

APRIL 2025

CONTENT IDEAS FOR SOCIAL MEDIA & EMAIL

SPRING SEASON

A season of
Flowers and Showers

1
APRIL FOOL'S DAY



APR 7 - WORLD HEALTH DAY

Share inspiring stories of wellness, self-care tips, or acts of kindness that promote well-being. Highlight health-focused products, services, or discounts for those prioritizing health. #WorldHealthDay #SelfCare



APR 15 - TAX DAY

Share tips for stress-free tax filing, helpful advice on maximizing deductions, or highlight financial planning services. Offer special discounts or promotions for early filers. #TaxDay #TaxTips #StressFreeTaxes



APR 23 - WORLD BOOK DAY

Share your favorite literary moments, recommend heartwarming reads, or even gift the perfect book for a loved one. Show appreciation for your customers with special discounts. #WorldBookDay #CelebrateBooks #BookLovers



APR 30 - ARBOR DAY

Share inspiring stories of environmental impact, creative ways to plant trees, or meaningful tree-related gifts. Highlight community tree-planting events or offer special promotions for eco-conscious customers. #ArborDay #LoveTrees



OTHER OBSERVANCES

Apr 12 World Space Party
Apr 14 National Pecan Day
Apr 15 World Art Day
Apr 26 National Pretzel Day
Apr 30 National Honesty Day

Autism Awareness Month
Earth Month
Stress Awareness Month

CELEBRATIONS

Easter Sunday (Apr 20)
Earth Day (Apr 22)