

STRAIGHT TALK

2024 SOCIAL MEDIA CALENDAR FOR ELECTRIC CO-OPS

Below are upcoming holidays and observances your co-op can post about on social media or share in various internal communications.

JANUARY

Slow Cooking Month
Bath Safety Month
Cut Your Energy Costs Day – Jan. 10
Martin Luther King Jr. Day – Jan. 15
Have Fun at Work Day – Jan. 26

FEBRUARY

Black History Month
Responsible Pet Owner's Month
American Heart Month
Groundhog Day – Feb. 2
Burn Awareness Week – Feb. 4-10
Thomas Edison's Birthday – Feb. 11
Super Bowl Sunday – Feb. 11
Valentine's Day – Feb. 14
Battery Day – Feb. 18
Presidents' Day – Feb. 19
Love Your Pet Day – Feb. 20

MARCH

Ladder Safety Month
Women's History Month
Nutrition Month
Red Cross Month
Employee Appreciation Day – March 1
International Women's Day – March 8
Daylight Saving Time – March 10
Pi Day – March 14
St. Patrick's Day – March 17
First Day of Spring – March 19
Ag Day – March 19

APRIL

Safe Digging Month
Distracted Driving Awareness Month
Injury Prevention Month
Lawn and Garden Month
Keep America Beautiful Month
April Fool's Day – April 1
Lineworker Appreciation Day – April 8
Siblings Day – April 10
Pet Day – April 11
Work Zone Awareness Week – April 15-19
Earth Day – April 22
Administrative Professionals' Day – April 24
Teach Children to Save Day – April 27
Arbor Day – April 26

MAY

Electrical Safety Month
Water Safety Month
Wildfire Awareness Month
Military Appreciation Month
Barbecue Month
Photo Month
Building Safety Month
Global Employee Health and Fitness Month
Mental Health Month
Asian Pacific Heritage Month
Hurricane Preparedness Week – May 1-7
Teacher Appreciation Day – May 7
REA Anniversary – May 11
Mother's Day – May 12
Memorial Day – May 27



Check out Straight Talk's [monthly social media resources](#) for customizable content, including graphics, videos sample posts and more!

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JUNE

Home Safety Month
Dairy Month
Right-of-Way Professionals Week – June 10-16
Father's Day – June 18
Lightning Safety Awareness Week – June 16-22
Juneteenth – June 19
First Day of Summer – June 20
Take Your Dog to Work Day – June 21

JULY

Grilling Month
Picnic Month
Smart Irrigation Month
Independence Day – July 4
Pet Fire Safety Day – July 15
Hire a Veteran Day – July 25

AUGUST

Back to School Month
Family Fun Month
Wellness Month
Picnic Month
Coast Guard Day – Aug. 4
811 Day – Aug. 11

SEPTEMBER

Preparedness Month
Baby Safety Month
Hispanic Heritage Month (starts 9/15)
Labor Day – Sept. 2
Farm Safety Week – Sept. 16-20
IT Professionals Day – Sept. 17
Voter Registration Day – Sept. 17
First Day of Autumn – Sept. 22 Drive
Electric Week – Sept. 27- Oct. 6

OCTOBER

Co-op Month
Public Power Month
Cybersecurity Awareness Month
Pedestrian Safety Month
Coffee Day – Oct. 1
Fire Prevention Week – Oct. 6-12
LED Light Day – Oct. 7
Teen Driver Safety Week – Oct. 20-26
School Bus Safety Week – Oct. 21-25
Careers in Energy Week – Oct. 21-25
Boss's Day – Oct. 16
Halloween – Oct. 31

NOVEMBER

Career Development Month
Native American Heritage Month
Military Family Month
Child Safety Protection Month
Daylight Saving Time – Nov. 3
Veterans Day – Nov. 11
America Recycles Day – Nov. 15
Rural Health Day – Nov. 21
Thanksgiving Day – Nov. 28

DECEMBER

Safe Toys and Gifts Month
App Day – Dec. 11
Ugly Christmas Sweater Day – Dec. 20
Christmas Day – Dec. 25
Hanukkah begins – Dec. 25
Kwanzaa begins – Dec. 26

Questions? Contact StraightTalk@nreca.coop.