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 2023 Digital Media Calendar with you!

The PR & Marketing Committee is excited to once again share a digital media focused calendar with you for 2023.

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, 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 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
## January 2023

### Youth Media Awards

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**Leadership Tip:**

“Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others.”

- Jack Welch

### January Events

**January 1**
- Public Domain Day

**January 2 - 8**
- Folic Acid Awareness Week

**January 6**
- National Technology Day

**January 10**
- Cut Energy Costs Day

**January 23 - 27**
- Tax Identity Theft Awareness Week

**January 28**
- Global Community Engagement Day

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It’s Book Blitz Month! Find great new reading through POWER Library with Books & Authors, E-Books (EBSCO), Gale E-books, BookFLIX and more!
2023 February

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

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For Black History Month, explore the POWER Library’s Black Freedom Struggle in the United States: A Selection of Primary Sources

**February**
Self-Check Month (Health)

**February 1**
Read Aloud Day

**February 13**
Employee Legal Awareness Day

**February 16**
Innovation Day

**February 18 - 25**
FFA Week

**February 20**
World Social Justice Day

**February 28**
Repetitive Strain Injury Awareness Day
Leadership Tip:
“Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it’s the only thing that ever has.”
-Margaret Mead

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March
Freedom of Information Day

March
National Nutrition Month (Health)

March
Asset Management Awareness Month (Financial)

March 5 - 11
Consumer Protection Week

March 8
International Women’s Day

March 14
Science Education Day

March 31
Crayon Day
## 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, Money Smart Week, Preservation Week, DEAR Day, Children’s Book Day

This month, celebrate Poetry Month by browsing LitFinder on POWER Library and check out resources for Citizen Science Month from Network of the National Library of Medicine at nnlm.gov!

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### April
- **April 8 - 16**: Robotics Week
- **April 15**: ASL Day
- **April 25**: World Malaria Day
- **April 27**: Teach Children to Save Day
- **April 28**: Historic Marker Day
**Leadership Tip:**
A good plan today is better than a perfect plan tomorrow.
- General George S. Patton

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**National 529 Day**

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*National Hospital Week is May 7 - 13. Check out health literacy resources on POWER Library with Health and Wellness and from National Library of Medicine at nnlm.gov and from the Hospital & Healthsystem Association of Pennsylvania at haponline.org*

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**May**

- Lyme Disease Awareness Month (Health)
- Teen Self Esteem Month (Health)
- Children’s Book Week
- Skilled Trades Day
- Senior Fraud Awareness Day
- World Hunger Day

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### 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.

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#### Rainbow Book Month

This month, explore history for Little League Week and Pride Month by browsing AP Newsroom on POWER Library and check out resources for Alzheimer’s and Brain Awareness month from the Alzheimer's Association at alz.org!

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### June

**Homeownership Month - Financial**

**Great Outdoors Month - Basic**

**4 - 10**

Community Health Improvement Week

**9**

National Movie Night

**14**

Blood Donor Day

**18-24**

Week of Making

**28**

Insurance Awareness Day
### Leadership Tip:

“Some people want it to happen, some people wish it to happen, and others make it happen.”

- Michael Jordan

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Celebrate Pennsylvania Day by checking out [PA Photos and Documents](#) on POWER Library and find financial literacy resources for Financial Freedom Day from the PA Bankers Association at [tinyurl.com/PBA-Education](#)!
2023
August

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.

Learn more for Water Quality Month with GreenFILE on POWER Library and learn about the PA Dept. of Health early detection program for Got Checked Day at tinyurl.com/EaryDetect

August
Family Fun Month (Basic)

August 9
International Day for the World’s Indigenous People

August 17
National Nonprofit Day

August 20
National Radio Day

August 26
National Got Checked Day

August 31
We Love Memoirs Day
Leaderhip Tip:
“If you get too busy with your job to grow, your influence and your leadership will stagnate and ultimately evaporate.”
-Great Leaders Grow

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**September**
Library Card Sign Up Month, Banned Books Week

For Update Your Resume Month, check out PA Job Resources and PA Online Learning on POWER Library and find resources for Suicide Prevention Month from Prevent Suicide PA at [www.preventsuicidepa.org/resources/](http://www.preventsuicidepa.org/resources/)

**September 1**
- Child Identity Theft Awareness Day

**September 8**
- 401(k) Day

**September 11**
- Libraries Remember Day

**September 15 - October 15**
- Hispanic Heritage Month (Civic and Social)

**September 17-23**
- Farm Safety & Health Week

**September 23**
- Seat Check Saturday
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.

Find tips for Cybersecurity Awareness Month on POWER Library’s CyberSmarts and celebrate National Newspaper Week with resources from PA Newsmedia at panewsmedia.org/services/students/
Leadership Tip:
“Great leaders don’t try to be perfect. Great leaders try to be themselves. And that’s what makes them great.”
- Simon Sinek, Start with Why

November Scholarship Month (Financial)

November Entrepreneurship Month (Financial)

November 3
Smart Home Day

November 13-18
World Kindness Week

November 14
World Diabetes Day

November 20
Transgender Day of Remembrance

Picture Book Month, International Games Month

Find resources for Entrepreneurship Month on Business Insights: Essentials on POWER Library and facts about rural health and more for Rural Health Day from Center for Rural PA at www.rural.pa.gov/
**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.

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**December**

- **Safe Toys & Gifts Month (Basic)**
- **December 1**
  - Rosa Parks Day
- **December 2**
  - World Computer Literacy Day
- **December 3-9**
  - Older Driver Safety Week
- **December 21**
  - Crossword Puzzle Day
- **December 26**
  - National Homeowners Day

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Boost your knowledge for Computer Literacy Day with [CyberSmarts](#) and [PA Online Learning](#) on POWER Library and learn more for Health Coverage Day from the PA Insurance Department at [www.insurance.pa.gov/Consumers/](http://www.insurance.pa.gov/Consumers/)
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.
# Digital Media Calendar 2023

## January
- **1**: Public Domain Day (Basic)
- **2-8**: Folic Acid Awareness Week (Health)
- **6**: National Technology Day (Information)
- **10**: Cut Energy Costs Day (Financial)
- **23-27**: Tax Identity Theft Week (Information, Financial)
- **28**: Global Community Engagement Day (Civic & Social)

## February
- **Self-Check Month (Health)**
  - **1**: Read Aloud Day (Basic)
  - **13**: Employee Legal Awareness Day (Financial)
  - **16**: Innovation Day (Information)
  - **18-25**: FFA Week (Basic)
  - **20**: World Social Justice Day (Civic & Social)
  - **28**: Repetitive Strain Injury Awareness Day (Health)

## March
- **Poison Prevention Month (Health)**
- **Asset Management Awareness Month (Financial)**
  - **5-11**: Consumer Protection Week (Financial)
  - **8**: International Women’s Day (Civic & Social)
  - **14**: Science Education Day (Information)
  - **31**: Crayon Day (Basic)

## April
- **Youth Sports Safety Month (Health)**
- **8-16**: Robotics Week (Information)
- **15**: ASL Day (Basic, Civic & Social)
- **25**: World Malaria Day (Health, Civic & Social)
- **27**: Teach Children to Save Day (Financial)
- **28**: Historic Marker Day (Civic & Social)

## May
- **Lyme Disease Awareness Month (Health)**
- **Teen Self Esteem Month (Health, Civic & Social)**
- **2-8**: Children’s Book Week (Basic)
- **3**: Skilled Trades Day (Basic, Information)
- **15**: Senior Fraud Awareness Day (Information, Financial)
- **28**: World Hunger Day (Civic & Social)

## June
- **National Homeownership Month (Financial)**
- **Great Outdoors Month (Basic)**
- **4-10**: Community Health Improvement Week (Health)
- **9**: National Movie Night (Basic)
- **14**: World Blood Donor Day (Health)
- **17-23**: National Week of Making (Information)
- **28**: Insurance Awareness Day (Health, Financial)

## July
- **International Zine Month (Basic)**
- **1**: International Day of Cooperatives (Civic & Social, Financial)
- **7**: World Chocolate Day (Basic)
- **8**: Video Game Day (Information)
- **20**: Pennsylvania Day (Civic & Social)
- **24**: Self Care Day (Health)

## August
- **Family Fun Month (Basic)**
- **9**: International Day of the World’s Indigenous People (Civic & Social)
- **17**: Nonprofit Day (Financial)
- **20**: National Radio Day (Information)
- **26**: Got Checked Day (Health)
- **31**: We Love Memoirs Day (Basic)

## September
- **Read a New Book Month (Basic)**
- **Hispanic Heritage Month (Sept. 15 – Oct. 15)** (Civic & Social)
- **1**: Child Identity Theft Awareness Day (Information)
- **8**: 401(k) Day (Financial)
- **11**: Libraries Remember Day (Civic & Social)
- **15**: International Dot Day (Basic)
- **17-23**: Farm Safety & Health Week (Health, Civic & Social)
- **23**: Seat Check Saturday (Health)

## October
- **Financial Planning Month (Financial)**
- **1-7**: Mystery Series Week (Basic)
- **10**: Ada Lovelace Day (Information)
- **15**: Global Handwashing Day (Health, Civic & Social)
- **19**: International Credit Union Day (Financial)
- **21**: Check Your Meds Day (Health)
- **24-31**: Global Media & Information Literacy Week (Information)

## November
- **National Scholarship Month (Financial, Basic)**
- **National Entrepreneurship Month (Financial)**
- **3**: Smart Home Day (Information)
- **13-18**: World Kindness Week (Basic)
- **14**: World Diabetes Day (Health)
- **20**: Transgender Day of Remembrance (Civic & Social)

## December
- **Safe Toys & Gifts Month (Basic, Health)**
- **1**: Rosa Parks Day (Civic & Social)
- **2**: World Computer Literacy Day (Information)
- **3-9**: Older Driver Safety Awareness Week (Health)
- **21**: Crossword Puzzle Day (Basic)
- **26**: National Homeowners Day (Financial)

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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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[www.palibraries.org](http://www.palibraries.org)  ~  717-766-7663