UK +
Ireland

2020

@TwitterMktgUK Calendar

Events to Tweet about

January

SUN	MON	TUE	WED	THU	FRI	SAT
			1 New Year's Day Dry January →	2	3	4
5 Golden Globe Awards	6	**7** Consumer Electronics Show →	8	**9** Winter Youth Olympics →	10	11
12	13	14	15	**16** Microsoft Ignite →	17	18
19	**20** Australia Open → Blue Monday	**21** World Economic Forum →	22	23	24	**25** Chinese New Year Burns Night Saint Dywnen's Day
26 Grammy Awards	27	**28** National Television Awards	29	30	31	

> **Tweet inspiration:** Get in on the fun of award season (we see you, #GoldenGlobes and #Grammys 👀) with some 'awards' of your own.
>
> Use Twitter Polls 📊 to have followers vote for their favorites — this could be research driven, like their favorite type of content or something purely fun, like their favorite emojis.

EVENTS LENGTHS

Winter Youth Olympics	9/1 - 22/1	Dry January	1/1 - 31/1
Australia Open	20/1 - 2/2	World Economic Forum	21/1 - 24/1
Consumer Electronics Show	7/1 - 10/1		
Microsoft Ignite	16/1 - 17/1		

● Entertainment   ● Sports   ● Holidays   ● Conferences   ● Other

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2020

February

SUN	MON	TUE	WED	THU	FRI	SAT
						1 **Guinness Six Nations Rugby** → **National Storytelling Week** →
2 **BAFTA Awards**	**3**	**4** **World Cancer Day**	**5**	**6**	**7**	**8**
9 **Academy Awards**	**10**	**11** **FinovateEurope** →	**12** **Oracle OpenWorld London** →	**13**	**14** **Valentine's Day** **London Spring Fashion Week** →	**15** **Singles Awareness Day**
16	**17**	**18** **Milan Spring Fashion Week** → **BRIT Awards**	**19**	**20** **London Classic Car Show** →	**21**	**22** **World Thinking Day**
23	**24** **Paris Spring Fashion Week** → **Mobile World Congress** →	**25** **Mardi Gras** **Shrove Tuesday**	**26**	**27**	**28**	**29**

Tweet inspiration: Like valentines themselves, Tweets are often best when short and sweet.

As you draft up your February and future Tweets, here are some things to keep in mind:
- Condense your Tweet copy to its core message or hook
- Keep videos between 6-15 seconds
- Limit yourself to 1-2 hashtags

EVENTS LENGTHS

London Spring Fashion Week	14/2 - 18/2	Finovate Europe	11/2 - 13/2
Milan Spring Fashion Week	18/2 - 24/2	Oracle OpenWorld London	12/2 - 13/2
London Classic Car Show	20/2 - 23/2		
Paris Spring Fashion Week	24/2 - 3/3	National Storytelling Week	1/2 - 8/2
		Mobile World Congress	24/2 - 27/2
Guinness Six Nations Rugby	1/2 - 14/3		

● Entertainment　● Sports　● Holidays　● Conferences　● Other

March

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3 **World Wildlife Day**	4	5 **Crufts →** **Geneva International Motor Show →**	6	7
8 **International Women's Day**	9 **Commonwealth Day** **Holi / Purim →**	10	11	12	13	14
15	16 **Empire Awards**	17 **St. Patrick's Day**	18	19	20 **Spring Equinox** **International Day of Happiness**	21 **Twitter's Birthday**
22 **Mother's Day** (UK) **World Water Day**	23	24	25	26	27	28
29 **Daylight Savings** (UK)	30	31 **Equal Pay Day** **Ice Hockey Women's World Championship →**				

Tweet inspiration: There's no shortage of events this month, and while you may not be attending them in person, it doesn't mean you can't attend in Tweet.

Use Event targeting within Twitter Ads to target an event's relevant audience.

EVENTS LENGTHS

Holi / Purim	**9/3 - 10/3**
Crufts	**5/3 - 8/3**
Geneva International Motor Show	**5/3 - 15/3**
Ice Hockey Women's World Championship	**31/3 - 10/4**

● Entertainment ● Sports ● Holidays ● Conferences ● Other

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2020

April

SUN	MON	TUE	WED	THU	FRI	SAT
			1 April Fools' Day **National Pet Month** (UK) →	**2** London Coffee Festival →	**3**	**4** Grand National
5 Olivier Awards	**6**	**7** World Health Day	**8** Passover →	**9** The Masters →	**10** Good Friday	**11**
12 Easter Sunday	**13** Easter Monday	**14**	**15**	**16**	**17**	**18**
19	**20**	**21** Queen Elizabeth's 94th Birthday	**22** Earth Day Dublin Tech Summit →	**23** St. George's Day	**24** Ramadan →	**25**
26 London Marathon	**27**	**28**	**29**	**30**		

> **Tweet inspiration:** Internal research has shown Tweets with GIFs gained 55% more engagement than Tweets without them. (Added bonus: they're free, easy, and usually adorable.)
>
> Consider using GIFs not only as outbound Tweets, but as replies — joining a popular conversation can be just as effective as starting your own.
>
> *Twitter Internal data: Based on study of 3.7M accounts*

EVENTS LENGTHS

Masters Tournament	9/4 - 12/4	Passover	8/4 - 16/4
National Pet Month (UK)	1/4 - 30/4	Ramadan	24/4 - 23/5
London Coffee Festival	2/4 - 5/4		
Dublin Tech Summit	22/4 - 23/4		

● Entertainment   ● Sports   ● Holidays   ● Conferences   ● Other

May

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4 **Star Wars Day** IBM Think → Dell Tech World →	5	6	7	8 **May Day**	9 **Women's FA Cup Final**
10	11	12 **Cannes Film Festival →**	13 **World Cocktail Day**	14	15	16 **Eurovision Grand Final**
17	18 **French Open →**	19 **Chelsea Flower Show →**	20	21	22 **Bath Fringe Festival →**	23 **FA Cup Final**
24 **Eid al-Fitr**	25	26	27	28	29	30 **UEFA Champions League Final** **Forbidden Fruit Festival** (IE) →
31						

Tweet inspiration: Conversation targeting allows you to target people who are interacting with a particular topic. You can choose from 25+ categories and 10,000+ topics.

When it comes to fun holidays like #StarWarsDay, consider using Conversation targeting to promote your relevant Tweets to members of your audience already showing interest in that day.

EVENTS LENGTHS

Cannes Film Festival	8/5 - 24/5	IBM Think	4/5 - 7/5
Bath Fringe Festival	22/5 - 7/6	Dell Tech World	4/5 - 7/5
Forbidden Fruit Festival	30/5 - 31/5		
The French Open	18/5 - 7/6		
Chelsea Flower Show	19/5 - 23/5		

● Entertainment ● Sports ● Holidays ● Conferences ● Other

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June

SUN	MON	TUE	WED	THU	FRI	SAT
	1 Pride Month →	2	3 US Women's Open →	4	5	6 Summertime Ball
7	8 London Tech Week →	9	10	11 Isle of Wight Festival → Bloomsday Festival →	12 Download Festival → UEFA Euro	13 Queen's Birthday
14	15	16 Royal Ascot →	17	18 US Open →	19	20 Midsummer Day
21 Father's Day	22 Windrush Day Cannes Lions →	23 Women's PGA Championship →	24 Glastonbury →	25	26	27 Tour De France → London Pride Parade
28	29 Wimbledon →	30 Social Media Day				

> **Tweet inspiration:** Going on summer vacation? Schedule your Tweets to keep your organic Tweets at work.
>
> You can schedule your Tweets by visiting ads.twitter.com

EVENTS LENGTHS

US Women's Open	3/6 - 7/6	Isle of Wight Festival	11/6 - 14/6	London Tech Week	8/6 - 12/6
Royal Ascot	16/6 - 20/6	Bloomsday Festival	11/6 - 16/6	Cannes Lions	22/6 - 26/6
US Open	18/6 - 21/6	Download Festival	12/6 - 14/6		
Women's PGA Championship	23/6 - 28/6	Glastonbury	24/6 - 28/6		
Tour De France	27/6 - 19/6	Tony Awards	TBD		
Wimbledon	29/6 - 12/7	Pride Month	1/6 - 30/6		

● Entertainment ● Sports ● Holidays ● Conferences ● Other

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July

SUN	MON	TUE	WED	THU	FRI	SAT
			1 Henley Royal Regatta →	**2**	**3** Wireless Festival → Longitude Festival (IE) →	**4**
5	**6**	**7**	**8**	**9**	**10** TRNSMT Festival →	**11**
12 British Open →	**13**	**14** Bastille Day	**15**	**16** Latitude Festival →	**17** World Emoji Day	**18**
19	**20**	**21**	**22**	**23**	**24** 2020 Summer Olympics →	**25**
26	**27** The Galway Races →	**28**	**29**	**30** Eid al-Adha → International Day of Friendship	**31**	

Tweet inspiration: As the Olympics kick off, consider embracing the themes of teamwork and competition with a Tweet challenge of your own.

This can be something simple, like "who has the most unread messages in their inbox?" or "what is your best caption for this GIF?"

For anything involving an official contest or prizes, be sure to sync with your legal partners.

EVENTS LENGTHS

Wireless Festival	3/7 - 5/7	Henley Royal Regatta	1/7 - 5/7
Longitude Festival (IE)	3/7 - 5/7	British Open	12/7 - 19/7
TRNSMT Festival	10/7 - 12/7	2020 Summer Olympics	24/7 - 9/7
Latitude Festival	16/7 - 19/7	The Galway Races	27/7 - 2/8
Eid al-Adha	30/7 - 3/7	The Hundred	TBD

● Entertainment ● Sports ● Holidays ● Conferences ● Other

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August

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2 **FA Community Shield**	3	4	5	6	7 **Edinburgh Festival Fringe →**	8
9	10	11	12 **Boomtown Fair →** **International Youth Day**	13	14	15
16	17	18	19	20 **Green Man Festival →**	21 **Rose of Tralee** (IE) →	22
23 **Hashtag Day**	24 **MTV VMAs**	25 **2020 Paralympic Games →**	26	27 **Creamfields →**	28 **Reading and Leeds Festival →**	29
30 **Notting Hill Carnival →**	31					

Tweet inspiration: Internal research has shown that Tweets with video attract 10X more engagement.

As you plan out your video strategy, remember: videos don't have to be a heavy lift! There's a lot you can do with slideshows, image animation apps, and your very own smartphone.

Twitter Internal data: Based on study of 3.7M accounts

EVENTS LENGTHS

Edinburgh Festival Fringe	7/8 - 31/8	Notting Hill Carnival	30/8 - 31/8
Boomtown Fair	12/8 - 16/8	2020 Paralympic Games	25/8 - 6/9
Green Man Festival	20/8 - 23/8		
Rose of Tralee (IE)	21/8 - 25/8		
Creamfields	27/8 - 30/8		
Reading and Leeds Festival	28/8 - 30/8		

● Entertainment ● Sports ● Holidays ● Conferences ● Other

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2020

September

SUN	MON	TUE	WED	THU	FRI	SAT
		1 Sourdough September →	**2**	**3** Back to School	**4** Electric Picnic (IE) →	**5** New York Autumn Fashion Week → / T20 Blast Finals Day
6	**7**	**8**	**9**	**10** World Suicide Prevention Day	**11** Goodwood Revival → / Stand Up To Cancer Day	**12**
13 London Autumn Fashion Week →	**14**	**15** UN General Assembly →	**16**	**17** Milan Autumn Fashion Week →	**18**	**19** Talk Like a Pirate Day
20 UCI Road World Championships →	**21** International Day of Peace	**22** Ryder Cup →	**23** Paris Autumn Fashion Week →	**24**	**25**	**26**
27 World Tourism Day	**28** Yom Kippur	**29** World Heart Day	**30**			

Tweet inspiration: In the #BackToSchool spirit, consider serving up some educational content of your own. Some ideas:
- Tweet a video tutorial
- Host a webinar or Periscope
- Use a Tweet thread to answer FAQs
- Sharing a little #WednesdayWisdom

EVENTS LENGTHS

Electric Picnic (IE)	4/9 - 6/9	UCI Road World Championships	20/9 - 27/9
New York Fall Fashion Week	5/9 - 13/9	Ryder Cup	22/9 - 27/9
Goodwood Revival	11/9 - 13/9		
London Fall Fashion Week	13/9 - 17/9	Sourdough September	1/9 - 30/9
Milan Fashion Week	17/9 - 23/9	UN General Assembly	15/9 - 30/9
Paris Fall Fashion Week	23/9 - 1/10		

● Entertainment ● Sports ● Holidays ● Conferences ● Other

October

SUN	MON	TUE	WED	THU	FRI	SAT
				1 Black History Month → Breast Cancer Awareness Month → International Coffee Day	**2** World Smile Day	**3**
4 World Animal Day	**5**	**6**	**7**	**8**	**9**	**10** World Mental Health Day
11	**12**	**13**	**14**	**15**	**16** World Food Day	**17** International End Poverty Day
18	**19**	**20** World Expo 2020 →	**21**	**22**	**23**	**24** United Nations Day
25	**26**	**27**	**28**	**29**	**30**	**31** Halloween

Tweet inspiration: 'Tis the season for planning! As you begin to outline your holiday content, here are some ideas to consider:

- Gift guides
- How-to videos
- Product spotlights
- Pre-order campaigns
- Campaigns that give back

EVENTS LENGTHS

BFI Film Festival	**TBD**
Black History Month	**1/10 - 31/10**
Breast Cancer Awareness Month	**1/10 - 31/10**
World Expo 2020	**20/10 - 10/4**

- Entertainment
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- Other

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November

SUN	MON	TUE	WED	THU	FRI	SAT
1 All Saints' Day Movember →	2	**3** US Presidential Election	4	**5** Guy Fawkes Day	6	7
8 Rememberance Sunday	**9** Dreamforce →	10	11	12	**13** Friday the 13th World Kindness Day	**14** Diwali
15	16	17	18	**19** MTV Music Awards Europe	20	21
22	23	24	25	**26** Thanksgiving	**27** Black Friday	28
29	**30** St. Andrew's Day Cyber Monday					

Tweet inspiration: Twitter moves fast. Leverage this energy with flash sales, special offers, and urgent language such as "limited time only" and "buy now".

Pro tip: when offering discounts, express them as a percentage, not a number.

EVENTS LENGTHS

Dreamforce	9/11 - 12/11
Movember	1/11 - 30/11
Web Summit	TBD
Children in Need	TBD

● Entertainment   ● Sports   ● Holidays   ● Conferences   ● Other

December

SUN	MON	TUE	WED	THU	FRI	SAT
		1 Advent →	2	**3** International Day of Persons with Disabilities	4	5
6 Saint Nicholas Day	7	8	9	**10** Hanukkah → International Human Rights Day	11	12
13	14	15	16	17	18	19
20	**21** Winter Solstice	22	23	**24** Christmas Eve	**25** Christmas Day	**26** St. Stephens Day Boxing Day
27	28	29	30	**31** New Year's Eve		

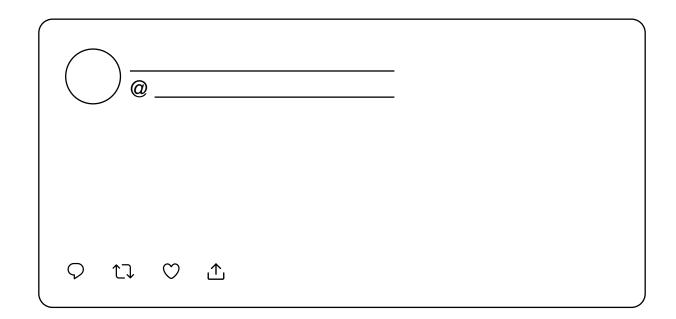> **Tweet inspiration:** December is a month of holidays — and a month of travel.
>
> If there is content you want people to read or listen to, consider framing — or even creating — it as a way to pass time en route.

EVENTS LENGTHS

Advent	1/12 - 24/12
Hanukkah	10/12 - 18/12

● Entertainment ● Sports ● Holidays ● Conferences ● Other

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Notes and Tweet ideas