

SOCIAL MEDIA CONTENT INSPIRATION STATION

Date	Awareness days	On this day	Birthdays	Famous deaths	Sporty stuff
1	Canada Day (#CanadaDay) 🇨🇦, International Reggae Day (#ReggaeDay), Joke Day (#JokeDay)	United Kingdom returns Hong Kong and the New Territories to the People's Republic of China (1997)	Princess Diana (died 1997)	Marlon Brando (2004)	Austrian Grand Prix
2	I Forgot Day (#IForgotDay), World UFO Day (#UFODay)	Hitler orders invasion of Britain (1940)	Larry David	Ernest Hemingway (1961)	Wimbledon starts (until 15th)
3	International Plastic Bag Free Day (#PlasticBagFreeDay), Stay Out of the Sun Day (#StayOutOfTheSunDay)	Battle of Gettysburg, largest battle ever fought on the American continent, ends in a major victory for the Union during the US Civil War (1863)	Tom Cruise	Jim Morrison (1971)	
4	Independence Day 🇺🇸, Barbecue Day (#BarbecueDay)	Battle of Gettysburg, largest battle ever fought on the American continent, ends in a major victory for the Union during the US Civil War (1863)	Giuseppi Garibaldi (died 1882)	Marie Curie (1934)	
5	Bikini Day (#BikiniDay)	Amazon.com founded in Bellevue, Washington by Jeff Bezos (1994)	Dolly the Sheep (died 2003)	Elizabeth Ryan (1979)	
6	International Kissing Day (#KissingDay), Virtually Hug a Virtual Assistant Day (#VirtuallyHugAVirtualAssistantDay)	Louis Pasteur successfully tests an anti-rabies vaccine (1885)	George W Bush	Marsha P Johnson (1992)	Football World Cup quarter finals
7	World Chocolate Day (#ChocolateDay)	Coordinated terrorist bomb blasts strike London's public transport system during the morning rush hour killing 52 and injuring 700 (2005)	Ringo Starr	Arthur Conan Doyle (1930)	Tour de France starts
8	Scud Day (#ScudDay)	Vermont introduces new constitution making it the 1st US state to abolish slavery (1777)	Todd Martin	Betty Ford (2011)	British Grand Prix
9	National Sugar Cookie Day (#NationalSugarCookieDay)	Daniel Williams performs 1st successful open heart surgery without anaesthesia (1893)	Courtney Love	Alice Paul (1977)	
10	Don't Step on a Bee Day (#DontStepOnABeeDay), Cow Appreciation Day (#CowAppreicationDay)	Lady Godiva rides naked on horseback through Coventry, according to legend, to force her husband, the Earl of Mercia, to lower taxes (1040)	Nikola Tesla (died 1943)	Hadrian (138)	World Cup semi final 1
11	World Population Day (#PopulationDay)	Neptune completes its first orbit since its discovery on September 23, 1846 (2011)	Richie Sambora	Laurence Olivier (1989)	World Cup semi final 2
12 - Battle of the Boyne (NI)	Malala Day, Etch A Sketch Day (#EtchASketchDay)	World War II: Battle of Prokhorovka - Russians defeat German forces in one of the largest ever tank battles (1943)	Malala Yousafzai	Erasmus (1536)	
13	French Fries Day (#FrenchFriesDay), Embrace Your Geekness Day (#EmbraceYourGeeknessDay)	"Live Aid" concerts held at both Wembley Stadium (London) and John F. Kennedy Stadium (Philadelphia) raises over \$70 million for African famine relief (1985)	Patrick Stewart	Kate Sheppard (1934)	
14	Shark Awareness Day (#SharkAwarenessDay), Mac & Cheese Day (#MacCheeseDay)	Bastille Day - the French Revolution begins with the fall of the Bastille Prison (1789)	Gerald Ford (died 2006)	Billy the Kid (1881)	
15	World Youth Skills Day	"Marseillaise" becomes French national anthem (1795)	Arianna Huffington	Gianni Versace (1997)	World Cup Final

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16	Guinea Pig Appreciation Day (#GuineaPigAppreciationDay)	1st banknotes in Europe are issued by Bank of Stockholm (1661)	Ginger Rogers (died 1995)	Anne of Cleves (1557)	
17	World Emoji Day (#EmojiDay), Tattoo Day (#TattooDay)	Malaysia Airlines Flight 17 is shot down over Eastern Ukraine by a Buk surface-to-air missile launched from pro-Russian separatist-controlled territory, killing all 283 passengers and 15 crew on board (2014)	Angela Merkel	Billie Holiday (1959)	
18	Mandela Day (#MandelaDay), Hot Dog Day (#HotDogDay)	Detroit, Michigan, files for bankruptcy, becoming the largest US municipal bankruptcy ever at \$18.5 billion (2013)	Richard Branson	Jane Austen (1817)	
19	Biomedical Science Day	Billboard publishes earliest known "Last Week's 10 Best Sellers among Popular Songs" Malinda's Wedding Day is #1 (1913)	Lizzie Borden (died 1927)	Syngman Rhee (1965)	Golf: The Open starts
20	World Jump Day (#JumpDay)	1st Moon Landing: Neil Armstrong and Buzz Aldrin step out from Apollo spacecraft 11, 530 million watch live global broadcast (1969)	Carlos Santana	Bruce Lee (1973)	
21	Junk Food Day (#JunkFoodDay)	Neil Armstrong becomes the first person to step on the Moon at 2:56:15 AM (GMT) (1969)	Robin Williams (died 2014)	Robert Burns (1796)	Women's Hockey World Cup starts
22 - Tisha B'Av	Hammock Day (#HammockDay), Mango Day (#MangoDay)	Norway is the victim of twin terror attacks, the first a bomb blast targeting government buildings in central Oslo, second a massacre at a youth camp on island of Utøya (2011)	Selena Gomez	John Dillinger (1934)	German Grand Prix
23	Peanut Butter and Chocolate Day (#PeanutButterAndChocolateDay)	American William Austin Burt patents "typographer" (typewriter) (1829)	Daniel Radcliffe	Amy Winehouse (2011)	
24	National Tequila Day (#TequilaDay)	American explorer Hiram Bingham discovers Machu Picchu, the Lost City of the Incas (1911)	Jennifer Lopez	Peter Sellers (1980)	
25	Christmas in July	Scientists announce the first human stem cells to be cultured in a laboratory using tissue taken from aborted human embryos (1997)	Matt LeBlanc	Samuel Taylor Coleridge (1834)	
26	All or Nothing Day (#AllOrNothingDay)	Fidel Castro leads a failed attack on the Moncada Barracks, intended to spark a revolution in Cuba (1953)	Stanley Kubrick (died 1999)	Ed Gein (1984)	
27	Talk in an Elevator Day (#TalkInAnElevatorDay)	Atlantic telegraph cable successfully laid (1,686 miles long) (1866)	Jordan Spieth	Bob Hope (2003)	
28	World Hepatitis Day (#HepatitisDay)	The Provisional Irish Republican Army call an end to their thirty year long armed campaign in Northern Ireland (2005)	Beatrix Potter (died 1943)	Antonio Vivaldi (1741)	
29	International Tiger Day (#TigerDay), Rain Day (#RainDay)	Irish Potato Famine: Tipperary Revolt - an unsuccessful nationalist revolt against British rule put down by police (1848)	Benito Mussolini (died 1945)	Vincent van Gogh (1890)	Hungarian Grand Prix
30	World Friendship Day, Cheesecake Day (#CheesecakeDay)	1st Penguin book is published, starting the paperback revolution (1935)	Arnold Schwarzenegger	Ingmar Bergman (2007)	
31	Uncommon instrument Awareness Day	Operation Banner, the presence of the British Army in Northern Ireland, and longest-running British Army operation ever, comes to an end (2007)	J K Rowling	Denis Diderot (1784)	



JULY 2018



SOCIAL MEDIA CONTENT INSPIRATION STATION



WHAT IS GOOD NEWSLETTER

Sent every Friday

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Month-long campaigns	Awareness weeks	Other events (UK)
National Picnic Month	<u>School Diversity Week</u> (2-6 July, #SDW18)	Wireless Festival, London (6-8 July)
National Fishing Month (starts 27 July)	<u>Sarcoma Awareness Week</u> (3-9 July)	2000 Trees Festival (12-14 July)
	National Parks Week (from 23 July)	Latitude Festival (12-15 July)

THE NATIVE PODCAST

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