**2022 Communications Campaign Calendar**

Need help bringing your campaigns to life? SPI Group can help. [Contact us](https://www.spigroup.com/contact-us/).

30+ opportunities to engage, inform and inspire employees throughout the year.

Use this document to map out campaigns relevant to your employee needs.

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| Month / Date | Observance | Communications Campaign |
| Q1 |
| January | National Mentoring Month |  |
| Jan. 1 | New Year’s Day |  |
| Jan. 17 | Martin Luther King Jr. Day |  |
| February | Black History Month |  |
| Feb. 11 | International Day of Women and Girls in Science |  |
| Feb. 17 | Random Acts of Kindness Day |  |
| Feb. 20 | National Love Your Pet Day |  |
| Feb. 21 | Presidents Day |  |
| March | Women’s History Month |  |
| Mar. 4 | Employee Appreciation Day | **Lights On with solid fill**SPI Suggestion**Authentic Recognition Helps Your Employees Shine**When employees know they’re appreciated, they’re not just happier—they’re more engaged. Leverage Employee Appreciation Day by:* Creating a “day of gratitude” on your Yammer, Slack or other collaboration tool, where company leaders give shout-outs to individuals and teams
* Rolling out thank-you themed leader videos, intranet content and branded social media content leading up to the day and on Employee Appreciation Day itself.
* Cultivating an atmosphere of celebration through digital and print signage in your offices, free breakfast/lunch/coffee, branded treats, etc. (Bonus: signage serves as excellent backdrops for employees’ photos and videos, and branded goodies are perfect fodder for social media content. Both enable communicators to build a robust user-generated social media content campaign for the day!)
* Putting employees front and center by launching, refreshing or reconceiving a [recognition program](https://www.spigroup.com/cases/great-creative-and-pm-support-generate-robust-response-to-recognition-program/) that showcases the excellent work your teams are doing.
* **Remember:** Swag can work, but it has to be meaningful. Consider employee giveaways or sweepstakes with thoughtful “prizes” that demonstrate your company’s commitment to supporting employees’ health and well-being.
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| Mar. 8  | International Women’s Day |  |
| Q2 |
| Apr. 17 – Apr. 23 | National Volunteer Week |  |
| Apr. 22 | Earth Day |  |
| Apr. 28 | Take Your Child to Work Day |  |
| May | Mental Health Awareness Month |  |
| May | National Fitness Month |  |
| May | National Pet Month |  |
| June |  |  |
|  | Pride Month | **Lights On with solid fill**SPI Suggestion**Make Work a Safe Space for Employees’ Whole Selves, and Celebrate the Joy It Brings** Employees deserve to feel safe and confident in their workplace. Create a celebratory program by: * Updating your digital signage and logos, including social media logos and virtual meeting backgrounds, that commemorate Pride
* Publishing themed stories on your intranet that reflect on your [organization’s commitment](https://www.spigroup.com/2021/02/09/how-internal-communicators-can-help-organizations-fulfill-their-commitment-to-dei/) to LGBTQ+ community – and pull through on social when appropriate
* Spotlighting your company’s history of LBGTQ+ philanthropies, products or leader support
* Launching or spotlighting your related Employee Resource Group so employees can demonstrate allyship
* Inviting employees to share their personal stories and photos on Yammer, Slack or another collaboration tool
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| June 5 | World Environment Day  |  |
| June 19 | Juneteenth |  |
| Q3 |
| July  |  |  |
| July 4 | Independence Day |  |
| July 28 | Intern Appreciation Day |  |
| July 30 | International Day of Friendship |  |
| August | National Wellness Month | **Lights On with solid fill**SPI Suggestion**Encourage Balance and Wellness with an Exciting Challenge** Today, employee health and well-being is more important than ever. Consider ways to encourage employees to focus on themselves by:* Creating a [digital image gallery](https://www.spigroup.com/cases/engage-employees-in-health-and-well-being/) that features employee-submitted images touting their ways of staying well, whether it’s running, reading, baking, or meditating
* Sparking healthy competition and team camaraderie by providing rewards for those who participate and/or reach wellness milestones
* Asking employees to submit their own wellness tips, and then featuring them on your existing internal communications channels
* Bringing in special guest speakers or organizing team-wide events centered on wellness (team yoga, anyone?)
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| Aug. 19 | World Humanitarian Day |  |
| September | National Cybersecurity Month |  |
| Sept. 5 | Labor Day |  |
| Sept. 8 | International Literacy Day |  |
| Sept. 16 | National Working Parents’ Day |  |
| Q4 |
| Oct. 7 | World Smile Day |  |
| Oct. 10  | Indigenous Peoples’ Day |  |
| Oct. 27 | National Mentoring Day |  |
| Nov. 24 | Thanksgiving |   |
| December | Kwanzaa, Hanukkah, Christmas | **Lights On with solid fill**SPI Suggestion**Cap Off the Year with a Feel-Good Feature**The end of the year is a perfect time to encourage reflection and set goals for the year ahead in a festive atmosphere. Consider:* Creating a [digital scrapbook](https://www.spigroup.com/cases/helping-bayer-build-employee-solidarity-after-a-merger/) where employees can share their own end-of-year or holiday traditions, and promote the scrapbook across all your channels
* Highlighting select submissions in a feature story on your intranet and/or your company’s social media channels, ensuring diversity of traditions, locations, and functions
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Industry-specific Observances

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| Pharmaceutical & Healthcare* World Cancer Day (Feb. 4)
* Rare Disease Day (Feb. 28)
* American Heart Month (Feb.)
* National Kidney Month (Mar.)
* Black Maternal Health Week (Apr. 11 – Apr. 17)
* National Women’s Health Week (May 9 – May 15)
* National Stroke Awareness month (May)
* World Infertility Awareness Month (June)
* World Hepatitis Day (July 28)
* National Immunization Awareness Month (Aug.)
* World Patient Safety Day (Sept. 17)
* Breast Cancer Awareness Month (Oct.)
* American Diabetes Month (Nov.)
* World AIDS Day (Dec. 1)
 | Technology & Telecomms* Safer Internet Day (Feb. 8)
* National train day (May 8)
* World Telecommunications Day (May 17)
* Autonomous Vehicle Day (May 31)
* National Automotive Service Professionals Day (June 12)
* Collector Car Appreciation day (July 9)
* National Day of Communications (Aug. 18)
* Programmers Day (Sept. 13)
* National IT professional’s day (Sept. 21)
* International Podcast Day (Sept. 30)
* National App Day (Dec. 11)
* Data Privacy Day (Dec. 28)
 | Food/Restaurants* National Snack Food Month (Feb.)
* National Fiber Focus Month (Feb.)
* National Pizza Day (Feb. 9)
* National Nutrition Month (Mar.)
* Gifts from the Garden Month (May)
* National Grilling Month (July)
* World Tourism Day (Sept. 27)
* International Coffee Day (Oct. 1)
* World Vegetarian Day (Oct. 1)
* World Food Day (Oct. 16)
* World Vegan Day (Nov. 1)
 | Banking/Finance* Identity Theft Awareness Week (Feb. 1 – Feb. 5)
* National Investor’s Day (Feb. 11)
* Financial Literacy Month (April)
* National Insurance Awareness Day (June 28)
* National Financial Awareness Day (Aug. 12)
* Financial Planning Day (Oct. 6)
* Get Smart About Credit Day (Oct. 21)
* Identity Theft and Protection Awareness Month (Dec.)
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