



Quali argomenti discutere sui social: il Calendario di Marketing

di Paolo Franzese

Argomento	Periodicità	Hashtag	Periodicità	Argomento	Periodicità	Hashtag	Periodicità	Argomento	Periodicità	Hashtag	Periodicità	Argomento	Periodicità	Hashtag	Periodicità
January 1	Capodanno	#Capodanno	Lunedì	January 2	Epifania	#Epifania	Lunedì	January 3	San Giuseppe	#SanGiuseppe	Mercoledì	January 4	San Giuseppe	#SanGiuseppe	Mercoledì
January 5	San Giuseppe	#SanGiuseppe	Mercoledì	January 6	San Giuseppe	#SanGiuseppe	Mercoledì	January 7	San Giuseppe	#SanGiuseppe	Mercoledì	January 8	San Giuseppe	#SanGiuseppe	Mercoledì
January 9	San Giuseppe	#SanGiuseppe	Mercoledì	January 10	San Giuseppe	#SanGiuseppe	Mercoledì	January 11	San Giuseppe	#SanGiuseppe	Mercoledì	January 12	San Giuseppe	#SanGiuseppe	Mercoledì
January 13	San Giuseppe	#SanGiuseppe	Mercoledì	January 14	San Giuseppe	#SanGiuseppe	Mercoledì	January 15	San Giuseppe	#SanGiuseppe	Mercoledì	January 16	San Giuseppe	#SanGiuseppe	Mercoledì
January 17	San Giuseppe	#SanGiuseppe	Mercoledì	January 18	San Giuseppe	#SanGiuseppe	Mercoledì	January 19	San Giuseppe	#SanGiuseppe	Mercoledì	January 20	San Giuseppe	#SanGiuseppe	Mercoledì
January 21	San Giuseppe	#SanGiuseppe	Mercoledì	January 22	San Giuseppe	#SanGiuseppe	Mercoledì	January 23	San Giuseppe	#SanGiuseppe	Mercoledì	January 24	San Giuseppe	#SanGiuseppe	Mercoledì
January 25	San Giuseppe	#SanGiuseppe	Mercoledì	January 26	San Giuseppe	#SanGiuseppe	Mercoledì	January 27	San Giuseppe	#SanGiuseppe	Mercoledì	January 28	San Giuseppe	#SanGiuseppe	Mercoledì
January 29	San Giuseppe	#SanGiuseppe	Mercoledì	January 30	San Giuseppe	#SanGiuseppe	Mercoledì	January 31	San Giuseppe	#SanGiuseppe	Mercoledì	February 1	San Giuseppe	#SanGiuseppe	Mercoledì

Quali argomenti discutere sui social? Connettiti con ciò che sta accadendo su Twitter.

Con questa risorsa puoi pianificare le tue campagne utilizzando gli argomenti indicati nel calendario di marketing di Twitter.

Twitter è il luogo in cui persone, aziende e marchi arrivano per condividere grandi momenti e parlarne, puoi utilizzare questo calendario per scoprire opportunità per entrare in contatto con il tuo pubblico tutto l'anno attraverso eventi, occasioni e tendenze pertinenti.

? **Nota:** pianifica le tue campagne con il [calendario di marketing di Twitter: https://business.twitter.com/en/resources/twitter-marketing-calendar.html](https://business.twitter.com/en/resources/twitter-marketing-calendar.html)



January	Opportunity	Type	Country	February	Opportunity	Type	Country	March	Opportunity	Type	Country	April	Opportunity	Type	Country
Jan 1	League of Legends LCS	Gaming	US	Feb 1	PGA Season 2021	Sports	US	Mar 5	Goya Awards	Entertainment	ES	Apr 1	April Fools' Day	Occasion	
Jan 1	NHL Season 2021	Sports	US, CAN	Feb 6	The Voice season 10	Entertainment	FR	Mar 8	International Women's Day	Occasion		Apr 3	MLS Season Starts	Sports	US, CAN
Jan 5	AFC Asian Cup	Sports	SEA	Feb 8-21	Australian Open	Sports	AUS	Mar 13 - April 17	Sydney Racing Carnival	Sports	AUS	Apr 12	Ramadan	Occasion	
Jan 7	Consumer Electronic Show (CES) 2021	Conference & business		Feb 11	Call of Duty League Season Starts	Gaming	US, CAN	Mar 14	Grammy Awards	Entertainment		Apr 25	Academy Awards (Oscars)	Entertainment	
Jan 12	Brazilian Women's Football Championship	Sports	BR	Feb 14	Valentine's Day	Occasion		Mar 15	Masterchef Brazil	Entertainment	BR	Apr 29	Golden Week	Occasion	JP
Jan 20	United States Presidential Inauguration	Occasion	US	Feb 19-23	London Fashion Week	Entertainment	UK	Mar 16	Cheltenham Races	Sports	UK	Apr TBD	Overwatch League Season Starts	Gaming	US, CAN
Jan 25 - May 4	Big Brother Brazil	Entertainment	BR	Feb 28	Golden Globe Awards	Entertainment		Mar 18	NCAA March Madness 2021	Sports	US				
Jan TBD	Liga MX	Sports	MX					Mar 25	MLB Season 2021	Sports	US, CAN				
								Mar 30	National Virtual Vacation Day	Occasion	CAN				
								Mar 31	Dia del Taco	Entertainment	MX				
								Mar TBD	2021 AFL Season	Sports	AUS				
May	Opportunity	Type	Country	June	Opportunity	Type	Country	July	Opportunity	Type	Country	August	Opportunity	Type	Country
May 9	Mother's Day	Occasion	Dates may vary by country	June 1	Pride Month	Occasion		July 23	2020 Summer Olympics Opening Ceremony	Sports		Aug 2	Back to School Season	Occasion	US
May 11	BRIT Awards	Entertainment	UK	June 11 - July 11	UEFA Euro 2020	Sports						Aug 8	2020 Summer Olympics Closing Ceremony	Sports	
May 13	Eid Al-Fitr	Occasion		June 12	Record Store Day	Occasion	UKI					Aug 13 - May 14, 2022	Bundesliga 2021-2022 season	Sports	DE
May 18-22	Eurovision Song Contest 2021	Entertainment	ES, DE	June 15-17	E3	Gaming	ES, UK, FR, MX					Aug 13-15	Obon Season	Occasion	JP
May 18	World Economic Forum	Conference & business	SEA	June 20	Father's Day	Occasion	Dates may vary by country					Aug 24	2020 Summer Paralympic Games Opening Ceremony	Sports	
May 23	Billboard Music Awards (BBMAs)	Entertainment	US	June 27	LGBT Pride Parade	Occasion	BR					Aug 25-29	Gamescom	Gaming	ES, UK, FR, DE
May 23	English Premier League Finals	Sports		June 28 - July 11	Wimbledon	Sports	UK					Aug 26	College Football Season 2021	Sports	US
May 29	UEFA Champions League Final	Sports		June 28	Mobile World Congress	Conference & business									
September	Opportunity	Type	Country	October	Opportunity	Type	Country	November	Opportunity	Type	Country	December	Opportunity	Type	Country
Sept 5	Fall Fashion Week	Entertainment	US	Oct 1	Black History Month	Occasion	UK	Nov 4	Diwali/Deepavali	Occasion		Dec 12	The Game Awards	Gaming	US
Sept 5	2020 Summer Paralympic Games Closing Ceremony	Sports		Oct 1 - Mar 31, 2022	Expo 2020 Dubai	Conference & business		Nov 25	Thanksgiving	Occasion	US	Dec 25	Christmas Day	Occasion	
Sept 9	NFL Season 2020-2021	Sports	US	Oct 31	Halloween	Occasion		Nov 26	Black Friday	Occasion		Dec 26	Boxing Day	Occasion	
Sept 10	Likely start of Toronto International Film Festival	Entertainment	CAN					Nov 29	Cyber Monday	Occasion		Dec 31	New Year's Eve	Occasion	
Sept 10-12	Lollapalooza	Entertainment	BR												
Sept 18	Sunburn Festival	Entertainment	IN												
Sept 18	Oktoberfest	Occasion	DE												
Sept 19	Emmy Awards	Entertainment													
Sept 20	MIAW Awards	Entertainment	BR, MX												
Sept 23	Saudi National Day	Occasion	MENA												
Sept 24 - Oct 3	Rock in Rio Music Festival	Entertainment	BR												
Sept 26	National Election 2021 & regional election in Mecklenburg-Western Pomerania	Occasion	DE												
Sept 27 - Oct 5	Paris Fashion Week	Entertainment	FR												

Calendario di marketing di Twitter

Iscriviti alla mia newsletter se vuoi saperne di più.

Da un articolo scritto da Paolo Franzese il 21 Gennaio 2015