

US/  
CAN



# @TwitterBusiness Calendar

Events to Tweet about



*Note: As guidance around social distancing due to COVID-19 continues to evolve, events featured in the 2020 Twitter marketing calendar are subject to change.*

01  
2020

# January

SUN	MON	TUE	WED	THU	FRI	SAT
			1 New Year's Day NHL Winter Classic	2	3	4
5 Golden Globe Awards	6	7 Consumer Electronics Show →	8	9 Winter Youth Olympics →	10	11
12	13	14	15	16 Igloofest (CAN) →	17	18
19	20 Martin Luther King Jr. Day	21 World Economic Forum →	22	23	24	25 Chinese New Year
26 Grammy Awards	27	28	29	30	31	

**Tweet inspiration:** Get in on the fun of award season (we see you, #GoldenGlobes and #Grammys 🏆) with some 'awards' of your own.

Use [Twitter Polls](#) 🗳️ to have followers vote for their favorites — this could be research driven, like their favorite type of content or something purely fun, like their favorite emojis.

## EVENTS LENGTHS

Igloofest	1/16 – 2/1
Winter Youth Olympics	1/9 – 1/22
Consumer Electronics Show	1/7 – 1/10
World Economic Forum	1/21 – 1/24
State of the Union (US)	TBD

● Entertainment ● Sports ● Holidays ● Conferences ● Other

TBD: dates were not available at time of print, but keep an eye out for these events.

02  
2020

# February

SUN	MON	TUE	WED	THU	FRI	SAT
						<b>1</b> Black History Month →
<b>2</b> Groundhog Day Puppy Bowl Super Bowl LIV	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b> New York Spring Fashion Week →	<b>7</b>	<b>8</b>
<b>9</b> Academy Awards National Pizza Day (US)	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b> Valentine's Day London Spring Fashion Week →	<b>15</b>
<b>16</b>	<b>17</b> Presidents' Day (US)	<b>18</b> Milan Spring Fashion Week →	<b>19</b>	<b>20</b>	<b>21</b> DreamHack 2020 →	<b>22</b> National Margarita Day (US)
<b>23</b>	<b>24</b> Paris Spring Fashion Week →	<b>25</b> Mardi Gras	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>

**Tweet inspiration:** Like valentines themselves, Tweets are often best when short and sweet.

- As you draft up your February and future Tweets, here are some things to keep in mind:
- Condense your Tweet copy to its core message or hook
  - Limit yourself to 1-2 hashtags
  - Keep videos between 6-15 seconds

## EVENTS LENGTHS

New York Spring Fashion Week	2/6 - 2/13	DreamHack	2/21 - 2/23
London Spring Fashion Week	2/14 - 2/18		
Milan Spring Fashion Week	2/18 - 2/24		
Paris Spring Fashion Week	2/24 - 3/4		
Black History Month	2/1 - 2/29		

● Entertainment ● Sports ● Holidays ● Conferences ● Other

03  
2020

# March

SUN	MON	TUE	WED	THU	FRI	SAT
<b>1</b> Women's History Month →	<b>2</b>	<b>3</b> World Wildlife Day	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
<b>8</b> International Women's Day	<b>9</b> Purim →	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b> SXSW → Friday the 13th	<b>14</b> Pi Day
<b>15</b> JUNO Awards (CAN)	<b>16</b> Game Developer's Conference →	<b>17</b> St. Patrick's Day March Madness →	<b>18</b>	<b>19</b>	<b>20</b> International Day of Happiness	<b>21</b> Twitter's Birthday
<b>22</b> World Water Day	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b> MLB Season Begins	<b>27</b>	<b>28</b>
<b>29</b>	<b>30</b> Oktane Conference →	<b>31</b> Equal Pay Day Ice Hockey Women's World Championship →				

**Tweet inspiration:** There's no shortage of events this month, and while you may not be attending them in person, it doesn't mean you can't attend in Tweet.

Use [Event targeting](#) within Twitter Ads to target an event's relevant audience.

## EVENTS LENGTHS

SXSW	3/13 - 3/22	March Madness	3/17 - 4/6
iHeartRadio Music Awards	TBD	Ice Hockey Women's World Championships	3/31 - 4/10
Game Developer's Conference	3/16 - 3/20	Women's History Month	3/1 - 3/31
Oktane Conference	3/30 - 4/2	Purim	3/9 - 3/11
Red Nose Day (US)	TBD		

● Entertainment ● Sports ● Holidays ● Conferences ● Other

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04  
2020

# April

SUN	MON	TUE	WED	THU	FRI	SAT
			<b>1</b> April Fools' Day	2	3	4
<b>5</b> WWE Wrestlemania	<b>6</b> March Madness Final	<b>7</b> World Health Day	<b>8</b> Passover →	<b>9</b> Masters Tournament →	<b>10</b> Coachella (Weekend 1) → Good Friday National Siblings Day	<b>11</b> National Pet Day
<b>12</b> Easter	13	14	<b>15</b> Tax Day (US) Tribeca Film Festival →	16	<b>17</b> Coachella (Weekend 2) →	18
<b>19</b> NBA Playoffs →	<b>20</b> Boston Marathon	21	<b>22</b> Earth Day	23	<b>24</b> Ramadan → Stagecoach Music Festival →	<b>25</b> White House Correspondent's Dinner
26	27	28	29	30		

**Tweet inspiration:** Internal research has shown [Tweets with GIFs](#) gained 55% more engagement than Tweets without them. (Added bonus: they're free, easy, and usually adorable.)

Consider using GIFs not only as outbound Tweets, but as replies — joining a popular conversation can be just as effective as starting your own.

*Twitter Internal data: Based on study of 3.7M accounts*

## EVENTS LENGTHS

Coachella (Weekend 1)	4/10 - 4/12	Masters Tournament	4/9 - 4/12
Tribeca Film Festival	4/15 - 4/26	NBA Playoffs	4/19 - 6/5
Coachella (Weekend 2)	4/17 - 4/19	Stanley Cup Playoffs	TBD
Stagecoach Music Festival	4/24 - 4/26		

Passover 4/8 - 4/16  
Ramadan 4/24 - 5/23

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05  
2020

# May

SUN	MON	TUE	WED	THU	FRI	SAT
					<b>1</b> Graduation Season →	<b>2</b> Kentucky Derby
<b>3</b> National Small Business Week (US) →	<b>4</b> Star Wars Day MET Gala Dell Tech World →	<b>5</b> Cinco De Mayo	6	7	8	9
<b>10</b> Mother's Day	<b>11</b> PGA Championship →	<b>12</b> Eurovision → Cannes Film Festival →	<b>13</b> World Cocktail Day	14	15	16
17	<b>18</b> Victoria Day (CAN)	19	20	21	22	23
<b>24</b> National Spelling Bee → French Open → Indy 500	<b>25</b> Memorial Day (US) National Wine Day (US) →	26	27	<b>28</b> Women's College World Series →	29	30
<b>31</b> Cisco Live →						

**Tweet inspiration:** Conversation targeting allows you to target people who are interacting with a particular topic. You can choose from 25+ categories and 10,000+ topics.

When it comes to fun holidays like #StarWarsDay, consider using [Conversation targeting](#) to promote your relevant Tweets to members of your audience already showing interest in that day.

## EVENTS LENGTHS

PGA Championship	5/11 - 5/17	Eurovision	5/12 - 5/16
French Open	5/24 - 6/7	Cannes Film Festival	5/12 - 5/23
Women's College World Series	5/28 - 6/2	National Spelling Bee (US)	5/24 - 5/29
Graduation Season	5/1 - 5/31	Dell Tech World	5/4 - 5/7
National Small Business Week	5/3 - 5/9	Cisco Live	5/31 - 6/4

● Entertainment ● Sports ● Holidays ● Conferences ● Other

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2020

# June

SUN	MON	TUE	WED	THU	FRI	SAT
	<b>1</b> LGBTQ Pride Month →	<b>2</b> Computex →	<b>3</b> US Women's Open (Golf) →	<b>4</b>	<b>5</b> Governor's Ball → National Donut Day	<b>6</b>
<b>7</b> Tony Awards	<b>8</b> Best Friends Day (US)	<b>9</b>	<b>10</b>	<b>11</b> Bonnaroo Music Festival →	<b>12</b> UEFA Euro → Taste of Country Music Festival →	<b>13</b>
<b>14</b>	<b>15</b> MTV Movie & TV Awards US Open (Golf) →	<b>16</b>	<b>17</b> VidCon →	<b>18</b> Firefly Music Festival →	<b>19</b>	<b>20</b> Summer Solstice
<b>21</b> Father's Day National Selfie Day	<b>22</b> Cannes Lions →	<b>23</b> Women's PGA Championship →	<b>24</b> Summerfest →	<b>25</b>	<b>26</b>	<b>27</b> Tour De France →
<b>28</b> BET Awards	<b>29</b> Wimbledon →	<b>30</b> Social Media Day				

**Tweet inspiration:** Going on summer vacation? [Schedule your Tweets](#) to keep your organic Tweets at work.  
You can schedule your Tweets by visiting [ads.twitter.com](https://ads.twitter.com)

## EVENTS LENGTHS

US Women's Open (Golf)	6/3 - 6/7	Stanley Club Finals	TBD	Governor's Ball	6/5 - 6/7
UEFA Euro	6/12 - 7/12	Computex	6/2 - 6/6	Bonnaroo Music Festival	6/11 - 6/14
US Open (Golf)	6/15 - 6/21	Cannes Lions	6/22 - 6/26	Taste of Country Music Festival	6/12 - 6/14
Women's PGA Championship	6/23 - 6/28	EA Play	TBD	Firefly Music Festival	6/18 - 6/21
Tour De France	6/27 - 6/19	LGBTQ Pride Month	6/1 - 6/30	Summerfest	6/24 - 7/5
Wimbledon	6/29 - 7/12				

● Entertainment ● Sports ● Holidays ● Conferences ● Other

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# July

SUN	MON	TUE	WED	THU	FRI	SAT
			<b>1</b> Canada Day (CAN)	2	<b>3</b> Calgary Stampede (CAN) → Essence Festival →	<b>4</b> Independence Day (US)
5	<b>6</b> John Deere Classic →	7	8	9	10	11
12	13	<b>14</b> Bastille Day	<b>15</b> Just for Laughs Festival →	16	<b>17</b> World Emoji Day Pitchfork Music Festival →	18
<b>19</b> National Ice Cream Day	20	21	22	<b>23</b> San Diego Comic Con →	<b>24</b> Summer Olympics 2020 → Tomorrowland →	25
26	27	28	29	<b>30</b> Lollapalooza → International Day of Friendship	31	

**Tweet inspiration:** As the Olympics kick off, consider embracing the themes of teamwork and competition with a Tweet challenge of your own.

This can be something simple, like “who has the most unread messages in their inbox?” or “what is your best caption for this GIF?”

For anything involving an official contest or prizes, be sure to sync with your legal partners.

## EVENTS LENGTHS

Essence Festival	7/3 - 7/6	Shark Week	TBD
Calgary Stampede (CAN)	7/3 - 7/12	John Deere Classic	7/6 - 7/12
Just for Laughs Festival	7/17 - 7/19	Summer Olympics 2020	7/24 - 8/9
Pitchfork Music Festival	7/24 - 7/26	San Diego Comic Con	7/23 - 7/26
Tomorrowland	7/30 - 8/2		
Lollapalooza	7/15 - 7/26		

● Entertainment ● Sports ● Holidays ● Conferences ● Other

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🐦 @TwitterBusiness



08  
2020

# August

SUN	MON	TUE	WED	THU	FRI	SAT
						<b>1</b> Back to School →
<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b> Outside Lands → Rogers Cup →	<b>8</b> International Cat Day
<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b> International Youth Day	<b>13</b>	<b>14</b>	<b>15</b>
<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>
<b>23</b> Hashtag Day WWE SummerSlam Little League World Series	<b>24</b> US Open (Tennis) →	<b>25</b> Paralympic Games GamesCom →	<b>26</b> International Dog Day	<b>27</b>	<b>28</b>	<b>29</b>
<b>30</b> Burning Man →	<b>31</b>					

**Tweet inspiration:** Internal research has shown that [Tweets with video attract 10X more engagement](#).  
As you plan out your video strategy, remember: videos don't have to be a heavy lift! There's a lot you can do with slideshows, image animation apps, and your very own smartphone.  
*Twitter Internal data: Based on study of 3.7M accounts*

## EVENTS LENGTHS

Outside Lands	8/7 - 8/9	Rogers Cup	8/7 - 8/16
Burning Man	8/30 - 9/7	US Open (Tennis)	8/24 - 9/6
Summer Sonic	TBD	2020 Paralympic Games	8/25 - 9/6
Billboard Hot 100 Festival	TBD	GamesCom	8/25 - 8/29
Teen Choice Awards	TBD	Back to School	8/1 - 9/30

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2020

# September

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2 Venice International Film Festival →	3	4	5 New York Fall Fashion Week →
6 National Read a Book Day (US)	7 Labor Day	8	9	10 Toronto International Film Festival →	11	12
13 National Grandparents Day London Fall Fashion Week →	14 TechCrunch Disrupt →	15 UN General Assembly → Hispanic Heritage Month (US) →	16	17 Milan Fall Fashion Week →	18 Rosh Hashanah →	19 Oktoberfest →
20	21 International Day of Peace	22	23 Paris Fall Fashion Week →	24	25 Ryder Cup → TwitchCon →	26
27 Yom Kippur →	28	29	30			

**Tweet inspiration:** In the #BackToSchool spirit, consider serving up some educational content of your own. Some ideas:

- Tweet a video tutorial
- Use a Tweet thread to answer FAQs
- Host a webinar or Periscope
- Sharing a little #WednesdayWisdom

## EVENTS LENGTHS

Venice International Film Festival	9/2 - 9/12	Primetime Emmy Awards	TBD	Ryder Cup	9/25 - 9/27
New York Fall Fashion Week	9/5 - 9/13	MTV VMAs	TBD	WNBA Playoffs	TBD
Toronto International Film Festival	9/10 - 9/20	iHeartRadio Music Festival	TBD	Hispanic Heritage Month (US)	9/15 - 10/15
London Fall Fashion Week	9/13 - 9/17	UN General Assembly	9/15 - 9/30	Rosh Hashanah	9/18 - 9/20
Paris Fall Fashion Week	9/23 - 10/1	Oktoberfest	9/19 - 10/4	Yom Kippur	9/27 - 9/28
Milan Fall Fashion Week	9/17 - 9/23	New York Advertising Week	TBD		

● Entertainment ● Sports ● Holidays ● Conferences ● Other

TBD: dates were not available at time of print, but keep an eye out for these events.

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2020

# October

SUN	MON	TUE	WED	THU	FRI	SAT
				1 Women's History Month (CAN) → Breast Cancer Awareness Month → International Coffee Day	2 World Smile Day Manufacturing Day Austin City Limits →	3
4 National Taco Day	5 World Teacher Day	6 Oracle OpenWorld →	7	8 New York Comic Con →	9	10
11	12 Canadian Thanksgiving	13	14	15	16	17 International End Poverty Day National Pasta Day (US)
18	19	20 World Expo →	21	22	23	24 United Nations Day
25	26	27	28 Mobile World Congress Americas →	29	30	31 Halloween

**Tweet inspiration:** 'Tis the season for planning! As you begin to outline your holiday content, here are some ideas to consider:

- Gift guides
- Product spotlights
- Campaigns that give back
- How-to videos
- Pre-order campaigns

## EVENTS LENGTHS

Women's History Month (UK)	10/1 - 10/31	Oracle OpenWorld	10/6 - 10/9
Austin City Limits	10/2 - 10/11	New York Comic Con	10/8 - 10/11
Breast Cancer Awareness Month	10/1 - 10/31	CeBIT	TBD
World Expo	10/20 - 4/10	MLB World Series	TBD
Mobile World Congress Americas	10/28 - 10/30		

● Entertainment ● Sports ● Holidays ● Conferences ● Other

TBD: dates were not available at time of print, but keep an eye out for these events.

# November

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3 US Presidential Election	4	5	6	7
8	9 Dreamforce →	10	11 Remembrance Day (CAN) Veteran's Day (US)	12	13 Friday the 13th Buen Fin →	14
15	16	17	18	19	20	21
22	23	24	25	26 Thanksgiving Macy's Thanksgiving Day Parade	27 Black Friday	28 Small Business Saturday
29	30 Cyber Monday Amazon re:Invent →					

**Tweet inspiration:** Twitter moves fast. Leverage this energy with flash sales, special offers, and urgent language such as “limited time only” and “buy now”.

Pro tip: when offering discounts, express them as a percentage, not a number.

## EVENTS LENGTHS

Dreamforce	11/9 - 11/12	Dreamforce	11/9 - 11/12
Buen Fin	11/13 - 11/16	Amazon Re:Invent	11/30 - 12/4
COP24	TBD		
American Music Awards	TBD		
Latin Grammy Awards	TBD		

● Entertainment ● Sports ● Holidays ● Conferences ● Other

TBD: dates were not available at time of print, but keep an eye out for these events.

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2020

# December

SUN	MON	TUE	WED	THU	FRI	SAT
		1 Giving Tuesday	2	3	4	5
6	7	8	9	10 Hanukkah → International Human Rights Day	11	12
13	14 Solar Eclipse Miss France	15	16	17	18	19 Miss America Competition
20	21 Winter Solstice	22	23	24 Christmas Eve	25 Christmas Day	26 Kwanzaa → Boxing Day
27	28	29	30	31 New Year's Eve		

**Tweet inspiration:** December is a month of holidays — and a month of travel.

If there is content you want people to read or listen to, consider framing — or even creating — it as a way to pass time en route.

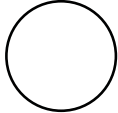
## EVENTS LENGTHS





Hanukkah	12/10 - 12/18	Presidents Cup	TBD
Kwanzaa	12/26 - 1/1	Heisman Trophy Presentation	TBD
Asian Music Awards	TBD	Comic Con Brazil	TBD
The Game Awards	TBD		
WWE TLC	TBD		

● Entertainment ● Sports ● Holidays ● Conferences ● Other

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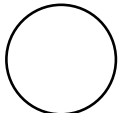
# Notes and Tweet ideas

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