

JANUARY 2026

CONTENT IDEAS FOR SOCIAL MEDIA & EMAIL

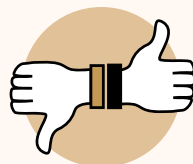
WINTER SEASON

A season of fresh starts
and new intentions.

1
HAPPY NEW YEAR

2026

Thank
you.



Jan 1 NEW YEAR'S DAY

Share inspiration for starting the new year with intention. Encourage followers to set realistic goals, refresh their brand, or commit to better marketing habits. #NewYearsResolution #Goals2026 #NewYear

Jan 14 THANK YOU DAY

Take a moment to share your gratitude. Celebrate your customers, your team, or your community with a simple message of thanks that strengthens connection. #InternationalThankYouDay #GratefulHeart

Jan 25 OPPOSITE DAY

Have fun with today by flipping something upside down — share a backwards quote, a reversed photo, or ask your audience to do the opposite of their usual routine. A playful way to spark creativity and smiles. #OppositeDay #JustForFun



GET ORGANIZED MONTH

Kick off the year with a fresh start by organizing your space, routines, and digital life. Share simple tips or tools that help your audience stay focused and inspired all month long. #GetOrganizedMonth #FreshStart

NEW YEAR NEW HABITS

OTHER OBSERVANCES

Jan 4 National Trivia Day
Jan 13 National Sticker Day
Jan 20 Penguin Awareness Day
Jan 24 National Compliment Day
Jan 28 Data Privacy Day
Jan 31 National Backward Day



National Mentoring Month
National Hobby Month
Healthy Weight Awareness Month
Veganuary

CELEBRATIONS

New Year's Day (Jan. 1)
Martin Luther King Jr. Day (Jan. 19)