Digital Media Calendar

Exclusive website & social media content

Created by: Pennsylvania Library Association’s Public Relations & Marketing Committee
The Pennsylvania Library Association’s PR & Marketing Committee is excited to share the 2022 Digital Media Calendar with you!

The PR & Marketing Committee is excited to once again share a digital media focused calendar with you for 2022.

The Digital Media Calendar can be used to plan events and displays throughout 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 included Advocacy Tips 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 www.palibraries.org. Get Involved. PA Forward. PA Forward Marketing Materials.

We hope the materials are useful for your library!

The Pennsylvania Library Association’s PR & Marketing Committee
### 2022
#### 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.

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**January**

- **January 4**
  World Braille Day

- **January 17**
  Kid Inventors’ Day

- **January 27**
  International Holocaust Remembrance Day

- **January 28**
  Data Privacy Day

- **January 29**
  Seed Swap Day

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**January 2022 Calendar**

- **January 27**
  Cervical Health Awareness Month (Health)

- **January 28**
  Blood Donor Month (Health)

- **January 28**
  World Braille Day

- **January 17**
  Kid Inventors’ Day


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Advocacy Tip:
Be persistent in delivering your message and don’t stop. Victories aren’t forever.

February
Free and Open Source Software Month (Information)

February 1-7
National Patient Recognition Week

February 7
Send a Card to a Friend Day

February 9
National Cut the Cord Day

February 14
International Book Giving Day

February 22
World Thinking Day

February 26
Carpe Diem Day

February 27
Polar Bear Day
### Advocacy Tip:
Always share the positive but position it with an “and” or a “but.”

Example: ‘The library programming room has been busier than ever in the past year, and with more investment from the municipality we could expand hours to provide more programming.’

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#### March
- National Nutrition Month (Health)
- Red Cross Month (Health)
- Social Workers Month (Civic & Social)
- Foreign Language Month (Civic & Social)
- Read an E-Book Week

#### March 7
- Genealogy Day

#### March 16
- Freedom of Information Day

#### March 20-26
- National Bubble Week

#### March 29
- Mom and Pop Business Owners Day
## 2022

### April

**Advocacy Tip:**
Never underestimate the power of a photo op. A picture is worth a thousand words, and a video is worth five thousand.

**School Library Month, National Library Week (3-9)**

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**April 1**
National One Cent Day

**April 5**
Read a Road Map Day

**April 6**
National Walking Day

**April 7**
National No Housework Day

**April 14**
International Moment of Laughter Day

**April 23**
National Shakespeare Day

**April 27**
National Tell a Story Day

**April 28**
National BraveHearts Day
**2022 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.

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**May**

- **May 1-7**
  Small Business Week

- **May 3**
  World Press Freedom Day

- **May 16**
  International Day of Light

- **May 25**
  World Thyroid Day

- **May 29**
  National 529 Day
### Advocacy Tip:
When you’re planning an event, make sure you know who should be there and invite them. And keep inviting them even if they say no.

### June 2022

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### June

- **Audiobook Appreciation Month (Basic)**
- **June 1**
  - National Pen Pal Day
- **June 2**
  - Native American Citizenship Day
- **June 8**
  - World Oceans Day
- **June 12**
  - Anne Frank Day
- **June 14**
  - Caldecott Day
- **June 19-25**
  - National Camping Week
- **June 21**
  - Daylight Appreciation Day
- **June 30**
  - National Work from Home Day
2022 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.

### Monthly Calendar

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#### July

- **Anti-Boredom Month (Basic)**
- **July 2**
  - Civil Rights Act Day
- **July 11**
  - World Population Day
- **July 15**
  - World Youth Skills Day
- **July 24-30**
  - Hepatitis Awareness Week
- **July 26**
  - Disability Independence Day
- **July 28**
  - World Conservation Day
- **July 30**
  - Whistleblower Day
### Advocacy Tip:
Always have an authentic message and believe in your mission. By sharing something important about services and patrons, you will generate interest and give the stakeholder the ability to understand the significance and something unique to remember.

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- **August 1**: Inventors Month (Information)
- **August 14**: National Financial Awareness Day
- **August 16**: National Tell a Joke Day
- **August 20**: World Mosquito Day
- **August 30**: Frankenstein Day

### Events
- **August 1**: World Wide Web Day
- **August 7**: National Lighthouse Day
- **August 12**: International Youth Day
Advocacy Tip:
A handwritten note goes a long way. Whether it is a thank you or follow up from a meeting, or just a general information note, they make a strong impression with stakeholders. It shows that the library is important enough that someone took the time to sit down and write about it.

September
Library Card Sign Up Month (Basic)

September
Disease Literacy Month (Health)

September 10
World First Aid Day

September 11-17
Construction Appreciation Week

September 22
American Business Women’s Day

September 28
International Day for the Universal Access to Information

September 30
International Podcast Day

September
International Day for the Universal Access to Information

Civic & Social
C&S
Financial
Information
Basic
Banned Books Week
**Advocacy Tip:**
Engage the stakeholder in a discussion of their experiences and perspectives, don’t just promote the library. By giving them an opportunity to tell their story, it personalizes the conversation and they will walk away with something to share.

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**October**
- **Computer Learning Month (Information)**
- **Fire Prevention Month (Civic & Social)**
- **National Body Language Day**
- **World Mental Health Day**

**October 17**
- International Day for the Eradication of Poverty

**October 20**
- Get Smart About Credit Day

**October 16-22**
- Friends of the Library Week
Advocacy Tip:
Bring the individuals in the community to the front and capture one story per person. By having the constituents share their stories of the library, the stakeholders see the big picture of the importance of the library clearly.

November
Native American Heritage Month (Civic & Social)

November
Family Stories Month (Basic)

November
Career Development Month (Information)

November 3
Healthy Eating Day

November 8
Election Day

November 17
Take a Hike Day

November 29
Giving Tuesday
Advocacy Tip:
Consider everyone you encounter to be a potential stakeholder, and advocate. You never know who people know or what influence they may have.

December
Learn a Foreign Language Month (Basic)

December
Write a Business Plan Month (Financial)

December
Hand-washing Awareness Month (Health)

December 4
Wildlife Conservation Day

December 6-12
Computer Science Education Week

December 15
International Tea Day

December 21
Winter Solstice
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 this month 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 the 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 the library experiences from parents while their children are attending a summer program. Ask if their story can be used to publicize the good work 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 things that really stood out to you as classic moments and reach out to your stakeholders to share what they were and why they are so important.

SEPTEMBER
As election season gears up, send a handwritten thank you note to an elected official after a town hall meeting 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 and ask them to share with their friends and neighbors.

NOVEMBER
As municipal budgets are being 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.
January
National Blood Donor Month (Health)
Cervical Health Awareness Month (Health)
4: World Braille Day (Basic)
17: Kid Inventors’ Day (Information)
27: International Holocaust Remembrance Day (Civic & Social)
28: Data Privacy Day (Information, Financial)
29: Seed Swap Day (Civic & Social)

February
Free and Open Source Software Month (Information, Financial)
1-6: National Patient Recognition Week (Health)
7: Send a Card to a Friend Day (Basic)
9: National Cut the Cord Day (Information, Financial)
14: International Book Giving Day (Basic)
22: World Thinking Day (Basic)
26: Carpe Diem Day (Basic)
27: Polar Bear Day (Civic & Social)

March
National Nutrition Month (Health)
Red Cross Month (Health)
Social Workers Month (Civic & Social)
National Foreign Language Month (Civic & Social)
6-12: Read an E-Book Week (Information, Basic)
16: Freedom of Information Day (Civic & Social, Information)
20-26: National Bubble Week (Basic)
29: National Mom & Pop Business Owners Day (Financial)

April
1: National One Cent Day (Financial)
5: Read A Road Map Day (Information)
6: National Walking Day (Health)
7: National No Housework Day (Civic & Social)
14: International Moment of Laughter Day (Civic & Social)
23: National Shakespeare Day (Basic)
27: National Tell a Story Day (Basic)
28: National BraveHearts Day (Health)

May
Historic Preservation Month (Information, Civic & Social)
1-7: Small Business Week (Civic & Social, Financial)
3: World Press Freedom Day (Basic, Information)
16: International Day of Light (Information, Civic & Social)
25: World Thyroid Day (Health)
29: National 529 Day (Financial)

June
Audiobook Appreciation Month (Basic)
1: National Pen Pal Day (Basic)
2: Native American Citizenship Day (Civic & Social)
8: World Oceans Day (Civic & Social)
12: Anne Frank Day (Civic & Social)
14: Caldecott Day (Basic)
19-25National Camping Week (Civic & Social, Health)
21: Daylight Appreciation Day (Basic)
30: Work from Home Day (Basic, Information, Civic & Social)

July
Anti-Boredom Month (Basic)
2: Civil Rights Act Day (Civic & Social)
11: World Population Day (Civic & Social)
15: World Youth Skills Day (Basic, Financial)
24-30: Hepatitis Awareness Week (Health)
26: Disability Independence Day (Civic & Social)
28: World Conservation Day (Civic & Social)
30: Whistleblower Day (Information)

August
Inventors Month (Information)
1: World Wide Web Day (Information)
7: National Lighthouse Day (Civic & Social)
12: International Youth Day (Basic)
14: National Financial Awareness Day (Financial)
16: National Tell a Joke Day (Civic & Social)
20: World Mosquito Day (Health)
30: Frankenstein Day (Basic)

September
National Disease Literacy Month (Health)
10: World First Aid Day (Health)
11-17: National Construction Appreciation Week (Information, Civic & Social)
22: American Business Women’s Day (Financial)
28: International Day for the Universal Access to Information (Civic & Social, Information)
30: International Podcast Day (Basic)

October
Fire Prevention Month (Civic & Social)
Computer Learning Month (Information)
7: National Body Language Day (Civic & Social)
10: World Mental Health Day (Health)
17: International Day for the Eradication of Poverty (Civic & Social)
20: Get Smart About Credit Day (Financial)

November
Family Stories Month (Basic)
Native American Heritage Month (Civic & Social)
Career Development Month (Information)
3: Healthy Eating Day (Health)
8: Election Day (Civic & Social)
17: Take a Hike Day (Health)
29: Giving Tuesday (Financial)

December
Learn a Foreign Language Month (Basic)
Handwashing Awareness Month (Health)
Write a Business Plan Month (Financial)
4: Wildlife Conservation Day (Civic & Social)
6-12: Computer Science Education Week (Information)
15: International Tea Day (Civic & Social)
21: Winter Solstice (Civic & Social)

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

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