

# 2025

PaLA

Pennsylvania  
Library  
Association

PA FORWARD. 

PENNSYLVANIA  
LIBRARIES



## Digital Media Calendar

# Exclusive website & social media content

Created by: Pennsylvania Library Association's  
Public Relations & Marketing Committee

# Digital Media Calendar

## The Pennsylvania Library Association's PR & Marketing Committee is excited to share the 2025 Digital Media Calendar with you!

The PR & Marketing Committee is excited to once again share a digital media focused calendar with you for 2025.

The Digital Media Calendar can be used to plan events and displays through-out the year. The calendar can also help you earn your PA Forward™ Gold Star, as each event highlights one of the five literacies.

Once a quarter, the PR & Marketing Committee will release content kits featuring web content, sample social media content, program ideas, additional resources, and free graphics.

The calendar also includes Advocacy Tips, Leadership Tips, and resource highlights to help you promote your library to stakeholders and community advocates throughout the year. Each month has a featured tip, and the last page of the calendar features a list of actions you can take to further promote the great work libraries are doing across the state.

The toolkits are shared electronically to Association members and to the PAMailAll Listserv and are also available on the Association website, along with past toolkits, at <https://www.palibraries.org/members/group.aspx?id=117296>.

We hope the materials are useful for your library!

The Pennsylvania Library Association's  
PR & Marketing Committee

# 2025 January



## Advocacy Tip:

Set a schedule for contacting stakeholders early in the year, tied to budget deadlines, and make sure you're on the schedule monthly. This will keep what's happening at the library fresh in everyone's mind.



## Youth Media Awards

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
It's Book Blitz Month! Find great new reads through POWER Library with EBSCO e-Books, ProQuest e-Book Central, BookFLIX, and more!			1	2	3	4
5	6	7	8	9	10	11 Information
12	13	14	15	16 Basic	17	18 Basic
19	20	21 Financial	22 Civic & Social	23	24	25
26	27	28	29	30	31	

## January

World Health Esteem Month

## January 18

National Thesaurus Day

## January 11

Learn Your Name in Morse Code Day

## January 21

Own Your Own Home Day

## January 16

Appreciate a Dragon Day

## January 22

Library Shelfie Day

# 2025 February



**Leadership Tip:**  
"Alone we can do so little; together we can do so much." -Helen Keller



Sun	Mon	Tues	Wed	Thurs	Fri	Sat
For Black History Month, explore POWER Library's <i>Black Freedom Struggle in the United States: A Selection of Primary Resources</i> .						1
2	3 Civic & Social	4 Civic & Social	5 Civic & Social	6 Civic & Social	7 Civic & Social	8 Information Civic & Social
9 Civic & Social Basic	10 Basic	11 Basic	12 Basic	13 Basic	14 Basic	15 Basic
16	17	18	19 Information	20	21	22
23	24	25	26	27	28 Health	

**February**  
Financial Aid  
Awareness Month

**February 3-9**  
Networking Week

**February 9-15**  
Freelance Writers  
Appreciation Week

**February 11**  
Inventor's Day

**February 19**  
Prevent Plagiarism Day

**February 28**  
Rare Disease Day

# 2025 March



## Advocacy Tip:

Always share the positive but position it with an “and” or a “but.” For example: The library programming room has been busier than ever and with more investment from the municipality we could expand hours to provide more programming.



## Freedom of Information Day

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
For Expanding Girls' Horizons in Science and Engineering Month, explore <i>Science Reference Source</i> , <i>TrueFLIX</i> , <i>Small Engine Repair Reference</i> , and more in POWER Library.						1
2 Health	3	4	5	6	7 Information	8
9	10	11	12 Basic	13	14	15
16	17	18	19 Financial	20	21	22
23 30	24 31	25 Civic & Social	26	27	28	29

**March**  
Sleep Awareness Month

**March 12**  
Plant a Flower Day

**March 2**  
World Teen Mental  
Wellness Day

**March 19**  
Small Business  
Development Centers Day

**March 7**  
Day of Unplugging

**March 25**  
National Medal of  
Honor Day

# 2025 April



## Leadership Tip:

"Today a reader, tomorrow a leader." -Margaret Fuller



## School Library Month, National Library Week

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
		1 Basic	2 Information	3	4	5
6	7	8	9 Information	10	11	12
13	14	15 Financial	16	17	18 Civic & Social	19
20	21	22	23	24	25	26
27	28	29	30	This School Library Month, check out <i>Gale In Context</i> , <i>Gale OneFile</i> , <i>Encyclopedia Britannica School Edition</i> , and more from POWER Library.		

**April**  
National Minority  
Health Month

**April 9**  
International Day of  
Pink

**April 1**  
Edible Book Day

**April 15**  
Tax Day

**April 2**  
International Fact-  
Checking Day

**April 18**  
International Day for  
Monuments & Sites

# 2025 May



## Advocacy Tip:

If you don't say something, you will never be heard! Don't count on others to deliver your message for you; be brave and courageous and deliver it yourself as well. More voices make for a stronger message.



## National 529 Day

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
Start learning a new language this month with <i>Transparent Language Online</i> in POWER Library.				1	2	3
4	5	6	7	8	9	10 Information
11	12	13	14	15	16	17 Civic & Social
18	19	20	21	22	23 Civic & Social	24
25	26 Basic	27	28	29 Financial	30	31

**May**  
Mental Health  
Awareness Month

**May 10**  
Internet Archive is  
founded in 1996

**May 17**  
Armed Forces Day

**May 23**  
143 Day

**May 26**  
World Dracula Day

**May 29**  
National 529 Day

# 2025 June



**Leadership Tip:**  
 "Never doubt that a small group of thoughtful, concerned citizens can change world. Indeed it is the only thing that ever has." -Margaret Mead



## Rainbow Book Month

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1 Information	2	3	4	5	6 Civic & Social	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21 Basic
22	23 Financial	24	25	26	27	28
29	30 Information			This month, explore world history by browsing <i>AP Newsroom</i> in POWER Library. Find photographs, audio sound bites, video, and graphics.		

**June**  
 Alzheimer's and Brain Awareness Month

**June 21**  
 International Make Music Day

**June 1**  
 World Reef Awareness Day

**June 23**  
 Family Owned & Operated Business Day

**June 6**  
 Anniversary of D-Day

**June 30**  
 Social Media Day

# 2025 July



## Advocacy Tip:

Don't overwhelm with data, instead tell a story. There may be numbers involved, but the goal is to make sure the experience and emotions are vivid, so they leave a lasting impression.



Sun	Mon	Tues	Wed	Thurs	Fri	Sat
		1	2	3 Health	4 Basic	5 Civic & Social
7	7	8 Health	9	10	11	12
13	14	15 Information	16	17	18	19
20	21	22	23	24	25	26
27	28	29 Basic	30 31	Celebrate Pennsylvania Day by exploring millions of digitized photographs, documents, and newspapers in <i>PA Photos and Documents</i> from POWER Library.		

**July 3**  
Stay Out of the Sun Day

**July 8**  
National Love Your Skin Day

**July 4**  
Country Music Day

**July 15**  
National Pet Fire Safety Day

**July 5**  
National Workaholic Day

**July 29**  
National Lasagna Day

# 2025 August



## Leadership Tip:

"Leaders think and talk about the solutions. Followers think and talk about the problems." -Brian Tracy



Sun	Mon	Tues	Wed	Thurs	Fri	Sat
Learn more for Water Quality Month with <i>GreenFILE</i> in POWER Library.					1	2
3	4	5	6	7 Civic & Social	8 Financial	9
10	11	12	13	14 Information	15	16
17	18	19	20	21	22	23
24 31	25	26	27	28 Civic & Social	29	30

**August**  
National Wellness  
Month

**August**  
National Get Ready For  
Kindergarten Month

**August 7**  
Purple Heart Day

**August 8**  
National Dollar Day

**August 14**  
National Navajo Code  
Talkers Day

**August 28**  
National Thoughtful  
Day

# 2025 September



## Advocacy Tip:

A handwritten note goes a long way. Whether it is a thank you, a follow up from a meeting, or just a general information note, they make a strong impression with stakeholders.



*Library Card Sign Up Month, Banned Books Week*

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	1	2	3	4	5 Civic & Social	6
7	8	9	10	11	12	13
14	15	16 Information	17	18 Financial	19	20 Civic & Social
21 Civic & Social	22 Basic Civic & Social	23 Civic & Social	24 Civic & Social	25 Civic & Social	26 Civic & Social	27
28	29	30		For Update Your Resume Month, check out <i>Pennsylvania Job Resources</i> and <i>PA Online Learning</i> in POWER Library.		

**September**  
Suicide Awareness  
Month

**September 18**  
International Equal Pay  
Day

**September 5**  
International Day of  
Charity

**September 20-26**  
International Week of  
the Deaf

**September 16**  
IT Professionals Day

**September 22**  
World Car Free Day

# 2025 October



**Leadership Tip:**  
 "If your actions inspire others to dream more, learn more, do more, and become more, you are a leader." -John Quincy Adams



## TeenTober, Friends of the Library Week

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
Discover service and repair info for 1000s of vehicles from <i>Auto Repair Source</i> in POWER Library.			1 Health	2	3	4
5	6	7	8	9	10	11
12 Financial	13 Basic	14	15 Information	16	17	18
19	20	21	22	23	24 Civic & Social	25
26	27	28	29	30	31	

**October**  
 Breast Cancer Awareness Month

**October 1**  
 National Vegetarian Day

**October 12**  
 National Savings Day

**October 13**  
 National M&M Day

**October 15**  
 Pronouns Day

**October 24**  
 United Nations Day

# 2025 November



## Advocacy Tip:

Bring the individuals in the community to the front and capture one story per person. By having constituents share their stories of the library, stakeholders see the big picture of the importance of the library clearly.



*Picture Book Month, International Games Month*

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
Celebrate STEM/STEAM Day by browsing POWER Library's <i>Science Reference Source</i> and <i>Science Reference e-Book Collection</i> .						1
2	3	4	5	6	7	8
9	10	11	12	13	14 Basic	15
16	17	18	19 Financial	20	21	22
23 Information	24	25	26	27	28 Basic	29
30						

**November**  
Lung Cancer  
Awareness Month

**November 19**  
National Play Monopoly  
Day

**November**  
Military Family Month

**November 28**  
National Red Planet Day

**November 14**  
National Pickle Day

**November 30**  
Computer Security Day

# 2025 December



**Leadership Tip:**  
 "The greatest leaders mobilize others by coalescing people around a shared vision." -Ken Blanchard



Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	1	2 Financial	3	4 Basic	5	6 Civic & Social
7	8	9	10 Basic	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28 Information	29	30	31	Celebrate National Roots Day by digging into your family's history with <i>EBSCO MyHeritage</i> in POWER Library.		

**December**  
 Gift of Sight Month

**December 6**  
 Mitten Tree Day

**December 2**  
 Giving Tuesday

**December 10**  
 Dewey Decimal System Day

**December 4**  
 National Cookie Day

**December 28**  
 Short Film Day



# Advocacy Action Tips



## JANUARY

At January's board meeting, present the schedule of municipal and county meetings and ask the board to sign up to represent the library at all of them.

## FEBRUARY

Deliver the library's program calendar to elected officials' offices and repeat every month.

## MARCH

Schedule a visit for the director, board members, and friends to your state Representative or Senator's office to speak to them about the important role that State Aid fills in your library's activities, and what you could do with more funds.

## APRIL

For National Library Week, ask an elected official to pose with their favorite book and share their bio and book review on social media or in a newsletter, or film a short video with them to share out via social media.

## MAY

Attend a community group meeting to share the news of all the library is doing in support of residents and empower others in the group to share their positive library experiences with stakeholders as well.

## JUNE

With Summer Reading and summer fundraisers approaching, share invitations to events throughout the summer with your elected officials and key stakeholders.

## JULY

Capture library experiences from parents while their children are attending a summer program. Ask if their story can be used to publicize the good the library does and tie it in with end of summer reporting.

## AUGUST

As you look back over the summer's programming and events, think about how they tie into your mission and vision. Choose one or two moments that really stood out to you and reach out to your stakeholders to share what they are and why they are so important.

## SEPTEMBER

As election season gears up, send a handwritten note to an elected official after a town hall meeting, thanking them for being transparent in their objectives.

## OCTOBER

As election season heats up, meet with a candidate for municipal office and ask them about their library experiences. Tie their stories to opportunities they have to get involved at your library.

## NOVEMBER

As municipal budgets are set, invite library users to share their favorite library moments with you. Present their stories with their name, age, and photo (with their permission) at the budget hearings.

## DECEMBER

Challenge everyone on staff to think of the patrons as secret shoppers, and work hard to make sure that everyone leaves thinking they received top notch service.

# Digital Media Calendar 2025

## January

World Health Esteem Month (Health)  
January 11 Learn Your Name in Morse Code Day (Information)  
January 16 Appreciate a Dragon Day (Basic)  
January 18 National Thesaurus Day (Basic)  
January 21 Own Your Own Home Day (Financial)  
January 22 Library Shelfie Day (Civic & Social)

## February

Financial Aid Awareness Month (Financial)  
February 3-9 International Networking Week (Civic & Social)  
February 9-15 Freelance Writers Appreciation Week (Basic)  
February 11 Inventor's Day (Information)  
February 19 Prevent Plagiarism Day (Information)  
February 28 Rare Disease Day (Health)

## March

Sleep Awareness Month (Health)  
March 2 World Teen Mental Wellness Day (Health)  
March 7 Day of Unplugging (Information)  
March 12 Plant a Flower Day (Basic)  
March 19 Small Business Development Centers Day (Financial)  
March 25 National Medal of Honor Day (Civic & Social)

## April

National Minority Health Month (Health)  
April 1 Edible Book Day (Basic)  
April 2 International Fact-Checking Day (Information)  
April 9 International Day of Pink (Information)  
April 15 Tax Day (Financial)  
April 18 International Day for Monuments & Sites (Civic & Social)

## May

Mental Health Awareness Month (Health)  
May 10 Internet Archive is founded in 1996 (Information)  
May 17 Armed Forces Day (Civic & Social)  
May 23 143 Day (Civic & Social)  
May 26 World Dracula Day (Basic)  
May 29 National 529 Day (Financial)

## June

Alzheimer's and Brain Awareness Month (Health)  
June 1 World Reef Awareness Day (Information)  
June 6 Anniversary of D-Day (Civic & Social)  
June 21 International Make Music Day (Basic)  
June 23 Family Owned & Operated Business Day (Financial)  
June 30 Social Media Day (Information)

## July

July 3 Stay Out of the Sun Day (Health)  
July 4 Country Music Day (Basic)  
July 5 National Workaholic Day (Civic & Social)  
July 8 National Love Your Skin Day (Health)  
July 15 National Pet Fire Safety Day (Information)  
July 29 National Lasagna Day (Basic)

## August

National Wellness Month (Health)  
National Get Ready For Kindergarten Month (Basic)  
August 7 Purple Heart Day (Civic & Social)  
August 8 National Dollar Day (Financial)  
August 14 National Navajo Code Talkers Day (Information)  
August 28 National Thoughtful Day (Civic & Social)

## September

Suicide Awareness Month (Health)  
September 5 International Day of Charity (Civic & Social)  
September 16 IT Professionals Day (Information)  
September 18 International Equal Pay Day (Financial)  
September 20-26 International Week of the Deaf (Civic & Social)  
September 22 World Car Free Day (Basic)

## October

Breast Cancer Awareness Month (Health)  
October 1 National Vegetarian Day (Health)  
October 12 National Savings Day (Financial)  
October 13 National M&M Day (Basic)  
October 15 Pronouns Day (Information)  
October 24 United Nations Day (Civic & Social)

## November

Lung Cancer Awareness Month (Health)  
November Military Family Month (Civic & Social)  
November 14 National Pickle Day (Basic)  
November 19 National Play Monopoly Day (Financial)  
November 28 National Red Planet Day (Basic)  
November 30 Computer Security Day (Information)

## December

Gift of Sight Month (Health)  
December 2 Giving Tuesday (Financial)  
December 4 National Cookie Day (Basic)  
December 6 Mitten Tree Day (Civic & Social)  
December 10 Dewey Decimal System Day (Basic)  
December 28 Short Film Day (Information)

**For additional marketing materials from the American Library Association for observances like Banned Books Week and National Library Week, noted at the top of each month, visit [bit.ly/3ifak3h](https://bit.ly/3ifak3h).**



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