

May - August 2022

SOCIAL CONTENT CALENDAR FOR ARTS MARKETERS

Thumb-Stoppers Ahead!

CAPACITY

INTERACTIVE

May - August 2022 Content Calendar

Document Overview

Social Content for the Sunny Season

Authentic digital connection is more important than ever—create content that's thumb-stopping, relevant, and thoughtful to connect with audiences.

Our goal is to ensure the Social Content Calendar for Arts Marketers remains relevant and helpful for arts administrators. Thank you for downloading this resource. Now, let's get creative!

Your Content Guide

At a Glance

The first page of each month contains monthly, weekly, and daily holidays at a glance so you can get your own content calendar in order. Tap/click the months below to dive right in:

MAY

JUNE

JULY

AUGUST



Descriptions and Ideas

Once you've got the dates on lock, tap/click the daily celebrations to get to the corresponding description page. In this unique moment, we've crafted content ideas with a new lens.



Social Content Essentials

We've compiled a number of social content resources, from photo and video editing to stock imagery and animation. All in one convenient location.



MAY

Monthly Celebrations

- National Photo Month
- Get Caught Reading Month
- National Chamber Music Month
- National Recommitment Month
- Latino Books Month
- Asian/Pacific American Heritage Month
- National Community Action Month
- National Teen Self-Esteem Month
- National Photo Month
- Bike Month

Weekly Celebrations

- May 1-7 Public Service Recognition Week
National Pet Week
Teacher Appreciation Week
- May 6-12 National Nurses Week
- May 15-21 National Emergency Medical Service Week

Daily Celebrations

Click/tap a celebration below for more inspiration.

- May 1 Gwendolyn Brooks Won the Pulitzer Prize for Poetry
World Laughter Day
- May 3 National Garden Meditation Day
National Teacher Appreciation Day
- May 4 Star Wars Day
National Renewal Day
- May 5 Cinco de Mayo
- May 6 National Beverage Day
International Tuba Day
- May 7 Join Hands Day
Pyotr Ilyich Tchaikovsky's Birthday
and Johannes Brahms' Birthday
- May 8 Mother's Day
- May 10 Nelson Mandela Became
South Africa's First Black President
- May 11 National Eat What You Want Day
Salvador Dali's Birthday
National Receptionists' Day
- May 12 International Nurses Day
- May 13 Stevie Wonder's Birthday
National Public Gardens Day
- May 14 National Dance Like a Chicken Day
Stay Up All Night Night
- May 15 International Day of Families
- May 16 Honor Our LGBT Elders Day
Drawing Day
Biographers Day
- May 17 International Day Against Homophobia,
Transphobia, and Biphobia
Brown v. Board of Education Ruled Against
Segregation in Public Schools
- May 18 International Museum Day
National Visit Your Relatives Day
- May 19 Lorraine Hansberry's Birthday
Global Accessibility Awareness Day
Yuri Kochiyama's Birthday
Malcolm X's Birthday
- May 20 World Bee Day
- May 21 National Memo Day
World Day for Cultural Diversity
for Dialogue and Development
I Need a Patch for That Day
World Fiddle Day
- May 22 National Buy a Musical Instrument Day
Harvey Milk Day
- May 24 International Tiara Day
National Scavenger Hunt Day
- May 25 National Tap Dance Day
Geek Pride Day
- May 26 Dorothea Lange's Birthday
Isadora Duncan's Birthday
- May 27 Sunscreen Day
- May 28 Gladys Knight's Birthday
- May 29 Paper Clip Day
- May 30 National Creativity Day
- May 31 National Smile Day
Save Your Hearing Day

May 2022 Content Calendar

Descriptions and Content Ideas

May 1

Gwendolyn Brooks won the Pulitzer Prize for Poetry

In 1950, Gwendolyn Brooks became the first African American to be awarded the Pulitzer Prize for her book of poems, "Annie Allen." In addition to publishing dozens of poetry and nonfiction books, Brooks also became Poet Laureate of Illinois in 1968 and was the first Black woman to serve as the Consultant in Poetry to the Library of Congress in 1985.

World Laughter Day

Simply hearing the sound of laughter can reduce stress. Pull together a compilation of artists and staff letting out their biggest belly laughs to share in Stories. Their ha-has and tee-hees are sure to bring joy to your followers.

May 3

National Garden Meditation Day

Is there a better way to relax and find inner peace than visiting a garden in full bloom? If your organization has a public garden (or is one), take a photo of your gorgeous grounds and link to a meditation exercise to give patrons their daily dose of zen.

National Teacher Appreciation Day

Let's hear it for teachers! Ask your team to reflect on the teacher that helped them fall in love with their favorite art form. Record short video clips and ask your fans to tell their own teacher appreciation stories using #ThankATeacher.

May 4

Star Wars Day

Darth Vader or Luke Skywalker? The Death Star or the X-wing? Create a Star Wars themed "This or That" in an Instagram Story and let your fans sound off. May the Fourth be with you!

National Renewal Day

Have you connected with your members or subscribers in new ways since re-opening your venues? First, thank them for being along for the ride! Then, encourage them to renew.

May 5

Cinco de Mayo

Cinco de Mayo is a great day to kick off a commitment to celebrating Mexican culture year-round. Feature artists like Pia Camil and Fritzia Irizar so your fans can discover or dive deeper into their work.

May 6

National Beverage Day

Create an image featuring different art forms as beverages and have some fun with it to encourage sharing and tagging friends! Mimosas, anyone?

International Tuba Day

The tuba might be the lowest-pitched instrument in the brass family, but today's the day to amplify its place as the anchor of an orchestra's brass section. Did you know that standard tubas have approximately 16 feet of tubing? Feature interesting facts about this instrument!

May 7

Join Hands Day

Join Hands Day is all about developing relationships between youth and adults through volunteer work that improves their communities. Take today to celebrate your volunteers and all those who contribute to your organization's community, like students, teaching artists, and donors, across generations!

Pyotr Ilyich Tchaikovsky's Birthday and Johannes Brahms' Birthday

Famously frenemies, these two never demonstrated mutual admiration until they shared a joyous evening of drinks on New Year's Day in 1888. Create and share a Spotify playlist of Brahms and Tchaikovsky for fans to enjoy while sipping on their drink of choice.

May 8

Mother's Day

Recreating family photos years later makes for a fun Mother's Day surprise and is a gold mine for social likes! Ask your team to reenact their fondest childhood poses (and outfits) with mom and share to an album or carousel.

May 10

Nelson Mandela Became South Africa's First Black President

Affectionately called "Father of the Nation," Nelson Mandela was sworn in as the first Black president of South Africa in 1994. Over 22 million South Africans voted with an overwhelming majority in favor of his African National Congress (ANC) campaign, which ended three centuries of white-minority rule. Mandela served as president until 1999 and remained one of the world's most respected active statesmen.

May 2022 Content Calendar

Descriptions and Content Ideas

May 11

National Eat What You Want Day

Ask your artists and staff to reveal their favorite comfort food treats in an Instagram Story and encourage followers to share their own.

Salvador Dali's Birthday

Challenge your followers to post pictures of their pals (human or animal) wearing this surrealist's iconic mustache. Share the posts and ask, "who wore it best?"

National Receptionists' Day

Who's the voice behind your voicemail? Share a recording of your box office phone greeting followed by a reveal of the person who recorded it! Next step? Start a blog series that features all of the wonderful members of your team.

May 12

International Nurses Day

We have no words for how grateful we are for these heroes. Show your appreciation today and provide information about how and where they can support the essential healthcare workers in your community, who are still keeping us safe through the ongoing pandemic.

May 13

Stevie Wonder's Birthday

Stevie Wonder is one of the most innovative and influential musicians in the late 20th century. He made his recording debut at age 12, and his original songs, from "Signed, Sealed, Delivered (I'm Yours)" to "Superstition," topped the charts, inspiring generations of recording artists that followed.

National Public Gardens Day

Summer weather is on the way, which means its public gardens' time to shine! Create a carousel featuring photos of your gorgeous greenery and people safely walking around your grounds. It's important to show that a visit can be safe and enjoyable!

May 14

National Dance Like a Chicken Day

Shake off the stress by just getting silly! How many staff, performers, etc. can record themselves doing the chicken dance today for your Instagram Story? Challenge your followers and offer to repost.

Stay Up All Night Night

We may all be losing sleep nowadays and streaming services are a late-night go-to. Take a page out of Netflix's book and share a queue of suggested videos or livestreams that can entertain arts lovers from dusk till dawn.

May 15

International Day of Families

Share some photos or video of families at your venue, enjoying a cultural experience together. Remember, it's best to show and not only tell patrons about the experience of coming to see a show!

May 16

Honor Our LGBT Elders Day

Today, consider highlighting the work of organizations like the National Resource Center on LGBT Aging, which is the U.S.'s first and only technical assistance center aimed at improving the quality of services offered to LGBTQIA+ elders.

Drawing Day

Do you have a team member who loves to doodle? Using PicsArt's sketching tool, ask them to draw a sketch around a famous photo featuring an artist, dancer, or musician.

Biographers Day

From Faith Ringgold to Beauford Delaney, Lin-Manuel Miranda and Yayoi Kusama, these incredible artists have accompanying biographies and autobiographies. Today, make a visual biography list of artists in your genre and ask your fans to add to it!

May 17

International Day Against Homophobia, Transphobia, and Biphobia

Today is a worldwide celebration of sexual and gender diversity! May 17 was specifically chosen to commemorate the World Health Organization's decision in 1990 to declassify homosexuality as a mental disorder. Today, consider how your organization can be more inclusive and how you can support the LGBTQIA+ community year-round.

Brown v. Board of Education Ruled Against Segregation in Public Schools

In 1954, the U.S. Supreme Court ruled unanimously in *Brown v. Board of Education* that racial segregation in public schools violated the 14th Amendment. The Topeka school board had prohibited eight-year-old Linda Brown from being able to enroll in the all-white elementary school closest to her home. The NAACP filed the suit on behalf of the Brown family and a dozen other plaintiffs.

May 2022 Content Calendar

Descriptions and Content Ideas

May 18

International Museum Day

International Museum Day's 2021 theme, "The Power of Museums," celebrates the power museums have to transform the world around us as incomparable places of discovery.

National Visit Your Relatives Day

Though we're still in a pandemic, some close families are able to safely reunite in person or have mastered the art of connecting online. Share heart-warming stories and videos of your artists and staff embracing their relatives.

May 19

Lorraine Hansberry's Birthday

Not only was she the first African-American female author to have a play performed on Broadway with *A Raisin in the Sun*, she was also an activist for African-American rights.

Global Accessibility Awareness Day

Did you know that **86.3%** of website homepages have low contrast text? That means the brightness of the text is too close to the brightness of the background, making it challenging for people with low vision or cognitive impairments. Today, visit [this website](#) to ensure your digital content is as accessible as possible.

Yuri Kochiyama's Birthday

Yuri Kochiyama was a Japanese-American political activist who dedicated her life to social change. As founder of Asian Americans for Action, she aimed to build a more political Asian American movement that would link itself to the struggle for Black liberation.

Malcolm X's Birthday

Malcolm X was a key activist in the American Civil Rights Movement of the 1960s. He is widely known for his propensity for Black Nationalism and his challenge of Dr. Martin Luther King Jr.'s nonviolent approach. To this day, his autobiography is a seminal text on the Black American experience.

May 20

World Bee Day

Bees and other pollinators are increasingly under threat from human activities. Take this day to highlight the importance of bees in our everyday lives. If your botanic gardens have native bees, or you feature urban beekeeping classes, create engaging content that also raises awareness.

May 21

National Memo Day

Make sure your audience gets the memo when you announce your new season. Run a lead generation ad campaign to gather email subscribers and promise them some engaging content in the meantime.

World Day for Cultural Diversity for Dialogue and Development

This day not only celebrates the richness of the world's cultures, but that culture is a source of resilience, especially during a global pandemic. It also asks us to bridge the gap between cultures for peace, stability, and development. Today, consider your organization's programming—does it celebrate and include a variety of cultures from around the world?

I Need a Patch for That Day

Who has all of the patches? Costume designers and tailors! Consider starting a series that features beginner sewing tips and tricks. It will not only showcase your amazing team, but it will also be useful for fans!

World Fiddle Day

Treat your followers to a fiddle fest! Enlist a violinist to show off their fast fiddling, have a dancer demo some traditional fiddle-backed moves, or get an actor to do their best Tevye impression.

May 22

National Buy a Musical Instrument Day

What goes into buying a musical instrument? A lot of time and research! Answer FAQs in a blog post and feature it on Facebook. You can even ask readers to offer their own tips.

Harvey Milk Day

Harvey Milk was a pioneer in the LGBTQIA+ movement and in creating space in the political arena. He was also the first openly gay elected official in the history of California. What does your organization do to create an inclusive and equitable digital space for your community?

May 2022 Content Calendar

Descriptions and Content Ideas

May 24

International Tiara Day

The prima ballerina, the opera diva, the fairytale princess—tiaras are the ultimate toppers for these leading ladies. Share some archival photos of performers donning their diadems.

National Scavenger Hunt Day

Create your own scavenger hunt! Find a mascot (composer bust, ballerina doll, posable artist figurine) and share socially distant, outdoor clues throughout the day hinting at a hiding spot.

May 25

National Tap Dance Day

If you offer dance classes, use today to tap it out with your students. Once the class is over, ask them to highlight their favorite combination and tag your organization so you can share the love.

Geek Pride Day

When it boils down to it, cosplay and role-playing games (RPGs) are their own form of theatre! Gather your costume shop geeks and have them show off their favorite creations from the past. Every look has a story.

May 26

Dorothea Lange's Birthday

Dorothea Lange was considered one of America's greatest documentary photographers. Lange chronicled displaced migratory farm workers during the Great Depression.

Isadora Duncan's Birthday

Isadora Duncan is known as the "Mother of Modern Dance." She was a free spirit who challenged the rigidity of classical ballet and based her dancing on natural rhythms and movements. Ask your followers to show off the creative moves that come naturally to them. Don't forget to share your favorites!

May 27

Sunscreen Day

If your organization is planning outdoor programs, sunscreen is a must for your patrons. Create an image that features outdoor summer essentials: sunscreen, picnic food, a beverage of choice, and your performances!

May 28

Gladys Knight's Birthday

Gladys Knight is one of the most prolific recording artists of the 20th century. As a seven-time Grammy winner, she has recorded #1 hits in pop, gospel, R&B, and adult contemporary, earning her the nickname, "The Empress of Soul."

May 29

Paper Clip Day

Encourage your followers to get creative. Ask them to find a handful of paperclips to make their own artistic creations. Pics + tag your organization or it didn't happen!

May 30

National Creativity Day

Inspire your followers to create on their own! Create a Story with some creative prompts, like:

1. Close your eyes, then open them.
Write a haiku about the first thing you see.
2. Draw your favorite pet as a cartoon.
3. Change the lyrics to a pop song to describe your family members.

Encourage your followers to submit some of their own ideas!

May 31

National Smile Day

Share your happiest archival images or pieces of art to encourage your patrons to put a much-needed smile on their faces.

Save Your Hearing Day

Performers and those that work behind the scenes often rely on their ears to do their jobs. Create an infographic featuring their routines for ear protection and auditory rest.

JUNE

Monthly Celebrations

African-American Music Appreciation Month
National Accordion Awareness Month
LGBTQIA Pride Month
National Audiobook Month
Great Outdoors Month
National Soul Food Month
International Surf Music Month
National Candy Month
National Fresh Fruit and Vegetables Month
National Indigenous Peoples Month (Canada)

Weekly Celebrations

Jun. 5-11 National Garden Week
Pet Appreciation Week
Jun. 13-20 National Men's Health Week
Jun. 16-23 National Nurse Assistants Week

Daily Celebrations

Click/tap a celebration below for more inspiration.

June 1 Say Something Nice Day
June 2 Dorothy West's Birthday
Congress Enacted the Indian Citizenship Act
June 3 Josephine Baker's Birthday
June 4 National Cheese Day
National Hug Your Cat Day
The 19th Amendment to the
U.S. Constitution was Passed
June 5 World Environment Day
June 6 National Gardening Exercise Day
Drive-In Movie Day
June 7 Prince's Birthday
VCR Day
June 8 National Best Friends Day
World Oceans Day
Frank Lloyd Wright's Birthday
June 10 National Ballpoint Pen Day
June 11 Athol Fugard's Birthday
June 12 Anne Frank's Birthday
June 13 National Sewing Machine Day
June 14 Harriet Beecher Stowe's Birthday
June 15 Nature Photography Day
Worldwide Day of Giving
June 16 Arborist Appreciation Day
June 17 Igor Stravinsky's Birthday
June 18 International Picnic Day
World Juggling Day
June 19 Juneteenth
World Sauntering Day
Father's Day
June 21 Summer Solstice
World Music Day
Selfie Day
June 22 Katherine Dunham's Birthday
June 23 Yuji Ichioka's Birthday
Let it Go Day
June 24 International Fairy Day
Take Your Dog To Work Day
June 27 National Bingo Day
June 28 Richard Rodgers' Birthday
June 29 National Camera Day
June 30 National OOTD Day
Lena Horne's Birthday

June 2022 Content Calendar

Descriptions and Content Ideas

June 1

Say Something Nice Day

Have your patrons shared thoughtful quotes about their experiences returning to your venue? Pull some fun quotes to share in a carousel post and don't forget to say something nice back!

June 2

Dorothy West's Birthday

Dorothy West was a Harlem Renaissance writer who was praised for her storytelling and pioneering descriptions of Black middle-class Americans. At almost 20 years old, she won a prize from the Urban League's Opportunity Magazine for her short story, "The Typewriter." In 1998, Oprah Winfrey produced an adaption of her book, *The Wedding*, as a popular miniseries.

Congress Enacted the Indian Citizenship Act

In 1924, Congress enacted the Indian Citizenship Act, which granted citizenship to all Native Americans born in the United States. Unfortunately, the right to vote was governed by state law, and Native Americans weren't granted the right to vote in every state until 1965 when the Voting Rights Act was passed, outlawing many discriminatory voting practices.

June 3

Josephine Baker's Birthday

Born in St. Louis and turned French citizen, performer Josephine Baker epitomized American Black culture in the 1920s. From Broadway to the famed Folies-Bergère in Paris, she wowed audiences the world over.

June 4

National Cheese Day

Did you know that a group of scientists played music to cheese as it aged? From A Tribe Called Quest to Mozart, they played music to find out which genre of music would yield a stronger flavor. Feature interesting arts-meets cheese facts today!

National Hug Your Cat Day

They love interrupting your video chats and curling up on your keyboard, so today, give them the attention they deserve. Create a Facebook album of your staff felines getting some love and encourage followers to share their own!

The 19th Amendment to the U.S. Constitution was Passed

The 19th Amendment to the U.S. Constitution granted American women the right to vote. However, the amendment excluded Black women and ignored their decades-long contributions to achieve suffrage. It would take almost 40 years for all women to achieve voting equality. Today, highlight pioneers like Frances Ellen Watkins Harper and Mary Ann Shadd Cary to showcase their history-making efforts.

June 5

World Environment Day

There is #OnlyOneEarth and protecting it is a global challenge and responsibility. What is your organization doing for the environment? What are some outdated or harmful practices you can evaluate and improve? Sharing your journey with your audience will likely spark inspiration for them!

June 6

National Gardening Exercise Day

Many of us understand the therapeutic power of gardening, but did you know it helps burn calories, too? Create the perfect garden workout accompaniment with a shareable playlist on Spotify or Apple Music.

Drive-In Movie Day

Drive-in movie theaters are making a comeback. Film centers, if you're going the drive-in route, feature your programming today! If not, highlight a crowdsourced list of must-watch movies and share with your audience (a couch can be considered a car in this instance!)

June 2022 Content Calendar

Descriptions and Content Ideas

June 7

Prince's Birthday

Dearly beloved, we are gathered here today to celebrate the genius of Prince. Create a Spotify playlist dedicated to The Purple One and share it with your followers today!

VCR Day

Ask your artists and musicians to dig through their own VCR archives to find gems from the past. First Nutcracker performance, first solo, the list goes on! Bonus points if they use the VHS filter on Instagram. 📼

June 8

National Best Friends Day

Ask your followers to feature photos with their BFFs at your organization. The caption? What's so special about celebrating the arts with friends.

World Oceans Day

Nature and science museums—show off your ocean-related exhibitions and content with facts, photos, and GIFs featuring the mysterious world under the sea.

Frank Lloyd Wright's Birthday

Frank Lloyd Wright's name is synonymous with turn-of-the-century American architecture. His "Prairie Style" of homes broke new ground (literally!) on residential design.

June 10

National Ballpoint Pen Day

What are some new uses for this ubiquitous item? Conductor's baton? Crafty mask handle? Or a good old fashioned doodle tool? Show off its versatility in an Instagram Story.

June 11

Athol Fugard's Birthday

"The clocks are ticking, my friends. History has got a strict timetable. If we're not careful we might be remembered as the country where everybody arrived too late." - *My Children! My Africa!*

South African playwright Athol Fugard has penned over thirty plays centering around themes of racial inequality. Share a quotable line from one of his many plays, which still resonate decades after the end of apartheid.

June 12

Anne Frank's Birthday

"I hope I will be able to confide everything to you, as I have never been able to confide in anyone, and I hope you will be a great source of comfort and support." - *The Diary of Anne Frank*

Anne's diary not only comforted her during an incredibly dark time, but also became an important record of her lived experience during the Holocaust that has since been published in more than 70 languages.

June 13

National Sewing Machine Day

Today, create an Instagram Story series that features your sewing-inclined team members giving sewing tips and tricks! From sewing on a button to piping and trims, your fans will love this Q+A series and can finally tackle that pile of clothes waiting for alterations.

June 14

Harriet Beecher Stowe's Birthday

Harriet Beecher Stowe, famed author of *Uncle Tom's Cabin*, was also a friend and next door neighbor to Mark Twain. Who are your neighboring art organizations? Build a sense of community by sharing some of their content.

June 15

Nature Photography Day

Capturing flora and fauna in a stunning way is both an art and a skill. Feature some pro tips (like choosing the right lens) in a carousel post to spark some at-home creativity.

Worldwide Day of Giving

This is a day of generosity and caring. Don't have time to set up a donation campaign this year? Consider establishing a charitable giving day in the near future that means something to your organization.

June 16

Arborist Appreciation Day

Botanic gardens and public gardens—take note! You likely have an arborist on speed dial. Ask them to do a Q+A on Instagram Live to talk about the types of trees that grow in your town or city.

June 2022 Content Calendar

Descriptions and Content Ideas

June 17

Igor Stravinsky's Birthday

Savor the last few days of Spring with a nod to *The Rite of Spring's* composer. What would "Happy Birthday" sound like if it were composed by Stravinsky?


June 18

International Picnic Day

 Sandwiches

 Iced Tea

 Potato Salad

 Tap Shoes

Create a graphic that reimagines a classic picnic spread with a piece of flare from your art form!

World Juggling Day

Have a super coordinated coworker? Ask them to show off their juggling skills using household objects in a short video tutorial. It's the perfect new hobby!

June 19

Juneteenth

Juneteenth commemorates the end to slavery in the United States and has long been a celebration of African-American freedom and history. Today, share the progress you've made on your organization's anti-racism commitments and/or feature songs about the struggle for freedom, like Duke Ellington's 'Black, Brown, and Beige Pt. 4' and Gary Bartz's 'Uhuru Sasa.'

World Sauntering Day

This is a day to slow down and observe what's around you. In an Instagram Story, create a writing prompt using the questions sticker, and ask your followers to describe what they see around them in this moment.

Father's Day

Wolfgang Amadeus Mozart's father Leopold was an accomplished music teacher and showed young Wolfgang the ropes. Ask your followers what skills and hobbies they've learned from dear old Dad or other father figures.

June 21

Summer Solstice

The longest day of the year calls for an epic soundtrack. Ask fans to comment with their essential summer jams to create a collaborative playlist that will last from dawn till dusk.

World Music Day

Summer and outdoor concerts are a perfect match. Share a photo of an audience jammin' out in the sunshine to get your fans excited about what's to come this summer!

Selfie Day

Dip into your photo archives to search for the silliest or most iconic facial expressions. Challenge fans to recreate those motley mugs by sharing their own selfies. Don't forget to repost to your Stories!

June 22

Katherine Dunham's Birthday

Katherine Dunham, also known as her pseudonym Kaye Dunn, was a choreographer and anthropologist famous for her ballets that incorporated Caribbean, African, and South American dances.

June 23

Yuji Ichioka's Birthday

Yuji Ichioka was Japanese American civil rights activist and historian who coined the term "Asian American" in the late 1960s to advance the idea of bringing diverse Asian groups together. He was also a founding member of the Asian American Studies Center at UCLA, which was the first program of its kind in the United States.

Let it Go Day

No, not the song from "Frozen." (But sing your heart out, Elsa.) What stressors can you let go of today? Encourage your followers to decompress with a reflective music recording, poem, or piece of artwork.

June 24

International Fairy Day

No fairy is complete without a beautiful set of wings. Have a member of your costume shop demonstrate how to craft a pair using common household materials: wire hangers, hosiery, ribbon, and a little pixie dust.

Take Your Dog To Work Day

Would your dog be a Box Office Manager or Director of Finance? Today, create custom graphics for your team members' dogs that call out 2-3 of their skills that translate well in the office.

June 2022 Content Calendar

Descriptions and Content Ideas

June 27

National Bingo Day

Digital bingo cards are all the rage these days and the perfect at-home activity. Use Canva's [free bingo card generator](#) to design a custom challenge for followers to screenshot and share to their Stories. Pro tip: add spaces for tagging friends.

June 28

Richard Rodgers' Birthday

Oklahoma!, *South Pacific*, *The King and I*, *Cinderella*, *The Sound of Music*, need we say more? Richard Rodgers' compositions were the soundtrack to the golden age of American musicals. Challenge your fans to a game of "name that tune" in an Instagram Story.

June 29

National Camera Day

You don't need a DSLR camera and tripod to take thumb-stopping images. Encourage patrons to snap and tag photos when they visit your organization. This will help you show people what it's like to visit with the proper safety precautions in place!

June 30

National OOTD Day

Shorts or jeans? Shoes or sandals? In an Instagram Story, ask your audience to weigh in on the clothes they're looking forward to wearing outside of their home (don't forget to use the poll sticker!)

Lena Horne's Birthday

Lena Horne was a legendary performer and Civil Rights Activist. She took a stand throughout her career by refusing to play roles that stereotyped Black women.

JULY

Monthly Celebrations

World Watercolor Month
National Culinary Arts Month
National Anti-Boredom Month
National Ice Cream Month
National Make a Difference to Children Month
National Parks & Recreation Month
Plastic-Free July
National Picnic Month

Weekly Celebrations

July 23-31 National Moth Week
July 24-30 Women in Baseball Week

Daily Celebrations

Click/tap a celebration below for more inspiration.

- July 1 International Joke Day
Alice Guy-Blaché's Birthday
Comic Sans Day
- July 2 World UFO Day
Thurgood Marshall's Birthday
- July 3 International Plastic Bag Free Day
Gloria Allred's Birthday
- July 4 Independence Day
Bill Withers' Birthday
- July 6 Frida Kahlo's Birthday
- July 7 World Chocolate Day
- July 8 National Video Game Day
Louis Jordan's Birthday
- July 9 Debbie Sledge's Birthday
- July 10 Mary McLeod Bethune's Birthday
Amalia Mendoza's Birthday
- July 11 Mattiwilda Dobbs' Birthday
- July 12 New Conversations Day
National Simplicity Day
- July 13 International Rock Day
Embrace Your Geekness Day
- July 14 Shark Awareness Day
Ben Enwonwu's Birthday
Rawya Ateya Became the First Female
Parliamentarian in the Arab World
- July 15 Twitter Launched
- July 16 Ida B. Wells' Birthday
- July 17 World Emoji Day
- July 18 Nelson Mandela International Day
Burt Kwuok's Birthday
National Ice Cream Day
- July 19 Xu Beihong's Birthday
- July 20 World Jump Day
Apollo 11 Landed on the Moon
- July 21 Get to Know Your Patrons Day
Lydia Shum's Birthday
- July 22 Edward Hopper's Birthday
- July 23 Harriet Williams Russell Strong's Birthday
- July 24 Amelia Earhart's Birthday
- July 25 National Wine and Cheese Day
- July 26 Americans with Disabilities Act (ADA) Anniversary Day
- July 27 Take Your Houseplants for a Walk Day
- July 28 Beatrix Potter's Birthday
- July 29 Rain Day
Lipstick Day
- July 30 International Day of Friendship
Paperback Book Day
- July 31 Uncommon Instrument Awareness Day

July 2022 Content Calendar

Descriptions and Content Ideas

July 1

International Joke Day

What was Beethoven's favorite fruit? Ba-na-na-na!

Did you hear about the actor who fell through the trap? She was just going through a stage.

Why did the burglar rob the museum? She did it for the Monet.

Post your favorite cringe-worthy art jokes today and reveal the punchline after a swipe or tap for expert comedic timing.

Alice Guy-Blaché's Birthday

Alice Guy-Blaché was described as a "fine example of what a woman can do if given a square chance in life," by The Moving Picture News in 1911. Not only was she the first woman filmmaker in history, she's also credited with being the first director ever to film a narrative story.

Comic Sans Day

The ultimate question of our lifetime: why is Comic Sans the arch nemesis of all graphic designers? Create an Instagram Story asking your followers to weigh in using the question sticker. Don't forget to repost the funniest answers!

July 2

World UFO Day

Who was the astronomer to first classify UFO 'close encounters'? How many UFO sightings were reported to Project Blue Book, a small, top-secret Air Force team? The truth is out there—in an Instagram Story. Test your followers' UFO knowledge using the quiz sticker.

Thurgood Marshall's Birthday

Before becoming the first African-American member of the U.S. Supreme Court, Thurgood Marshall was one of the country's top lawyers. He won 29 of the 32 cases he argued before the Supreme Court as an attorney, including the monumental *Brown v. Board of Education*.

July 3

International Plastic Bag Free Day

How does your organization reduce, reuse, and recycle? Does your gift shop sell tote bags or tout compostable utensils? Create a carousel of your environmentally-friendly gear to show you care about our planet's future.

Gloria Allred's Birthday

National Women's Hall of Fame inductee Gloria Allred is best known for her legal work representing victims of discrimination, harassment, and wrongful termination. Over her 42-year career, she has upheld the rights of women, children, and the LGBTQIA+ community and has played a notable role in the #MeToo movement.

July 4

Independence Day

"I don't like the world I was given, so I'm always thinking about ways to change it or rebuild it." - Sarah Workneh, Co-Director, Skowhegan on CI to Eye Live

Take a moment to gather as a team and evaluate how your organization celebrates national holidays that might need a new lens. You could also highlight social justice organizations that work hard to make the U.S. a better place.

Bill Withers' Birthday

Self-taught musician and songwriter Bill Withers wrote some of the most enduring songs in recent history, including "Ain't No Sunshine," "Lovely Day," and "Lean on Me," which has served as an anthem for many during the turbulence of the pandemic. Create a Bill Withers Spotify playlist and share it with your followers today!

July 6

Frida Kahlo's Birthday

Painter, feminist, and activist Frida Kahlo is most often recognized for her self portraits, which depict her relationship to disability, pain, and fragility, and draw stylistic inspiration from the Mexican folk art she grew up around. She is celebrated for her body-positive outlook, openness regarding her bisexuality, and pride in her Mexican roots.

July 7

World Chocolate Day

What's better than a bowl full of chocolate? A bowl full of behind the scenes video clips of upcoming programming! Once you've given a sneak peek at what's to come, ask performers or the backstage crew what their favorite chocolate is and why—what a sweet treat!

July 8

National Video Game Day

Did you know that Nobuo Uematsu is often referred to as, 'the Beethoven of video game music'? He wrote the epic soundtrack for Final Fantasy! In an Instagram Story, ask your fans to get nostalgic and choose their favorite 8-bit orchestra.

Louis Jordan's Birthday

Saxophonist and singer Louis Jordan set out to make music that would have broad appeal. His "jump blues" style was pivotal in the development of R&B and rock 'n' roll. He was one of the few Black artists of the 1940s to enjoy cross-over success among Black and white American audiences alike.

July 2022 Content Calendar

Descriptions and Content Ideas

July 9

Debbie Sledge's Birthday

Debbie Sledge is the oldest of four sisters who made up the musical group Sister Sledge, most famous for their hit song, "We Are Family." The sisters received vocal training by their grandmother, Viola Williams, an opera singer and protégé of civil rights leader Mary McLeod Bethune, whose birthday we celebrate tomorrow.

July 10

Mary McLeod Bethune's Birthday

Mary McLeod Bethune was an educator, political leader, and social visionary. She founded a college which served as a basis for later HBCUs (historically Black college or university) and was the founding president of the National Council of Negro Women. She helped to lay the groundwork for the modern Civil Rights Movement, living long enough to see the Supreme Court strike down school segregation in the *Brown v. Board of Education* verdict.

Amalia Mendoza's Birthday

Amalia Mendoza was one of the first women to gain success as a mariachi musician. She became well known in both Mexico and in the U.S. for her 36 albums, recorded over a 30-year career.

July 11

Mattiwilda Dobbs' Birthday

Coloratura soprano Mattiwilda Dobbs was the first Black principal singer at the renowned La Scala opera house in Milan. Throughout her prolific but under celebrated career, she refused to perform in segregated concert halls and was selected by President Dwight D. Eisenhower to serve as a cultural ambassador to the Soviet Union, along with just four other Americans, in 1959.

July 12

New Conversations Day

How are you saying hi to new patrons via lead generation campaigns? Don't ghost them! 🙊 Be sure you send a welcome email that outlines what they'll get out of being on your list.

National Simplicity Day

You just can't put every single detail on an image. We know! It's tempting, but be sure you're only including 1-2 details and fans can find the rest of the information on your landing page.

July 13

International Rock Day

Science and nature museums, this is how you roll. Share some facts about local rocks and minerals that fans might be able to find in their own backyards.

Embrace Your Geekness Day

We're all nerds! Have your artists/team share their favorite geeky fandoms and ask followers to share theirs. You'll be surprised where tastes align!

July 14

Shark Awareness Day

Sharks do not have bones, they can still fossilize, and have no predators. It's time to play 'Two Truths and a Lie' about sharks! Not only will it be fun, but it will raise awareness around conservation efforts.

Ben Enwonwu's Birthday

Acclaimed Nigerian painter and sculptor Ben Enwonwu is credited with inventing an aesthetic that blended indigenous Nigerian traditions with Western techniques. In addition to bringing his innovative artistic style into Eurocentric artistic circles, he also furthered conversations around representation and the role of African art in the fine arts world.

Rawya Ateya Became the First Female Parliamentarian in the Arab World

Despite polls demonstrating that 70% of Egyptian men were opposed to women in Parliament, Rawya Ateya became the first woman in the entire Arab world to be elected to parliamentary office. Her election came just one year after Egyptian women gained the right to vote and devoted her time in office to fighting to expand women's rights.

July 15

Twitter Launched

Originally named Twttr with a 140-character maximum, Twitter officially launched in 2006 and has since grown to play a pivotal role in politics, journalism, comedy, and pop culture.

July 16

Ida B. Wells' Birthday

Activist, journalist, and feminist Ida B. Wells is most known for leading an anti-lynching crusade in the U.S. in the late 19th century. She was also a co-founder of the NAACP and the National Association of Colored Women, as well as a member of the suffrage movement (and critic of racism within the movement).

July 2022 Content Calendar

Descriptions and Content Ideas

July 17

World Emoji Day

Reviews of famous art, plays, or concerts using only one emoji. Are your followers up to the challenge? Get the scoop using either a poll or questions sticker in a Story. Ready. Set. Emoji! 🤖

July 18

Nelson Mandela International Day

"We must use time wisely and forever realize that the time is always ripe to do right." - Nelson Mandela

The sage words of South Africa's most honored leader can inspire and motivate for generations to come. Share a quote from him today.

Burt Kwuok's Birthday

Burt Kwuok, star of British Films and TV including the *Pink Panther* and *James Bond* movies, was often type-cast into villainous roles because of his Chinese heritage. Over his career, he elevated many of those roles, transcended stereotypes, and left a lasting impact on the history of film.

National Ice Cream Day

Take a break from the heat with a Typeform quiz matching your followers' favorite ice cream flavors, toppings, and cones with an upcoming performance or exhibition.

July 19

Xu Beihong's Birthday

Xu Beihong was a Chinese painter known for his ink paintings of horses and birds. He was a proponent of bringing Western realism to China, and was the first government-sponsored student to study in Europe.

July 20

World Jump Day

Whether it's a jeté or sissonne, a casual leap off stage or a jump of octaves in music, today is all about those big flashy jumps in the arts. Feature some today!

Apollo 11 Landed on the Moon

The 1969 moon landing gave us one of the most memorable quotes of all time: "That's one small step for man, one giant leap for mankind."

Today is a great day to share some memorable quotes from artists or performances at your organization. Don't forget to ask your followers to chime in with theirs!

July 21

Get to Know Your Patrons Day

What's your favorite instrument and why? Who is the most underrated artist? Get your patrons commenting! Pose a fun question in a text post on Facebook and watch the comments roll in.

Lydia Shum's Birthday

Lydia Shum was known as one of Hong Kong's most famous comedians. After starting her career as a child star, she joined the cast of *Enjoy Yourself Tonight*, a popular variety show. She became known for her bouffant hairstyle and dark rimmed glasses and was a staple of Hong Kong entertainment until her death in 2008.

July 22

Edward Hopper's Birthday

Considered one of the U.S.'s most important realist painters, Edward Hopper is known for his depictions of individual isolation in post-war America. His most iconic painting, *Nighthawks*, features four customers and a waiter at a diner, all seemingly in their own worlds. Ask your followers to imagine what the people in the painting might be thinking about and share your favorite answers.

July 23

Harriet Williams Russell Strong's Birthday

Harriet Williams Russell Strong is known for her major breakthroughs in arid land irrigation. She designed a dam system that eventually paved the way for the technology that runs the Hoover Dam. Later in life, she promoted women's suffrages with Susan B. Anthony and became the first female member of the L.A. Chamber of Commerce.

July 24

Amelia Earhart's Birthday

Amelia Earhart became the first woman to fly solo across the Atlantic Ocean in 1932. In addition to being an aviation pioneer, she designed a line of "functional" women's clothing and suitcases. In 1937, Earhart attempted to become the first woman to circumnavigate the globe in a plane. Earhart and her navigator, Fred Noonan, disappeared two weeks after they took off and were never found.

July 25

National Wine and Cheese Day

What pairs best with wine and cheese? A night out at your organization. Create Instagram carousels that pair productions, exhibitions, and concerts with wine and cheese.

July 2022 Content Calendar

Descriptions and Content Ideas

July 26

Americans with Disabilities Act (ADA) Anniversary Day

The Americans with Disabilities Act (ADA) was passed 31 years ago—it's a civil rights law that prohibits discrimination against individuals with disabilities. Today, highlight the ways your organization is, or is striving to be, more accessible for audiences with disabilities.

July 27

Take Your Houseplants for a Walk Day

You can't make up these holidays—or can you? 🤔 This holiday is self-explanatory and a great way to encourage your followers to get some fresh air. Pics or it didn't happen!

July 28

Beatrix Potter's Birthday

Many know of Beatrix Potter's famed *The Tale of Peter Rabbit*, but did you know she was also a talented scientific illustrator? After settling into the world of children's literature, Potter had the foresight to license Peter Rabbit, an early understanding of the lucrative power of merchandise.

July 29

Rain Day

Summer rain can be a bummer, but your digital programming isn't! If your fans are stuck inside, create a YouTube playlist featuring some of your best archival digital performances to beat the rainy blues.

Lipstick Day

From Liza Minnelli's famous bright pout in *Cabaret*, to Audrey Hepburn's peachy nude lip in *Breakfast at Tiffany's*, lipstick is iconic in many classic films. Ask your followers to choose their favorites today!

July 30

International Day of Friendship

Remember the BFF breakaway necklaces? Create a graphic today that reimagines it with your organization on one side, and your fans on the other. It's a lifelong friendship that's sure to blossom once you can all see each other in-person again.

Paperback Book Day

Which paperback books are on your fans' bookshelves? Ask them to snap a photo, tag your organization, and share your favorites! You can also save some recommendations and create a reading list in future blog post.

July 31

Uncommon Instrument Awareness Day

Music nerds, it's your moment! From the theremin to the ehru, there are so many instruments to explore. Ask a harpsichord expert to show off their skills or get your colleagues together to attempt a tune on some musical glasses and delight your followers with your "glass harp" skills!

AUGUST

Monthly Celebrations

Family Fun Month
National Coffee Month
American Artist Appreciation Month
National Back to School Month
Happiness Happens Month
Inventors' Month
National Immunization Awareness Month
National Peach Month

Weekly Celebrations

Aug. 7-13 International Assistance Dog Week
National Health Center Week
Aug. 25-31 Be Kind to Humankind Week

Daily Celebrations

Click/tap a celebration below for more inspiration.

- Aug. 1 Beatrice Medicine's Birthday
Woman Astronomers Day
- Aug. 2 James Baldwin's Birthday
National Coloring Book Day
- Aug. 3 Black Women's Equal Pay Day
- Aug. 4 Louis Armstrong's Birthday
- Aug. 5 International Beer Day
- Aug. 6 Andy Warhol's Birthday
Lucille Ball's Birthday
Vicki Draves and Sammy Lee Became the First Asian Americans to Win an Olympic Gold Medal for the U.S.
National Play Outside Day
- Aug. 7 National Sisters Day
- Aug. 8 Sonia Sotomayor Was Sworn in as the First Hispanic Justice of the Supreme Court
- Aug. 9 International Day of the World's Indigenous Peoples
National Book Lovers Day
- Aug. 10 Era Bell Thompson's Birthday
World Calligraphy Day
- Aug. 11 Hip Hop Was Born
David Henry Hwang's Birthday
- Aug. 12 Zerna Sharp's Birthday
- Aug. 13 Eva Dykes' Birthday
International Lefthander's Day
- Aug. 15 National Relaxation Day
Aurora Castillo's Birthday
- Aug. 16 National Tell a Joke Day
- Aug. 17 National Nonprofit Day
National Thrift Shop Day
Baby Boomers Recognition Day
- Aug. 18 Margaret Murie's Birthday
- Aug. 19 World Photography Day
- Aug. 20 National Radio Day
- Aug. 21 Count Basie's Birthday
Break the Monotony Day
Internet Self Care Day
- Aug. 22 Dorothy Parker's Birthday
- Aug. 23 International Day for the Remembrance of the Slave Trade and its Abolition
Malvina Reynolds' Birthday
- Aug. 24 International Strange Music Day
- Aug. 26 Thalía's Birthday
- Aug. 27 Speak Kind Words Saturday
- Aug. 28 Ai Weiwei's Birthday
- Aug. 29 Charlie "Bird" Parker's Birthday
- Aug. 30 Mary Shelley's Birthday / Frankenstein Day
- Aug. 31 Josephine Ruffin's Birthday
Eat Outside Day

August 2022 Content Calendar

Descriptions and Content Ideas

August 1

Beatrice Medicine's Birthday

Beatrice Medicine was a Standing Rock Sioux anthropologist who focused on the roles of Lakota women, particularly related to changes in their culture. She combated patronizing views of Native Americans by mainstream anthropologists and defied stereotypes, racism, and sexism throughout her life and career.

Woman Astronomers Day

Abbie Jump Cannon's approach to classifying and examining stars. Betha A. Brown's dedication to help women and people of color pursue astrophysics careers. Barbara A. Williams becoming the first Black woman to achieve a Ph.D. in Astronomy. These are all trailblazing women you can feature today!

August 2

James Baldwin's Birthday

"I am the grandson of a slave, and I am a writer. I must deal with both." - James Baldwin

James Baldwin's work explored the intersection of his identities as an African American, an artist and intellectual, a bisexual man, and a world traveler. His 1963 collection of essays, *The Fire Next Time*, was written to educate white Americans on the African American and Black experience.

National Coloring Book Day

Feature themed coloring pages in a Story for a digital art activity. Instruct followers to take a screenshot, tag your organization, and add their own creative touches. It's fun for all ages and great sharable content!

August 3

Black Women's Equal Pay Day

This day falls every year on August 3 because it takes the average Black woman, working full-time and year-round, eight extra months to earn what the average white, non-Hispanic man earns in one year. Raise awareness today and share resources from organizations, like [AAUW](#).

August 4

Louis Armstrong's Birthday

In 1926, Louis Armstrong popularized the first mass-market scat ever recorded—accidentally! Midway through the recording of "Heebie Jeebies," he dropped his sheet music and scatted to fill in the silence. Know a vocalist who can share some scatting technique with followers? Feature those "bops," "beeps," and "zaps" in a Story today!

August 5

International Beer Day

Today may be International Beer Day, but we know some people enjoy IPA all year long—we're talking about vocalists! Celebrate this hoppy holiday by sharing your organization's name in the International Phonetic Alphabet.

August 6

Andy Warhol's Birthday

Andy Warhol revolutionized commercial and pop art and became quite a pop icon himself. Today, channel your inner Warhol by turning run-of-the-mill artist headshots into works of art with [PicMonkey's Pop Art filter](#).

Lucille Ball's Birthday

"I'd rather regret the things I've done than regret the things I haven't done." - Lucille Ball

Lucille Ball was a go-getter whose confidence, passion, and commitment helped her to pave the way for other women comedians like Mary Tyler Moore, Penny Marshall, and Cybill Shepherd. Her physical comedy even set the stage for later performers like Robin Williams. Take a page out of Lucy's book and try out a funny social post that's a bit out of your comfort zone—you never know what your followers will love until you try!

Vicki Draves and Sammy Lee Became the First Asian Americans to Win an Olympic Gold Medal for the U.S.

On a historic day for Asian American athletes, diver Vicki Draves won gold at the Olympics, followed by diver Sammy Lee two days later. Today, celebrate achievements and milestones made by Asian American creatives in your industry!

National Play Outside Day

Have any outdoor events coming up? Buddy up with a performer to hit the streets in your community and capture some flash mob-style content that teases out an upcoming program. Bonus points if you film unsuspecting audience reactions!

August 7

National Sisters Day

Artists find no shortage of inspiration in sisters, from Renoir's *Two Sisters* and Chekov's *Three Sisters*, to the Schuyler Sisters and Sister Sledge. Share an iconic work inspired by this bond that will resonate with your audience.

August 2022 Content Calendar

Descriptions and Content Ideas

August 8

Sonia Sotomayor Was Sworn in as the First Hispanic Justice of the Supreme Court

In 2009, Sonia Sotomayor was sworn in as the first Hispanic Justice of the Supreme Court and was the first justice nominated by former President Barack Obama. Also the third woman named to the bench, Sotomayor—who grew up as a Latina woman in New York City—has spent her life fighting for equal justice.

August 9

International Day of the World's Indigenous Peoples

Take a moment to celebrate the richness of Indigenous Cultures, while also recognizing the challenges that Indigenous People and artists face today. Introduce your audiences to some famous Indigenous Artists, like Kent Monkman, Barbara Weir, and Wendy Red Star.

National Book Lovers Day

What is the book of the summer? Ask your team and feature their answers in a blog post. You can also create an accompanying Story that asks your followers to chime in!

August 10

Era Bell Thompson's Birthday

Era Bell Thompson was a journalist and an editor for Ebony magazine (at the time she was the first and only woman editor in the entire Johnson Publishing Company). She wrote several books about her experience growing up as a Black woman in North Dakota, using her signature use of humor and understatement as a way of critique.

World Calligraphy Day

This timeless art form has ancient origins in cultures throughout the world and as many applications as unique letterforms—from handwritten sheet music to signage to meditative painting practices. Create a post sharing where calligraphy shows up in your organization or genre.

August 11

Hip Hop Was Born

Nas' "I Can" meets Beethoven's "Für Elise" and Kelis' "Like You" meets Mozart's "The Magic Flute"—feature some of your favorite hip hop songs with classical music hooks. In a Story, ask your followers to guess the classical music song using the quiz sticker.

David Henry Hwang's Birthday

Not only is David Henry Hwang a Tony Award winner, three-time OBIE Award winner, and three-time Pulitzer Prize Finalist, he is also the most-produced living American opera librettist. His works, including the plays *M. Butterfly*, *Chinglish*, and *Golden Child*, seek to humanize Asian and Asian-American characters to counteract the frequent stereotyping he saw on screen and on stage growing up.

August 12

Zerna Sharp's Birthday

Zerna Sharp is best known as the creator of the "Dick and Jane" beginning readers series. Sharp got the idea for the now-iconic "look-see" style of writing by watching children play in a park, and noting their simple, direct bursts of language. Unusual for the time, Sharp had full creative control over the "Dick and Jane" project, from the color of their clothes to the specific verbiage used.

August 13

Eva Dykes' Birthday

Dr. Eva Dykes was the first Black woman in the United States to complete the requirements for a doctorate and the third to earn a PhD. She graduated from Howard University in 1914 and later became a professor there before serving as Chair of the English Dept. at Oakwood College.

International Lefthander's Day

Leonardo da Vinci, Aristotle, and Jimi Hendrix are all famous lefties. Today, highlight some famous southpaws in your genre!

National Relaxation Day

What are some routines your performers use to relax before going out on stage or going live for a digital audience? Share some meditative moments that could help your followers de-stress.

August 15

Aurora Castillo's Birthday

Aurora Castillo was a community activist respectfully known as "la doña" by her predominantly Latinx community. In 1984, she co-founded Mothers of East Los Angeles which worked against a proposed prison and oil pipeline which threatened to disrupt her "beloved barrio's" environmental and public health safety.

August 2022 Content Calendar

Descriptions and Content Ideas

August 16

National Tell a Joke Day

How do you make a tissue dance? Put a little boogie in it! This is a day where lame jokes are encouraged! Find the best of the best, or make one up yourself, and feature it in a carousel. That's right—Facebook and Instagram carousels are ripe for comedic timing as fans swipe through.

August 17

National Nonprofit Day

Instead of waiting until the end of the year to fundraise, consider starting your own day based on when your organization was founded! You can also use today to show donors' previous generosity in action.

National Thrift Shop Day

Buying secondhand is a great way to reduce, reuse, and recycle. How does your organization repurpose materials from past productions and exhibitions? Maybe there are particular items that have a unique story to tell. Share one today!

Baby Boomers Recognition Day

OK Boomers, this is your day! Search your venue for artifacts of a bygone era that only boomers would recognize.

August 18

Margaret Murie's Birthday

Known as the "Grandmother of the Conservation Movement," Margaret Murie was a naturalist and conservationist who was instrumental in passing The Wilderness Act of 1964. This act defined, for the first time, "wilderness" in the U.S. and was the first formal mechanism for protecting federal land.

August 19

World Photography Day

We're all smartphone photographers now, but what does it take to get the perfect shot for the 'gram? Ask a social content creator to do a takeover packed with tips from composition to lighting.

August 20

National Radio Day

Podcasts are the radio of today. Curate a list of your staff's favorite podcasts or feature your own! Don't forget to @ mention for added visibility.

August 21

Count Basie's Birthday

Count Basie was a key player in the Golden Age of Jazz. Although he grew up playing the piano, he is best known for leading the eponymous Count Basie Orchestra. In 1958, Count Basie became the first African American male to win a Grammy Award.

Break the Monotony Day

mo'not'o'ny

/mə'nät'nē/

lack of variety and interest; tedious repetition and routine.

Stop right there and don't post another guest artist headshot! Today is the perfect opportunity to examine your content creation routine. What are you doing just for the sake of habit?

Internet Self Care Day

We all get sucked in by our devices. Encourage self-care with a break in screen time by interrupting users' feeds with a PSA, "Stop scrolling and listen to some music, make some art, do a dance, etc."

August 22

Dorothy Parker's Birthday

Dorothy Parker was a poet known for her quick wit and sharp one-liners. She's noted as saying, "The first thing I do in the morning is brush my teeth and sharpen my tongue." Take a cue from Dorothy and consider how you can improve your copywriting to connect with your audience in authentic ways!

August 23

International Day for the Remembrance of the Slave Trade and its Abolition

For over 400 years, more than 15 million people were the victims of the tragic transatlantic slave trade, one of the darkest chapters in human history. Today offers the opportunity to honor and remember those who suffered and died at the hands of slavery, and raise awareness about racism in today's world.

Malvina Reynolds' Birthday

A musician from an early age Malvina Reynolds, kept activism at the forefront of her career. One of her best-known songs is "Little Boxes", a critique of the homogeneous culture of white suburban America.

August 2022 Content Calendar

Descriptions and Content Ideas

August 24

International Strange Music Day

Have you heard of a contrabass saxophone? How about playing marine gastropods? Highlight some lesser-known instruments and music genres for your fans.

August 26

Thalía's Birthday

You know you've made it big when you go by one name! Thalía is best known as a Mexican singer. She has 17 studio albums and is known as the "Queen of Latin Pop". In addition to her work in the spotlight, she was named a UNICEF Mexico Ambassador.

August 27

Speak Kind Words Saturday

Today is all about your fans and followers! Create branded graphics that feature quotes that thank them, inspire them, and keep their passion for the arts strong.

August 28

Ai Weiwei's Birthday

Chinese conceptual artist, sculptor, photographer, filmmaker, and activist Ai Weiwei explores the relationships between art, society, individuals, and changing cultural traditions. He is a vocal advocate for human rights in China and uses interdisciplinary artistic and communication techniques to convey his political beliefs.

August 29

Charlie "Bird" Parker's Birthday

Charlie Parker (nicknamed "Bird" or "Yardbird") was a leading figure in mid-century American Jazz. He is credited, along with Dizzy Gillespie, as being the inventor of bebop style-jazz, characterized by its advanced harmonies and fast tempos.

August 30

Mary Shelley's Birthday / Frankenstein Day

To celebrate the birthday of one of the earliest science fiction authors, share some "frankensteined" versions of your favorite artistic works. What happens when you combine elements of a Van Gogh with a Rembrandt painting? Can you create a mash-up of Verdi and Lady Gaga? Get creative, and encourage your followers to share their own frankensteined art with you!

August 31

Josephine Ruffin's Birthday

Josephine Ruffin was a Black abolitionist and suffragist in the 19th Century. She co-founded the Boston-based Women's Era Club and correspondingly became the editor of their newspaper. Throughout her career, she fought for both the freedoms of Black Americans and women, citing a deep responsibility she felt at the intersection of both identities.

Eat Outside Day

The end of August + warm weather + your venue = the perfect summer picnic for your patrons! In Stories, share photos or videos of the perfect spots to picnic at your venue—bonus points for showing off the best hidden places.

May - August 2022 Content Calendar

Social Content Essentials

Video Editing

iMovie or Windows Movie Maker

Create your own promotional trailer with existing b-roll using iMovie or Windows Movie Maker. You can even add pre-made title cards and effects!

Typito

This tool helps you create videos that are optimized for social media platforms. Choose from more than 20 formats with aspect ratios for various platforms, and easily create text overlay graphics on your videos.

CutStory

Need to break up larger videos into short Instagram Story clips? CutStory allows you to edit any video into fifteen-second pieces and post them to your Instagram Story.

Mojo

Mojo helps you create stellar vertical videos for Facebook Stories, Instagram Stories, and Snapchat. It also gives you the ability to add branding elements, like your logo.

BIGVU

Action! Script, shoot, record, style, and caption your videos like a pro. This app helps you stay focused and on the ball using an in-app teleprompter, right from your phone screen.

Adobe Premiere Rush

Shoot, edit, and share video clips right from your phone with this all-in-one video creation tool! Premiere Rush's automatic project syncing allows you to easily move between mobile or desktop so you can edit wherever you go.

Photo Editing & Stock Imagery

Unsplash

Need beautiful, free stock photos? Unsplash boasts more than 500,000 photos from 90,000 photographers that have given you the irrevocable, non-exclusive, worldwide copyright license to download, copy, edit, and share them.

BeFunky

Brighten, sharpen, crop, or reduce the graininess of a photo with BeFunky. This free tool will help you produce stunning photos with easy-to-use editing tools.

Lightroom

This tool not only helps you make photo adjustments like color and brightness, but it will also help you organize and keep track of your photos with features such as keywords, face recognition, and search filters.

InShot

Level up your Instagram content with InShot. It's a powerful photo and video editing app that allows you to apply filters, insert text, add music, and emojis. You can even create a blur effect behind images.

Prisma

Prisma is a photo editing app that will bring out your inner Picasso. Bring your masterpiece to life by transforming photos into paintings with the hundreds of art style filters.

Prequel

Become a pro photographer using this photo editing app. Choose from many different live filters and effects, including turning portraits into 3D images!

PicsArt

Stand out from the crowd and create beautiful collages, drawings, and photos with this all-in-one photo editing app. Get creative and have fun exploring all of the Photoshop-style tools!

Death to Stock

Death to Stock is an Artist Owned Co-op on a mission to make the internet beautiful. DTS provides you with fresh, authentic stock photos and videos with unlimited downloads and new work added every month. Your library will no longer feel stale and you can continue to stand out.

May - August 2022 Content Calendar

Social Content Essentials

Writing & Copyediting

Grammarly

Copywriters—this tool will be your new best friend! Grammarly allows you to double-check your copy in documents, projects, social media platforms, emails, and messages.

CTA Generator

Looking for new calls-to-action? Bookmark this blog post and the 2.0 version to spice up your call-to-actions with our interactive CTA Generator.

Blog Ideas Generator

If your creative well has run dry, get some fresh ideas from HubSpot's free Blog Ideas Generator. You can type in a keyword, and it will generate several ideas to spark fresh content.

Sharethrough Headline Analyzer

Want to know if your blog post title is hitting the mark? Type it into this headline analyzer. It rates your overall quality score, strengths, and suggestions to make it more engaging.

Brainsparker

Looking for a creative boost? Brainsparker's 250+ creative prompts featuring a mix of trigger words, images, questions, and more will help you keep a stream of fresh ideas. You'll never be short of creative inspiration!

Bitly

Build and protect your brand using powerful, recognizable short links. Bitly helps you work faster and more intelligently—with features like branded links and the ability to redirect any link.

Playbuzz

Looking for pre-formatted blog content? Create easy-to-read listicles, tell a story with an image slideshow, or build a quiz with Playbuzz.

Freehand

Enjoy collaborating with your team in real time using this digital whiteboard.

Hemingway

Make your writing bold and clear. Hemingway helps you write with power and clarity by highlighting adverbs, passive voice, and dull, complicated words. It highlights wordy sentences in yellow and more egregious ones in red.

Draft

Looking for previous versions of work is a thing of the past! With Draft, you can mark major versions of your work and compare how your document has changed over time. It also makes editing, sharing, and managing suggested edits from colleagues easier.

WordCounter

WordCounter is an online editor to check word and character count. You can type directly in the platform or copy and paste text from another document into WordCounter's online editor. It notes the average speaking time, reading time, and reading level for your text.

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Social Content Essentials

Design & Graphics

Canva

Scrambling for social media assets? Canva can help you design social media graphics, flyers, posters, presentations, and more with free pre-sized templates.

Adobe Spark

Adobe Spark is a free online and mobile graphic design app that helps you create beautiful images, videos, and web pages. No design, coding, or video editing experience necessary!

Vecteezy

Does your graphic designer have zero time for new projects? Use Vecteezy's extensive library of free vector files to save time and sanity.

A Color Story's Design Kit

This free app for iOS has over 60 unique fonts, realistic brush types, diverse paint textures, and a library of fun stickers to spice up your Stories.

WhatFont

Mystery font, no more! Hover over any web font and it provides the font name, font family, weight, size, line-height, and hex code.

Pablo

With over 600,000 stock images and 26 fonts, Pablo comes with pre-sized templates for all your Pinterest, Instagram, Facebook, and Twitter needs.

DrawKit

DrawKit features 100% free, beautiful illustrations that are updated weekly. The hand-drawn vector illustration and icon resources are perfect for your next project. Recent releases include Working from Home, Black Lives Matter, and COVID-19 illustrations.

Easel.ly

Want to experiment with infographics? Use Easel.ly to help you visualize information or data. Access thousands of images and templates, or start from scratch.

unDraw

Browse unDraw to find quality illustrations that fit your messaging. You can automatically customize the color to match your brand and use it easily in your design workflow. Objects can be combined and modified to create new, exciting images and with a design style that balances art and tech to future-proof your designs.

ezGIF

Animated GIFs made easy! Create, resize, crop, reverse, optimize, and apply effects to GIFs. Ezgif.com is a free, simple online tool designed primarily for creating and editing animated GIFs, but it also supports some basic video editing. The most popular online tools are GIF maker, Video to GIF converter, and image resizer.

ColorPick Eyedropper

This tool is a major time-saver. ColorPick Eyedropper allows you to hover over any part of your browser to get the exact hex code.

Sizzy

Testing across devices just got easier. Sizzy is a responsive web design tester that allows you to preview your design on multiple screens.

Corporate Ipsum

Spice up placeholder text with this fun extension. Corporate Ipsum generates text for you based on desired number of words.

Blush Illustration

This plugin tool allows you to create, mix, and customize illustrations made by artists around the world while shining a light on each amazing illustrator!

Humaaans

Start with a Humaaans illustration and mix-and-match parts of the body—hairdos, tops, and pants—to fit every occasion. They're like legos made out of flesh...and vectors.

Unfold

Take your Instagram content to the next level with Unfold. This app provides a series of custom templates and fonts to make your Instagram content stand out from the crowd.

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Social Content Essentials

Animation & Interactive Content

Animaker

Ready to dive into the world of animation? Animaker makes it easy and intuitive with a drag and drop interface, and plenty of templates if you're in need of some creative inspiration.

ThingLink

Create interactive images, videos, shoppable videos, infographics, maps, virtual tours, and more with ThingLink.

Woobox

Need help managing a social media contest or drawing? Woobox does it for you. Customize landing pages for giveaways, pick a drawing winner from comments in a post, or create voting polls or forms.

Plotaverse

Want to level up your content game? This tool will help you create stunning, animated photos and looping videos that you can share across all social media platforms. Give a holiday production photo some falling snow or make the tuning pegs on a guitar turn. The possibilities are endless!

Ceros

Ceros helps you create digital experiences that engage, convert, and stand out. With a world-class design platform, an army of experts, and ten years of experience, Ceros allows marketers and designers to create immersive content without writing a single line of code.

Accessibility

Spectrum

Accessibility is an important element of design. Spectrum helps you test landing pages for different kinds of color vision deficiencies.

Color Enhancer

Color enhancer is a customizable color filter that can be applied to landing pages to best fit your needs. It helps improve color perception for various color vision deficiencies.

Screen Shader

This customizable tool shades your Chrome window to a soothing orange color to reduce eye-strain and eye fatigue. You can also adjust the shade to best fit your brain's day/night cycle.

Read Aloud

With just a tap/click, this free tool reads text on any landing page out loud. Featuring 40+ languages and a variety of text-to-speech voices to choose from, Read Aloud makes it easier to consume web content.

Making Tweets Accessible

This guide will help you compose image descriptions so that your Tweets are accessible to more people, including those who are blind or low-vision.

Music & Audio

YouTube Studio's Audio Library

Want to set the musical mood for your slideshow or video? YouTube offers an ever-expanding selection of free music and sound effects organized by genre, mood, instrument, and more.

Wavve

Make your audio posts more accessible and visual with Wavve. You can easily add captions to pre-formatted design sizes that work across a variety of social platforms.

Social Media Guidelines

Social Media Ad Dimensions

Tired of searching for the latest dimensions for various social platforms? Bookmark CI's guide to save time and your sanity. We'll always make sure it's up to date, so you don't have to.

Facebook Mobile Studio

Get tips on how to make great mobile-friendly content right from your phone. This resource provides video guides, a downloadable planning brief, and creative app recommendations to get you started.

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Social Content Essentials

Quizzes & Forms

Typeform

Looking to make your forms and surveys stand out? This tool can turn a list of questions into a friendly conversation, and help you get better data. Score!

Quiz Maker

Create engaging quizzes from scratch using this quick and easy quiz maker. You can publish your first quiz in just a matter of minutes!

Work from Home Essentials

PliimPro

Safely share your screen with one click and avoid embarrassing stuff and annoying notifications while presenting. PliimPro is magical whether you are about to join a meeting or if you are already in one. Because it works at the operating system level, Pliim, by default, is ready for every software.

Mmhmm

Born of necessity, built for enjoyment. During the pandemic, most of your social and business interactions probably moved to video chat. Suddenly everyone is just a bland head-in-a-box, and it was harder than ever to collaborate with, present to, and entertain each other. Mmhmm is built to fix that—making you feel like a late night talk show host in every meeting.

Loom

The expressiveness of video with the convenience of messaging. Communicate more effectively wherever you work with Loom. With Loom, you can capture your screen, voice, and face and instantly share your video in less time than it would take to type an email.

GIPHY Backdrops

Make video calls more animated with GIPHY Backdrop. Find, upload, remix, and download animated Backdrops to use as virtual backgrounds on your video calls.

Notion

Revolutionize the way you write, take notes, track projects, and collaborate with your team. Notion is an all-in-one workspace for teams and/or individuals—a writing experience as simple or sophisticated as you need—available on web, mobile, Mac, and Windows.

Coffitivity

Coffitivity recreates the ambient sounds of a cafe to boost your creativity and help you work better. According to a study out of the University of Chicago, “a moderate level of ambient noise is conducive to creative cognition.” This means being a tiny bit distracted helps you be more creative. It sounds crazy, but it works!

Nimbus Capture

Take your screenshots and screen recordings to the next level. Use Nimbus Capture to record videos of your entire desktop or browser tabs, or create videos using your webcam. You can then annotate and share these screencasts, videos, and screenshots instantly.

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Additional Resources

See You in September

Nice work!

You're on our email list and will receive a new version every month.

We Want to Hear from You

Did you use the Social Content Calendar for Arts Marketers to create a social post you're proud of? Fill out [this form](#) for a chance to be featured in the [Content Inspiration Gallery for Arts Organizations in Crisis](#).

About Capacity Interactive

[Capacity Interactive](#) (CI) is the premier digital marketing consulting firm for culture and the arts. Founded in 2008 by Erik Gensler, Capacity Interactive partners with leading arts and cultural organizations to help them build audiences, engage community, and market smarter. Practice areas include digital strategy, web analytics, A/B testing, search engine optimization, search engine marketing, social and display advertising, and email strategy. CI has a focus on education for our clients and the arts and cultural sector as a whole.

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