



January 2023

free content calendar

Daily ideas for a more engaging month on social
use hashtag [#cinchchallenge](#) so we can find you!

1. New Year's Day
National Hangover Day
Post an inspiring quote

2. World Introvert Day
National Science Fiction Day
Share a funny video, meme, or gif

3. Women Rock! Day
J.R.R. Tolkien Day
Festival of Sleep Day
Testimonial Tuesday- Share a review or testimonial
from a client or customer

4. World Braille Day
Trivia Day
Post a poll or trivia engagement game

5. National Bird Day
National Whipped Cream Day
Share a BTS of you and your business

6. National Technology Day
National Cuddle-Up Day
Bean Day
Post a recipe

7. Old Rock Day
Post a multi-photo of your best sellers

8. Bubble Bath Day
National Winter Skin Relief Day
National Career Coach Day
Post a this or that engagement post



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9. National Law Enforcement Appreciation Day
National Clean Off Your Desk Day

Post a savings promo code

10. Houseplant Appreciation Day
Peculiar People Day

Tell your community how your products stand out from competitors

11. National Hot Toddy Day
National Milk Day

Post an A/B/C/D engagement graphic

12. National Pharmacist Day
National Marzipan Day

Post a Throwback Thursday

13. Make Your Dream Come True Day
Korean American Day

Post an inspiring quote

14. Organize Your Home Day
Dress Up Your Pet Day

Share or repost content from someone
you admire or product-related UGC

15. Strawberry Ice Cream Day
National Hat Day
National Bagel Day

Post a this or that engagement post

16. International Hot and Spicy Food Day
Martin Luther King Jr. Day

Post an inspiring quote



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17. International Mentoring Day

National Classy Day

CinchShares Birthday

Share a funny video, meme, or gif

18. National Gourmet Coffee Day

National Thesaurus Day

Post a question to your audience

19. National Popcorn Day

Get To Know Your Customers Day

Dolly Parton's Birthday

Share an image, review, or comment from a customer

20. National Cheese Lovers Day

International Day of Acceptance

Post a fun game to your group

21. National Hugging Day

International Sweatpants Day

National Use Your Gift Card Day

Post a savings promo code

22. National Polka Dot Day

National Blonde Brownie Day

Post a recipe

23. National Pie Day

National Handwriting Day

Share a blog post relevant to your business

24. Compliment Day

Belly Laugh Day

International Day of Education

Testimonial Tuesday- post review of one
of your products



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25. National Irish Coffee Day

Opposite Day

Library Shelfie Day

Hype your favorite product

26. Australia Day (Aus)

National Green Juice Day

Spouse's Day

Post a Throwback Thursday

27. Holocaust Remembrance Day

World Breast Pumping Day

National Chocolate Cake Day

Freebie Friday- post a special giveaway with purchase promo

28. Global Community Engagement Day

National Daisy Day

National Fun At Work Day

Post an A/B/C/D engagement graphic

29. National Puzzle Day

Tell your community how your products
stand out from competitors

30. National Croissant Day

Post a question to your audience

31. National Hot Chocolate Day

Inspire Your Heart With Art Day

National Backward Day

Testimonial Tuesday- post review of one
of your products



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