



Summer 2025

The Seasonal Content Calendar Drop

Dates to jump on this season, and
how to prep for the next one.

APPROVED. NO EDITS.

Let's address the obvious...

This Summer 2025 issue is fashionably late. June has come and gone (oops), but there's still plenty of time to show up with purpose this season — and plan ahead for the next one. Here are the key dates, trending topics, and content prompts to keep your calendar working smarter, not harder.



Big Dates to Jump on This Summer

From July 15th through September — with just enough lead time to make it work.

 **17 July**

World Emoji Day

Perfect for playful engagement — polls, comment games, or decoding your brand's "vibe" in emoji form.

> Post prompt: "Describe your business using only 3 emojis."

 **9–25 August**

Edinburgh Festival Fringe

A fun tie-in for brands in the arts, creativity, or chaos industries.

> Post prompt: "If our brand were a Fringe act, what would it be called?"

 **19 August**

World Photography Day

An ideal UGC moment or a chance to go behind the scenes.

> Try: a photo dump, aesthetic reel, or "shot vs. posted" comparison.

 **26 August**

August Bank Holiday

Lean into the long weekend energy. Summer wrap-ups, team shoutouts, or OOO-inspired posts.

> Try: "We're out of office — here's what's keeping us inspired anyway..."

 **1 September**

Back to School

Big energy shift for parents, teachers, students, and... marketers.

> Think: fresh-start vibes, new tools, "what we're learning this quarter."

 **22 September**

Autumn Equinox

Seasonal change = perfect transition content. End-of-summer reflections or a teaser for your autumn launch.

> Also: a the Autumn 2025 edition of Approved. No Edits. released.



July 2025

Date	Event	Category	Hashtag(s)
16 July	National Cherry Day	Food & Drink	#NationalCherryDay
16 July	National Hot Dog Day	Food & Drink	#HotDogDay
17 July	World Emoji Day	Fun & Quirky	#WorldEmojiDay
18 July	Caviar Day	Food & Drink	
18 July	Nelson Mandela International Day	Awareness & International	#MandelaDay
18 July	World Listening Day	Awareness & International	#WorldListeningDay
20 July	Fortune Cookie Day	Food & Drink	
20 July	International Cake Day	Food & Drink	
20 July	National Ice Cream Day (3rd Sunday)	Food & Drink	#NationallceCreamDay



July 2025

Date	Event	Category	Hashtag(s)
24 July	National Tequila Day	Food & Drink	#NationalTequilaDay
24 July	Tell an Old Joke Day	Fun & Quirky	#TellAnOldJokeDay
25 July	Hot Fudge Sundae Day	Food & Drink	
26 July	Bagelfest Day	Food & Drink	
29 July	Chicken Wing Day	Food & Drink	
29 July	Lasagna Day	Food & Drink	
30 July	Cheesecake Day	Food & Drink	
30 July	Chicken and Waffles Day	Food & Drink	
30 July	Int'l Day of Friendship	Awareness & International	#DayOfFriendship
30 July	World Day Against Trafficking in Persons	Awareness & International	



AUGUST 2025

Date	Event	Category	Hashtag(s)
Month-long	National Wellness Month	Month-Long Observance	
Month-long	Happiness Happens Month	Month-Long Observance	
1 August	Yorkshire Day	Fun & Quirky (UK)	#YorkshireDay
3 August	National Watermelon Day	Food & Drink	
4 August	Int'l Chocolate Chip Cookie Day	Food & Drink	
8 August	International Beer Day	Food & Drink	#InternationalBeerDay
8 August	Sneak Zucchini on Neighbour's Porch Night	Fun & Quirky	
8 August	International Cat Day	Awareness & International	#InternationalCatDay
9 August	National Book Lovers Day	Awareness & International	#NationalBookLoversDay
10 August	National Lazy Day	Fun & Quirky	#LazyDay
12 August	International Youth Day	Awareness & International	





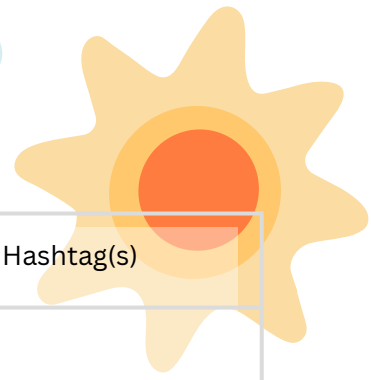
AUGUST 2025

Date	Event	Category	Hashtag(s)
13 August	International Lefthanders Day	Fun & Quirky	#LefthandersDay
14 August	National Financial Awareness Day	Awareness	#FinancialAwarenessDay
15 August	National Relaxation Day	Fun & Quirky	#NationalRelaxationDay
16 August	National Tell a Joke Day	Fun & Quirky	#NationalTellAJokeDay
21 August	Sweet Tea Day	Food & Drink	
23 August	Sponge Cake Day	Food & Drink	
26 August	National Dog Day	Awareness & International	#NationalDogDay
26 August	Women's Equality Day	Awareness	#WomensEqualityDay
27 August	Banana Lovers' Day	Food & Drink	
28 August	National Burger Day	Food & Drink	
29 August	Chop Suey Day / More Herbs, Less Salt Day	Food & Drink	
30 August	Toasted Marshmallow Day	Food & Drink	
31 August	Notting Hill Carnival	UK Event	#NottingHillCarnival





SEPTEMBER 2025

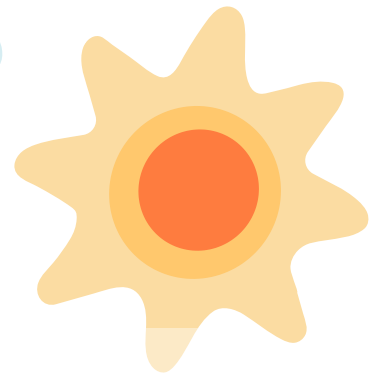


Date	Event	Category	Hashtag(s)
Month-long	Organic September	Month-Long Observance	
Month-long	Childhood Cancer Awareness Month	Month-Long Observance	
Early September	Back to School	Lifestyle	
1 September	World Letter Writing Day / National Tofu Day	Fun / Food	
1 September	Sourdough September begins	Food & Drink	
2–8 Sept	National Rice Week	Food & Drink (UK)	
5 September	International Day of Charity / Cheese Pizza Day	Awareness / Food	#DayOfCharity #CheesePizzaDay
7 September	National Salami Day	Food & Drink	
8 September	International Literacy Day	Awareness	
15 September	Int'l Day of Democracy	Awareness	
16 September	Int'l Day for the Ozone Layer / Guacamole Day	Awareness / Food	#GuacamoleDay
18 September	National Cheeseburger Day	Food & Drink	





SEPTEMBER 2025



Date	Event	Category	Hashtag(s)
20 September	World Paella Day	Food & Drink	
21 September	Int'l Day of Peace / Banana Festival	Awareness / Food	#InternationalDay OfPeace
22–28 Sept	Recycle Week	Awareness & Sustainability	
22 September	Autumn Equinox	Seasonal	
23 September	Bi Visibility Day	Awareness	
26 September	World Dumpling Day / Hug a Vegetarian Day	Food & Fun	
27 September	World Tourism Day	Awareness	
29 September	National Coffee Day / World Heart Day	Food & Health	#NationalCoffeeD ay #WorldHeartDay
30 September	Mulled Cider Day / International Podcast Day	Food & Fun	#InternationalPod castDay



Cool, But How Do I Post That?

Making it make sense for your brand.

This one's for the business owners

You've got a business to run. You're not a full-time content creator — and you don't have time to turn every weird holiday into a brand moment. But you do want to show up online like a business that knows what it's doing.

That's where this section comes in.

You've seen all the dates. Now let's break down how to actually use them — in a way that builds your brand, makes sense for your customers, and doesn't make you feel ridiculous.

Start Here

What Would Your People Care About?

Instead of jumping on every trend, ask:

- Would my ideal customer care?
- Do my suppliers, clients, or industry peers notice this?
- Could I tie this in naturally with what we do?

If yes — you've got a reason to post. And it doesn't have to be complicated.

Big Takeaway: How to Make This Work for You

FOR THE business owners

Case Study A Real Example

A UK food manufacturing company wanted to be taken more seriously in their industry and online.

So we helped them jump on:

- British Tomato Fortnight
- Great British Pea Week

We checked the campaign websites, found the hashtags, tagged the right accounts, and created short-form video content showing the chefs at work.

The campaigns reposted the content. Followed the account. Engaged. Suddenly, suppliers were paying attention — and employees were proud to see themselves featured.

What Happened Next:

- The brand gained visibility with key partners
- Relationships with suppliers were strengthened
- Their chefs and internal teams felt seen

They didn't "go viral" — but they showed up where it mattered

- You don't need a full-time content team — you need a plan.
- Pick the dates that actually matter for your niche, your clients, or your suppliers.
- Tag the right accounts (campaign pages, partners, suppliers) — and don't forget to engage back.
- Check for official hashtags on campaign or awareness day websites.
- Don't feel pressured to post for everything — showing up for relevant moments builds trust.
- Short, authentic posts (even low-effort ones) are better than staying silent.
- If it feels like a stretch for your brand, skip it — no one remembers what you didn't post.
- Show up like a business that knows what it's doing — because you do.