month](#)
- [Latino Books Month](#)
- [Lupus Awareness Month](#)
- [Mental Health Awareness Month](#)
- [Military Appreciation Month](#)
- [Motorcycle Safety Awareness Month](#)
- [National Bicycle Safety Month](#)
- [National Foster Care Month](#)
- [National Get Caught Reading Month](#)
- [National Inventors Month](#)
- [National Pet Month](#)
- [National Preservation Month](#)
- [National Water Safety Month](#)
- [National Wildfire Awareness Month](#)
- [Older Americans Month](#)
- [Small Business Month](#)
- [Stroke Awareness Month](#)
- [Women's Health Month](#)

Weeks

- 1-7** [Deaf Awareness Week](#)
- 1-7** [Hurricane Preparedness Week](#)
- 1-7** [National Physical Education and Sport Week](#)
- 4-5** [National Fallen Firefighters Memorial Weekend](#)
- 5-11** [Amphibian Week](#)
- 5-11** [International Composting Awareness Week](#)

Weeks continued

- | | |
|---|---|
| 5-11 National Correctional Officers Week | 6-10 Teacher Appreciation Week |
| 5-11 National Pet Week | 12-18 National Hospital Week |
| 5-11 North American Occupational Safety & Health Week | 12-18 National Police Week |
| 5-11 Public Service Recognition Week | 12-18 National Prevention Week |
| 6-12 Canada Emergency Preparedness Week | 12-18 National Women's Health Week |
| 6-10 Construction Safety Week | 13-19 Mental Health Awareness Week |
| 6-12 National Nurses Week | 18-24 National Safe Boating Week |
| 6-12 Children's Book Week | 19-25 National Emergency Medical Services Week |
| | 19-25 Public Works Week |

Days

- | | |
|--|--|
| 1 School Principals' Day | 7 National Children's Mental Health Awareness Day |
| 1 Silver Star Service Banner Day | 7 National Fentanyl Awareness Day |
| 2 National Day of Prayer | 7 National Foster Care Day |
| 3 National Space Day | 7 National Teacher Appreciation Day |
| 3 National Specially-Abled Pets Day | 8 National Receptionists Day |
| 3 School Lunch Hero Day | 10 National Military Spouse Appreciation Day |
| 3 World Press Freedom Day | 10 National Public Gardens Day |
| 4 Kent State Shootings Remembrance | 10 National Small Business Day |
| 4 Kentucky Derby | 11 World Migratory Bird Day |
| 4 National Fitness Day | 12 Mother's Day |
| 4 Star Wars Day | 13 Children of Fallen Patriots Day |
| 4 Wildfire Community Preparedness Day | 15 Buddha's Birthday |
| 5 Cinco de Mayo | 15 National Senior Fraud Awareness Day |
| 5 International Firefighters' Day | 15 Peace Officers Memorial Day |
| 5 Museum Lover's Day | 16 Global Accessibility Awareness Day |
| 5 World Hand Hygiene Day | 16 National Do Something Good for Your Neighbor Day |
| 6 Great Lakes Awareness Day | |
| 6 Holocaust Remembrance Day | |
| 6 May Day | |
| 6 National Nurses Day | |

Days continued

- 17 [Endangered Species Day](#)
- 17 [International Day Against Homophobia, Transphobia and Biphobia](#)
- 17 Virtual Assistants Day
- 17 Walk Safely to School Day
- 18 [International Museum Day](#)
- 18 [National Armed Forces Day](#)
- 18 National Learn to Swim Day
- 18 National River Cleanup Day
- 19 Celebrate Your Elected Officials Day
- 19 [National Asian and Pacific Islander HIV/AIDS Awareness Day](#)
- 19 [National Rescue Dog Day](#)
- 20 National Women in Aerospace Day
- 20 [World Bee Day](#)
- 21 [World Day for Cultural Diversity for Dialogue and Development](#)
- 22 [Emergency Medical Services for Children Day](#)
- 22 [International Day for Biological Diversity](#)
- 23 [World Turtle Day](#)
- 24 National Scavenger Hunt Day
- 25 [National Missing Children's Day](#)
- 27-28 Ascension of Bahá'u'lláh
- 27 Memorial Day
- 28 [World Hunger Day](#)
- 29 [International Day of United Nations Peacekeepers](#)
- 29 Mount Everest Day
- 29 [World Otter Day](#)
- 30 National E-Bike Day
- 31 National Heat Awareness Day
- 31 [World Foster Day](#)
- 31 [World No Tobacco Day](#)

Check out this helpful resource!

**Social Media Image Sizes
2024**

**SocialGov guide:
2024 social media image sizes**

Write in any other dates specific to your agency or mission for May:

2024 OBSERVATION CALENDAR ROUNDUP

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JUNE

Throughout the month

- [African-American Music Appreciation Month](#)
- Audiobook Month
- Black Lives Matter Month
- [Black Music Month](#)
- [Caribbean-American Heritage Month](#)
- [Children's Awareness Month](#)
- Effective Communications Month
- [Fireworks Safety Month](#)
- [Great Outdoors Month](#)
- Gun Violence Awareness Month
- [National Adopt a Cat Month](#)
- National Camping Month
- National Foster a Pet Month
- National Homeownership Month
- [National Immigrant Heritage Month](#)
- [National Indigenous History Month \(Canada\)](#)
- [National Men's Health Month](#)
- National Microchipping Month
- [National Oceans Month](#)
- [National Pet Preparedness Month](#)
- [National Pollinators Month](#)
- National Rivers Month
- [National Safety Month](#)
- National Zoo and Aquarium Month
- [Pride Month](#)
- Professional Wellness Month
- [PTSD Awareness Month](#)
- [June is also the start of Hurricane season.](#)

Weeks

- | | | | |
|------------|--|--------------|--|
| 1-7 | <u>National CPR and AED Awareness Week</u> | 3-7 | <u>Canadian Environment Week</u> |
| 1-9 | <u>National Fishing and Boating Week</u> | 10-16 | <u>International Men's Health Week</u> |
| 2-8 | <u>National Garden Week</u> | 14-19 | Hajj |

Weeks continued

16-22 [Lightning Safety Awareness Week](#)

16-22 National Grasslands Week

16-22 [National Public Service Week \(Canada\)](#)

17-23 Animal Rights Awareness Week

17-23 [Pollinator Week](#)

17-22 [Waste and Recycling Workers Week](#)

20-26 [National Mosquito Control Awareness Week](#)

24-30 [Rail Safety Week](#)

**30-
July 6** [Wildland Firefighter Week of Remembrance](#)

Days

1 National Black Bear Day

1 Go Barefoot Day

1 National Heimlich Maneuver Day

1 National Say Something Nice Day

1 [National Trails Day](#)

1 [World Reef Day](#)

2 [Native American Citizenship Day](#)

3 [World Bicycle Day](#)

4 [International Day of Innocent Children Victims of Aggression](#)

5 [International Day for the Fight Against Illegal, Unreported and Unregulated Fishing](#)

5 [World Environment Day](#)

6 [D-Day](#)

6 National Gardening Exercise Day

6 [National Higher Education Day](#)

6 World Pest Day

7 National Doughnut Day

7 National Gun Violence Awareness Day

7 [World Food Safety Day](#)

8 [Caribbean-American HIV/AIDS Awareness Day](#)

8 [Family Health & Fitness Day](#)

8 National Best Friends Day

8 [World Ocean Day](#)

9 [Race Unity Day](#)

10 National Bed Bug Prevention Day

11 Yarn Bombing Day

12 [Loving Day](#)

12 National Women Veterans Day

12 [World Day Against Child Labor](#)

13 National Weed Your Garden Day

14 [Army Birthday](#)

14 [Flag Day](#)

14 [World Blood Donor Day](#)

15 [Nature Photography Day](#)

15 [World Elder Abuse Awareness Day](#)

16-19 Eid al-Adha

**Join the GSM
professional
association!**

Unlock a support system
for government employees
handling social media.

GOVERNMENT
SOCIAL
MEDIA

government-social-media.com/association

Days continued

- | | |
|---|---|
| 16 Father's Day | 21 <u>National Pet Choking Prevention Day.</u> |
| 16 <u>World Sea Turtle Day.</u> | 22 <u>World Rainforest Day.</u> |
| 17 Global Garbage Man Day | 23 <u>International Women in Engineering Day.</u> |
| 18 International Picnic Day | 23 National Family Owned & Operated Business Day |
| 18 National Fishing Day | 23 <u>United Nations Public Service Day.</u> |
| 19 <u>Juneteenth</u> | 26 <u>International Day Against Drug Abuse and Illicit Trafficking</u> |
| 20 American Eagle Day | 26 <u>International Day in Support of Victims of Torture</u> |
| 20 Summer Solstice | 27 <u>National PTSD Awareness Day.</u> |
| 20 <u>World Refugee Day.</u> | 27 National Women's Fly Fishing Day |
| 21 <u>National Indigenous Peoples Day. (Canada).</u> | 28 National Insurance Awareness Day |
| 21 National Take Your Dog to Work Day | 30 <u>International Asteroid Day.</u> |
| 21 Selfie Day | 30 National Meteor Watch Day |
| 21 World Giraffe Day | 30 World Social Media Day |
| 21 World Motorcycle Day | |
| 21 World Music Day | |

Write in any other dates specific to your agency or mission for June:

HALFWAY THROUGH THE YEAR!

We're halfway through the year! How are your 2024 goals progressing? Use this space to help plan, write your next steps and stay motivated with your goals:

2024 OBSERVATION CALENDAR ROUNDUP

Use this helpful roundup of some of the observed days happening in 2024 you might want to build content for – or be mindful of – for your government social media accounts.



JULY

Throughout the month

- Bioterrorism/Disaster Education and Awareness Month
- French-American Heritage Month
- [Independent Retailer Month](#)
- [National Bison Month](#)
- National Fishing Month (July 24-August 30)
- National Grilling Month
- [National Ice Cream Month](#)
- National Lost Pet Prevention Month
- [National Minority Mental Health Awareness Month](#)
- [National Park and Recreation Month](#)
- National Pet Hydration Awareness Month
- [National Picnic Month](#)
- National Roadside Traffic Safety Awareness Month
- Social Wellness Month
- South Asian Heritage Month (July 18-Aug. 17)
- UV Safety Month
- Wild About Wildlife Month
- [Vehicle Theft Prevention Month](#)

Weeks

1-7 [Clean Beaches Week](#)

7-13 [Operation Safe Driver Week](#)

Days

- | | |
|--|---|
| 1 Canada Day | 2 World UFO Day |
| 1 National Postal Worker Day | 3 National Stay Out of the Sun Day |
| 1 National U.S. Postage Stamp Day | 4 Independence Day |
| 1 Second Half of the Year Day | 6 Dalai Lama's Birthday |
| 2 National Wildland Firefighter Day | 6 National Air Traffic Control Day |
| 2 World UFO Day | 6 Take Your Webmaster to Lunch Day |

Days continued

- 7-8** Islamic New Year
- 10** Don't Step On A Bee Day
- 10** Global Energy Independence Day
- 11** 7-11 Day
- 11** All American Pet Photo Day
- 11** National Swimming Pool Day
- 11** World Population Day
- 11** National Motorcycle Day
- 14** Bastille Day
- 14** International Non-Binary People's Day
- 14** National Be Nice to Bugs Day
- 14** Shark Awareness Day
- 15** National Pet Fire Safety Day
- 16** World Snake Day
- 17** National Hot Dog Day
- 17** World Emoji Day
- 18** Nelson Mandela International Day
- 19** Flight Attendant Safety Professionals' Day
- 20** National Moon Day
- 20** Space Exploration Day
- 21** National Ice Cream Day
- 23** National Women Touched by Addiction Day
- 24** International Self-Care Day
- 25** National Hire a Veteran Day
- 25** World Drowning Prevention Day
- 26** Americans with Disabilities Act Awareness Day
- 27** Black Women's Equal Pay Day
- 27** National Intern Day
- 27** National Korean War Veterans Armistice Day
- 28** Buffalo Soldiers Day
- 28** World Hepatitis Day
- 28** World Nature Conservation Day
- 29** National Chicken Wing Day
- 30** National Support Public Education Day
- 30** World Day Against Trafficking in Persons
- 31** National Mutt Day
- 31** World Ranger Day

Write in any other dates specific to your agency or mission for July:

Join GSMChat in the free GSM network!
Discuss & share ideas on different topics in
this text-only chat happening ever other week.



2024 OBSERVATION CALENDAR ROUNDUP

Use this helpful roundup of some of the observed days happening in 2024 you might want to build content for – or be mindful of – for your government social media accounts.



AUGUST

Throughout the month

- American Adventures Month
- [American Artist Appreciation Month](#)
- Back to School Month
- Black Business Month
- Family Fun Month
- [MedicAlert Awareness Month](#)
- Motorsports Awareness Month
- National Civility Month
- [National Immunization Awareness Month](#)
- [National Minority Donor Awareness Month](#)
- National Traffic Awareness Month
- [National Water Quality Month](#)
- National Wellness Month
- Summer Sun Safety Month

Weeks

- 1-7** [National Minority Donor Awareness Week](#)
- 4-10** International Assistance Dog Week
- 4-10** [National Farmers Market Week](#)
- 4-10** Stop on Red Week
- 25-29** [World Water Week](#)
- 25-31** [Be Kind to Humankind Week](#)

Days

- 1** Universal Birthday for Shelter Dogs
- 1** [National Minority Donor Awareness Day](#)
- 1** Woman Astronomers Day
- 1** World Wide Web Day
- 3** National Watermelon Day
- 4** American Family Day
- 4** [National Coast Guard Day](#)
- 5** Work Like a Dog Day
- 6** Farmworker Appreciation Day
- 6** Hiroshima Day
- 6** [National Night Out](#)
- 7** [National Lighthouse Day](#)

Days continued

- | | | | |
|--------------|---|--------------|--|
| 7 | <u>Purple Heart Day</u> | 19 | <u>World Photography Day</u> |
| 9 | Book Lover's Day | 20 | National Radio Day |
| 9 | <u>International Day of The World's Indigenous People</u> | 20 | World Mosquito Day |
| 10 | National S'mores Day | 20 | <u>International Day of Remembrance and Tribute to the Victims of Terrorism</u> |
| 10 | World Lion Day | 21 | Internet Self-Care Day |
| 12-13 | Tisha B'Av | 21 | National Senior Citizens Day |
| 12 | World Elephant Day | 22 | <u>International Day Commemorating the Victims of Acts of Violence Based on Religion or Belief</u> |
| 13 | International Left-Handers Day | 23 | <u>International Day for the Remembrance of the Slave Trade and its Abolition</u> |
| 14 | <u>National Navajo Code Talkers Day</u> | 24-25 | International Bat Night |
| 14 | World Lizard Day | 25 | <u>National Park Service Birthday</u> |
| 15 | National Back to School Prep Day | 26 | <u>National Dog Day</u> |
| 15 | National Relaxation Day | 26 | <u>Women's Equality Day</u> |
| 17 | International Geocaching Day | 30 | National Beach Day |
| 17 | International Homeless Animals Day | 30 | National Grief Awareness Day |
| 17 | World Honey Bee Day | 31 | <u>International Overdose Awareness Day</u> |
| 19 | <u>National Aviation Day</u> | | |
| 19 | <u>World Humanitarian Day</u> | | |

[#CityHallSelfie Day](#) is observed annually in August!

Write in any other dates specific to your agency or mission for August:

2024 OBSERVATION CALENDAR ROUNDUP

Use this helpful roundup of some of the observed days happening in 2024 you might want to build content for – or be mindful of – for your government social media accounts.



SEPTEMBER

Throughout the month

- [Animal Pain Awareness Month](#)
- [Baby Safety Month](#)
- [Bear Necessities Month](#)
- [Hunger Action Month](#)
- [National Childhood Cancer Awareness Month](#)
- [National Deaf Awareness Month](#)
- [National Food Safety Education Month](#)
- [National Hispanic Heritage Month \(September 16-October 15\)](#)
- [National Infant Mortality Awareness Month](#)
- [National Library Card Sign-Up Month](#)
- [National Literacy Month](#)
- [National Preparedness Month](#)
- [National Recovery Month](#)
- [National Self-Care Awareness Month](#)
- [National Service Dog Month](#)
- [National Sickle Cell Awareness Month](#)
- [National Suicide Prevention Awareness Month](#)
- [National Wilderness Month](#)
- [Pet Sitter Education Month](#)
- [Responsible Dog Ownership Month](#)
- [World Alzheimer's Month](#)

Weeks

- | | |
|---|---|
| 1-7 <u>National Childhood Injury Prevention Week</u> | 15-21 <u>National Security Officer Appreciation Week</u> |
| 1-7 <u>National Crime Prevention Week</u> | 15-21 <u>National Truck Driver Appreciation Week</u> |
| 8-14 <u>National Arts in Education Week</u> | 16-20 <u>National Construction Appreciation Week</u> |
| 8-14 <u>National Suicide Prevention Week</u> | 16-20 <u>Pollution Prevention Week</u> |
| 15-21 <u>Child Passenger Safety Week</u> | 22-28 <u>Banned Books Week</u> |
| 15-21 <u>National Farm Safety and Health Week</u> | |

Weeks continued

22-28 Deaf Dog Awareness Week

Days

- 1** National Child Identity Theft Awareness Day
- 2** Labor Day
- 2** V-J Day
- 4** National Wildlife Day
- 5** International Day of Charity
- 6** National Read a Book Day
- 7** International Day of Clean Air for Blue Skies
- 7** National Hummingbird Day
- 8** National Dog Walker Appreciation Day
- 8** International Literacy Day
- 10** World Suicide Prevention Day
- 11** National Day of Service and Remembrance
- 11** Patriot Day
- 12** National Police Woman Day
- 15** International Day of Democracy
- 16** International Day for the Preservation of the Ozone Layer

22-28 International Week of the Deaf

- 16** Mexican Independence Day
- 16** National Day of Prayer and Remembrance for the Victims of Hurricane Katrina
- 17** Constitution Day and Citizenship Day
- 17** National IT Professionals Day
- 17** National Voter Registration Day
- 18** Air Force Birthday
- 18** National HIV/AIDS and Aging Awareness Day
- 18** World School Backpack Awareness Day
- 18** World Water Monitoring Day
- 19** Talk Like a Pirate Day
- 20** National Crime and Intelligence Analyst Appreciation Day
- 20** National POW/MIA Recognition Day
- 21** International Day of Peace
- 21** National Cleanup Day
- 21** Responsible Dog Ownership Day
- 21** World Alzheimer's Day
- 21** World Cleanup Day

Check out these helpful resources!



[Blog: 10 crisis communications tips for government social media professionals](#)



[Blog: 5 social media strategies governments can use to embrace diversity, equity, and inclusion](#)

Days continued

- | | |
|---|---|
| 21 World Gratitude Day | 27 <u>World Tourism Day</u> |
| 22 American Business Women's Day | 28 <u>National Good Neighbor Day</u> |
| 22 Autumn Equinox | 28 <u>National Hunting and Fishing Day</u> |
| 22 <u>World Rivers Day</u> | 28 <u>National Public Lands Day</u> |
| 23 Dogs in Politics Day | 29 International Day of Awareness of Food Loss and Waste |
| 23 <u>International Day of Sign Languages</u> | 29 <u>Urban National Wildlife Refuge Day</u> |
| 25 National Women's Health and Fitness Day | 29 World Deaf Day |
| 26 <u>European Languages Day</u> | 29 <u>World Heart Day</u> |
| 26 National Day of Praise and Worship | 30 <u>International Podcast Day</u> |
| 26 <u>National Law Enforcement Suicide Awareness Day</u> | |

Write in any other dates specific to your agency or mission for September:

Goal check-in! How are your 2024 goals progressing? Take a look and note below what you can do to keep accomplishing your goals:

2024 OBSERVATION CALENDAR ROUNDUP

Use this helpful roundup of some of the observed days happening in 2024 you might want to build content for – or be mindful of – for your government social media accounts.



OCTOBER

Throughout the month

- [Adopt-A-Dog Month](#)
- Bat Appreciation Month
- Blindness Awareness Month
- [Breast Cancer Awareness Month](#)
- [Car Care Month](#)
- [Crime Prevention Month](#)
- [Domestic Violence Awareness Month](#)
- [Down Syndrome Awareness Month](#)
- [Emotional Wellness Month](#)
- [Family History Month](#)
- [Filipino American History Month](#)
- [German American Heritage Month](#)
- [Global Diversity Awareness Month](#)
- Halloween Safety Month
- [Health Literacy Month](#)
- [International School Library Month](#)
- [International Walk to School Month](#)
- [Italian-American Heritage Month](#)
- [LGBT History Month](#)
- National Animal Safety and Protection Month
- National Book Month
- [National Bullying Prevention Month](#)
- [National Cybersecurity Awareness Month](#)
- National Depression Education & Awareness Month
- [National Disability Employment Awareness Month](#)
- [National Learning & Development Month](#)
- [National Pedestrian Safety Month](#)
- National Pet Wellness Month
- [National Work and Family Month](#)
- Pitbull Awareness Month
- [Polish-American Heritage Month](#)

Weeks

4-10 [World Space Week](#)

6-12 [Mental Illness Awareness Week](#)

6-12 [Fire Prevention Week](#)

13-19 [Earth Science Week](#)

Weeks continued

13-19 [National Wildlife Refuge Week](#)

20-26 [International Infection Prevention Week](#)

20-26 [National Friends of Libraries Week](#)

20-26 [National Teen Driver Safety Week](#)

20-26 National Wolf Awareness Week

21-25 [National Health Education Week](#)

21-25 [National School Bus Safety Week](#)

23-31 [Red Ribbon Week](#)

24-31 [Bat Week](#)

Oct 27- [Polar Bear Week](#)

Nov 2

Days

1 [International Day of Older Persons](#)

1 National Fire Pup Day

2 [Coffee with a Cop Day](#)

2 [International Day of Non-Violence](#)

2 International Walk to School Day

2-4 Rosh Hashanah

2 World Farm Animals Day

3 Mean Girls Day

4 National Truckers Appreciation Day

4 [World Animal Day](#)

4 [World Smile Day](#)

5 National Do Something Nice Day

5 World Teachers Day

6 [German-American Day](#)

6 National Coaches Day

7 [World Habitat Day](#)

9 National Stop Bullying Day

9 [Walk & Roll to School Day](#)

10 World Animal Road Accident Awareness Day

10 World Day Against the Death Penalty

10 [World Homeless Day](#)

10 [World Mental Health Day](#)

11 [National Coming Out Day](#)

11-12 Yom Kippur

12 [National Farmer's Day](#)

12 [Urban Wildlife Conservation Day](#)

13 [International Day for Disaster Risk Reduction](#)

13 [International Plain Language Day](#)

13 [Navy Birthday](#)

14 [Indigenous Peoples' Day](#)

15 [Global Handwashing Day](#)

15 [National Latinx AIDS Awareness Day](#)

16 National Boss's Day

16 [National Fossil Day](#)

16 [World Food Day](#)

17 Black Poetry Day

17 [International Day for the Eradication of Poverty](#)

17 [Spirit Day](#)

19 [Imagine a Day Without Water](#)

19 [LGBTQ+ Center Awareness Day](#)

21 Back to the Future Day

21 National Pets for Veterans Day

22 [International Stuttering Awareness Day](#)

24 [United Nations Day](#)

26 Make a Difference Day

Days continued

- | | | | |
|-----------|--------------------------------------|-----------------|--------------------------------------|
| 26 | <u>National Day of the Deployed</u> | 28 | <u>National First Responders Day</u> |
| 26 | National Financial Crime Fighter Day | 30 | National Speak Up For Service Day |
| 26 | National Transgender Children Day | 31-Nov 2 | Día de los Muertos |
| 27 | <u>Navy Day</u> | 31 | Halloween |

Get connected with your socialgov support system!



[Join our Facebook Group](#)



[Join our free network](#)



[Join our professional association](#)

Start thinking about the end of the year! Are there any wrap-up projects for 2024 you can start now? Any end-of-year social media reports you can start? Write your plan below.

2024 OBSERVATION CALENDAR ROUNDUP

Use this helpful roundup of some of the observed days happening in 2024 you might want to build content for – or be mindful of – for your government social media accounts.



NOVEMBER

Throughout the month

- [Adopt A Senior Pet Month](#)
- [Aviation History Month](#)
- Child Safety and Protection Month
- [Manatee Awareness Month](#)
- [Movember](#)
- [National Adoption Awareness Month](#)
- [National Alzheimer's Disease Awareness Month](#)
- [National Family Caregivers Month](#)
- National Family Literacy Month
- National Gratitude Month
- [National Home Care & Hospice Month](#)
- [National Native American Heritage Month](#)
- [National Veterans and Military Families Month](#)

Weeks

- | | | | |
|--------------|--|--------------|---|
| 1-7 | World Communication Week | 17-23 | Geography Awareness Week |
| 3-9 | Drowsy Driving Prevention Week | 17-23 | National Hunger & Homeless Awareness Week |
| 3-9 | National Animal Shelter Appreciation Week | 18-22 | American Education Week |
| 10-16 | International Fraud Awareness Week | 18-24 | World Antibiotic Awareness Week |

Days

- | | | | |
|----------|------------------------------------|----------|--|
| 1 | Diwali | 5 | Election Day |
| 1 | National Family Literacy Day | 5 | World Tsunami Awareness Day |
| 2 | National Bison Day | 6 | International Day for Preventing the Exploitation of the Environment in War and Armed Conflict |
| 3 | Daylight Saving Time | | |

Days Continued

- | | |
|--|--|
| 6 National Stress Awareness Day | 20 <u>World Children's Day</u> |
| 8 <u>National STEM/STEAM Day</u> | 21 <u>National Rural Health Day</u> |
| 9 Go to an Art Museum Day | 21 World Fisheries Day |
| 10 <u>Marine Corps Birthday</u> | 23 <u>Family Volunteer Day</u> |
| 10 World Immunization Day | 23 <u>International Survivors of Suicide Loss Day</u> |
| 10 <u>World Science Day for Peace and Development</u> | 23 <u>National Adoption Day</u> |
| 11 Veterans Day | 24 D.B. Cooper Day |
| 13 World Kindness Day | 25 <u>International Day for the Elimination of Violence Against Women</u> |
| 14 <u>National Seat Belt Day</u> | 28 Thanksgiving |
| 14 <u>World Diabetes Day</u> | 29 Black Friday |
| 15 <u>America Recycles Day</u> | 29 <u>International Day of Solidarity with the Palestinian People</u> |
| 16 <u>International Day for Tolerance</u> | 29 <u>Native American Heritage Day</u> |
| 17 <u>National Take a Hike Day</u> | 30 <u>Computer Security Day</u> |
| 17 <u>World Day of Remembrance for Road Traffic Victims</u> | 30 <u>Day of Remembrance for all Victims of Chemical Warfare</u> |
| 19 Anniversary of the Gettysburg Address | 30 National Meth Awareness Day |
| 19 <u>International Men's Day</u> | 30 Native Women's Equal Pay Day |
| 20 <u>Transgender Day of Remembrance</u> | 30 Small Business Saturday |

Write in any other dates specific to your agency or mission for November:

2024 OBSERVATION CALENDAR ROUNDUP

Use this helpful roundup of some of the observed days happening in 2024 you might want to build content for – or be mindful of – for your government social media accounts.



DECEMBER

Throughout the month

- National Cat Lovers' Month
- [National Impaired Driving Prevention Month](#)
- Operation Santa Paws
- [Safe Toys and Gifts Month](#)
- [Seasonal Affective Disorder Awareness Month](#)
- Universal Human Rights Month
- [Worldwide Food Service Safety Month](#)

Weeks

- | | | | |
|--------------|---|--------------------------|----------|
| 1-7 | National Handwashing Awareness Week | Dec 25-
Jan 2 | Hanukkah |
| 2-6 | National Influenza Vaccination Week | | |
| 2-6 | Older Driver Safety Awareness Week | Dec 26-
Jan 1 | Kwanzaa |
| 16-24 | Las Posadas | | |

Days

- | | | | |
|----------|--|----------|--|
| 1 | Advent Begins | 2 | Special Education Day |
| 1 | National Christmas Lights Day | 2 | World Pollution Prevention Day |
| 1 | Rosa Parks Day | 3 | Giving Tuesday |
| 1 | World AIDS Day | 3 | International Day of Persons with Disabilities |
| 2 | Cyber Monday | 4 | National Package Protection Day |
| 2 | International Day for the Abolition of Slavery | 4 | World Wildlife Conservation Day |
| 2 | National Mutt Day | | |

Days

- | | |
|---|---|
| 5 <u>International Volunteer Day</u> | 17 <u>Wright Brothers Day</u> |
| 5 <u>World Soil Day</u> | 18 Answer the Telephone Like
Buddy the Elf Day |
| 6 <u>National Day of Remembrance and
Action on Violence Against Women
(Canada)</u> | 18 <u>International Migrants Day</u> |
| 6 <u>National Miners Day</u> | 20 <u>National Ugly Sweater Day</u> |
| 7 <u>National Pearl Harbor Day of
Remembrance</u> | 21 National Homeless Persons'
Remembrance Day |
| 10 <u>Human Rights Day</u> | 21 Winter Solstice |
| 10 International Animal Rights Day | 23 Festivus |
| 11 <u>International Mountain Day</u> | 24 Christmas Eve |
| 12 <u>Universal Health Coverage Day</u> | 25 Christmas |
| 13 <u>U.S. National Guard Birthday</u> | 26 Boxing Day |
| 14 <u>National Wreaths Across America Day</u> | 27 <u>International Day of Epidemic
Preparedness</u> |
| | 31 New Year's Eve |

It's the end of the year! Set your 2025 year up for success by writing in some goals below:

Thanks for using our GSM calendar, and we look forward to connecting with you more in 2025!

2023 2024 2025