

Seasonal Marketing Calendar Q2 2025



1 Apr April Fool's Day

- Light-hearted post or harmless prank.
- #AprilFools #JustForFun #Gotcha
- Fun, playful visuals or short prank video

7 Apr World Health Day

- Promote health and wellness tips.
- #WorldHealthDay #HealthIsWealth #Wellness
- Infographic on health tips, fitness images



12-20 Apr Passover (Jewish)

- Content focused on freedom, renewal, and family gatherings.
- #Passover #FamilyTraditions #FestivalOfFreedom
- Family-oriented visuals, candle lighting

20 Apr Easter (Christian)

- Easter bunny, chocolate eggs, and spring themed visuals.
- #Easter #Hope #SpringRenewal
- Easter eggs, flowers, family gathering visuals



22 Apr Earth Day

- Focus on sustainability initiatives or eco-friendly practices.
- #EarthDay #Sustainability #ProtectOurPlanet
- Nature visuals, earth-themed graphics, forest images



28 Apr World Day for Safety at Work

- Emphasize workplace safety and wellbeing.
- #SafetyAtWork #WorkplaceWellness #SafeAndHealthy
- Workplace safety infographics, team at work



5 May May Bank Holiday (UK)

- Encourage a restful or fun long weekend.
- #BankHoliday #LongWeekend #TakeABreak
- Outdoor scenery, leisure activities



26 May Spring Bank Holiday (UK)

- Celebrate warmer days and encourage outdoor activities.
- #SpringBankHoliday #SpringRefresh #LongWeekend
- Spring landscape visuals, people enjoying the outdoors



6 Jun (aprox) Eid Al Adha (Muslim)

- Share greetings, focusing on gratitude and giving.
- #EidAlAdha #EidMubarak #Gratitude
- Traditional Eid decorations, family gathering visuals



21 Jun Summer Solstice

- Embrace summer with "Sunset" visuals and outdoor themes.
- #SummerSolstice #FirstDayOfSummer #HelloSummer
- Sun-filled landscapes, beach visuals

