



# 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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