



QRC – Equitable Social Holiday Automation

GENERAL OVERVIEW:

In an effort to further support you and your social media needs, we recently launched the Equitable Holidays & Special Events automation in Marketing Suite. The purpose of this document is to make you aware of how we will treat all holidays and days of recognition for 2025, whether as part of the automation or a single post available in the social media library. Consider audience as you configure your recipient list for the automation. Additionally, if you don't want a particular post being sent to that audience, you will need to "toggle off" the automation prior to that date, and "toggle on" the automation following that date.

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Social

Social **Holidays**

Equitable Holidays & Special Events

Automatically post content to your connected social media channels recognizing major holidays and celebrations throughout the year.

Freq: 8-10 times a year



<u>EQH Holiday Social Automation</u>	<u>Single Post in Library</u>
New Years Day (Jan 1)	MLK Day (Jan 20)
St Patricks Day (Mar 17)	Lunar New Year (Jan 29)
Memorial Day (May 26)	Black History Month (Feb 1-Mar 1)
Independence Day (July 4)	Groundhog Day (Feb 2)
Labor Day (Sep 1)	National Caregivers Day (Feb 21)
Veterans Day (Nov 11)	Ramadan (Feb 28)
Thanksgiving (Nov 27)	Women's History Month (Mar 1)
Happy Holidays – Generic (Dec 1)	Mardi Gras (Mar 4)
New Years Eve (Dec 31)	International Women's Day (Mar 8)
	Chag Purim Sameach (Mar 12)
	Passover (Apr 12)
	AAPI (May 1)



Holiday content continued...

<u>EQH Holiday Social Automation</u>	<u>Single Post in Library</u>
	Jewish American Heritage Month (May 1)
	Nurses Recognition Day (May 6)
	Pride Month (Jun 1)
	Graduation Season (varies ~May/June)
	Juneteenth (Jun 19)
	Parents Day (Jul 27)
	National Senior Citizens Day (Aug 21)
	Hispanic Heritage Month (Sep 15)
	Rosh Hashanah (Sep 22)
	Yom Kippur (Oct 1)
	World Mental Health Day (Oct 10)
	Diwali (Oct 20)
	Nat'l Native American Heritage Month (Nov 1)
	Hanukkah (Dec 14)
	Christmas (Dec 25)
	Kwanzaa (Dec 26)