



2025 SOCIAL MEDIA CONTENT CALENDAR

MAY

- **5th- Cinco de Mayo**
 - Feature Cinco de Mayo inspired food, drinks and festivities.
 - "Fiesta on the Fairway!" "Cinco on the Course!"
- **6th- National Beverage Day**
 - Perfect day to highlight your most popular drinks from the bar or beverage cart.
- **11th- Mother's Day**
 - Spotlight golfing moms! Share photos, stories and shout outs to mothers who love the game.
 - Highlight any Mother's Day events happening at your club.
 - "To the moms who swing big on and off the course- Happy Mother's Day!"
- **26th- Memorial Day**
 - Honor a veteran golfer with a spotlight, discount or a patriotic post.

JUNE

- **8th- National Best Friends Day**
 - Highlight dynamic duos on the course!
 - "Send this to your go-to golf partner..."
 - "Friendships forged on the fairway - Happy National Best Friends Day!"

- **13th- National Golf Cart Day**
 - Create a fun video featuring creative moments in a golf cart.
 - “Happy National Golf Cart Day to the real MVPs of the course! Thanks for taking us to all the best places.”
- **15th- Father’s Day**
 - Spotlight golf-loving dad and promote any Father’s Day celebrations at your club.
- **20th- First Day of Summer**
 - Post a sunny, vibrant photo of the course.
 - Promote summer tee times or drink specials to kick off the season.

JULY

- **4th- Independence Day**
 - Highlight any 4th of July events, themed tournaments, or patriotic outfits.
- **10th- National Pina Colada Day**
- **11th- National Mojito Day**
- **16th- National Hot Dog Day**
 - Opportunities to be creative with food and beverage.

AUGUST

- **National Golf Month!**
 - Celebrate all month by incorporating weekly golf tips, member spotlights, behind the scenes reels...etc.
- **1st- International Beer Day**
 - Highlight your most popular beers!
 - “Beer tastes better after 18 holes. Celebrate International beer day with us!”

SEPTEMBER

- **1st- Labor Day**
 - Spotlight your associates and thank them for their hard work.
- **11th- 911 Remembrance day**
 - Share a simple, respectful message of remembrance.
 - “Today we remember. Honoring the heroes and lives lost on September 11.”
- **22nd- First Day of Fall**
 - Feature the beautiful fall scenery on your property.
 - Promote any seasonal events or fall specials.

OCTOBER

- **4th- National Golf Lovers Day**
 - Celebrate the passion and community around you!
 - Post a beautiful course photo or member spotlight.
- **16th- Bosses Day**
 - GM Appreciation day! Post a picture or make a reel with your GM, thanking them for what they do.
- **17th- National Mulligan Day**
 - Create a lighthearted post celebrating second chances
 - “Bad drive? No worries- today is your official redo. It’s National Mulligan Day!”
- **25th- National Make a Difference day**
 - Opportunity to highlight our core purpose at BJL! We make a difference.
- **31st- Halloween**
 - Spotlight any halloween festivities happening at your club!

NOVEMBER

- **11th- Veterans Day**
 - Recognize and thank veterans for their service.
- **27th- Thanksgiving**
 - Share a message of gratitude with your community.
 - Highlight any thanksgiving events happening at your club.
- **28th- Black Friday**
 - Post about any Black Friday deals!

DECEMBER

- **Highlight Holiday Happenings All Month Long!**
 - Share festive moments throughout December.
 - Pro shop gift guide
 - Reel of staff decorating the property
 - Holiday- themed food and beverage specials
- **24th- Christmas Eve**
- **25th- Christmas Day**
 - “Merry Christmas from all of us at [club name]! We will be closed today to spend the holidays with our friends and families. Wishing you a joyful and peaceful holiday!”
- **31st- New Years Eve**
 - Reflect on the year with a highlight reel or pictures.
 - “Here’s to an incredible year at [club’s name]! Thank you for being part of our 2025. Let’s make 2026 even better.”

MORE IDEAS:

- **Osprey Cove:** Golf Tip of the week with their head pro
https://www.instagram.com/p/DBCfUiMJA_e/
- **Sugarbush Golf Club:** Highlighting their spring drinks
<https://www.instagram.com/p/DHtVJkusuxR/>
- **Cobblestone Golf Course:** Veterans Day post
<https://www.instagram.com/p/DCO3cyBvJr3/>
- **Bobby Jones Golf Course:** 12 days of Christmas in the Pro Shop
<https://www.instagram.com/p/DDhel4Mxaud/>
- **The Club at Forest Ridge:** Showed off their club at Christmas time
<https://www.instagram.com/p/DDdf2oXvote/>
- **Towhee Club & Birdsong Social:** 2024 recap Post
https://www.instagram.com/p/DEQaqtuyNxv/?img_index=1
- **Traditions Golf Club:** Summer recap post
<https://www.instagram.com/p/DBjGhy-uDPW/>