

UK +
Ireland



@TwitterBusiness Calendar

Events to Tweet about



Note: As guidance around social distancing due to COVID-19 continues to evolve, events featured in the 2020 Twitter marketing calendar are subject to change.

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		

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
- Limit yourself to 1-2 hashtags
- Keep videos between 6-15 seconds

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	National Storytelling Week	1/2 - 8/2
Paris Spring Fashion Week	24/2 - 3/3	Mobile World Congress	24/2 - 27/2
Guinness Six Nations Rugby	1/2 - 14/3		

March

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3 World Wildlife Day	4	5 Crofts → 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
Crofts	5/3 - 8/3
Geneva International Motor Show	5/3 - 15/3
Ice Hockey Women's World Championship	31/3 - 10/4

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		

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) →

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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					

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

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		

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
- Use a Tweet thread to answer FAQs
- Host a webinar or Periscope
- 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	Sourdough September	1/9 - 30/9
London Fall Fashion Week	13/9 - 17/9	UN General Assembly	15/9 - 30/9
Milan Fashion Week	17/9 - 23/9		
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
- Product spotlights
- Campaigns that give back
- How-to videos
- Pre-order campaigns

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

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 Remembrance 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

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

Notes and Tweet ideas

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