

2017

Social Media Calendar for Nigeria

Important Dates & Tips To
Guide Your Social Activity



Social media is an ever evolving, unpredictable space, that can sometimes be hard to keep track of. Virality, a goal for so many, has no formula for success. Achieving success on social media can be challenging for most of us.

So we decided to chip in, and make things a little bit easier for you. Our team of social media analysts has compiled a calendar complete with key Nigerian and international holidays, possible social media hashtags, tips for your digital marketing activities, and some inspiring quotes on digital marketing.

At Wild Fusion, we believe in the power of social media in connecting our brands with their customers, generating emotional engagement and making them relevant. We hope this resource will help you build your brand successfully in 2017!

All the best!

Team Wild Fusion



January 2017



Monthly Tips

1. This month is time to get rid of all the goodies consumed at Christmas. People are thinking about getting back into shape, planning an exercise routine and a new diet. This is an opportunity for brands that offer natural and healthy choices to reach consumers through offering support; think meal planners, simple exercise routines and motivational quotes.

2. New Year Resolutions are made in this month and people prepare their 2017 goals. Goals include investment, holidays, education and more. This is a time for brands to share motivational messages, content that encourages saving and planning for the future. And of course, travel companies can share available schemes for planning a holiday.

3. AFCON2017 starts in January. Though Nigeria hasn't qualified, football is close to Nigerians' hearts and can be used as an opportunity to run simple [predict and win challenges](#), and generate high engagement.

Top Hashtags

#HappyNewYear
#NewYearsResolution
#Fitfam
#MLKDay2017
#AFCON2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 New Year's Day	2	3	4	5	6	7
8	9	10	11	12	13	14 AFCON 2017 Starts
15	16 MLK Day	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	<i>"Marketing is no longer about the stuff that you make, but about the stories you tell."</i> —Seth Godin			

● Nigerian holidays

● International holidays

February 2017



Monthly Tips

1. February is the month of love, feel the excitement in the air as consumers search for that perfect gift. Do you have gifts that match the season? This is the time to run your [search ads](#) to reach people searching for 'gift ideas'. Your [search ads](#) should lead to a landing page where consumers can order the item. Remember to tag your landing page.

2. Young people want to have fun and are seeking adventures. Run a romantic contest that brings two together or that rewards two. The perfect rewards for social media contest this month is a getaway for two to an island, a beautiful city or just as simple as a dinner date.

Top Hashtags

#AFCON2017
#Vals
#HappyValentinesDay
#ValentinesDay
#valsday

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5 AFCON 2017 Final	6	7	8	9	10	11
12	13	14 Valentine's Day	15	16	17	18
19	20	21	22	23	24	25
26	27	28	<p><i>"Google only loves you when everyone else loves you first."</i> -Wendy Piersall</p>			

● Nigerian holidays

● International holidays



March 2017



Monthly Tips

1. This month has a lot to say about women. Most brands cater to women, so why not run a social media contest to say thank you to women for their contribution to the society? For example, a video contest that says 'Say Thank You to Mum in your native language'

2. Do you care about sustainability? It's World Water Day this month and the 2017 theme is 'Wastewater'. Share sustainability stories about water. This is the month to unleash your videos. Yes, videos telling your brand sustainability story by showing the step by step process of production and how important water is to the environment. Use video advertising to push your video content some [video advertising](#) platforms include: Facebook, YouTube, Instagram and yes videos run on Twitter. Maximize your budget by running on a Cost Per View (CPV) basis.

Top Hashtags

#HappyMothersDay
#HappyWomensDay
#EarthHour
#Wastewater
#WorldWaterDay
#MothersDay
#WomensDay

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

*"Focus on how to be social,
not how to do social."*

-Jay Baer

			1	2	3	4
5	6	7	8 Women's Day	9	10	11
12	13	14	15 Consumer Rights Day	16	17	18
19	20	21	22 World Water Day	23	24	25 Earth Hour
26 Mother's Day	27	28	29	30	31	

● Nigerian holidays

● International holidays





Monthly Tips

1. Is your brand daring? If yes, pull an April Fools prank on your fans. For example, an ecommerce business could put up a post on Facebook at 8am offering a product at a ridiculously cheap price asking fans to indicate interest by commenting on the post. Then wait till noon and announce that it is an April Fools prank; however you will be rewarding the first 50 fans that commented on the post with instant airtime credit.

2. This month is also when Christians all over the world celebrate the resurrection of Christ. This also comes with giving. Think a social media contest that brings people together to support a cause that concerns 'giving'. Use Twitter to create a movement of people supporting the cause. [Promoted Tweets](#) will help you reach more people.

3. Another cause to support in the month of April is the fight against malaria on World Malaria Day. If you are a brand that talks about health & wellness, dive into the #WorldMalariaDay discussion, educating your fans on malaria as a global scourge that is preventable and a disease that is curable. Use [infographics](#) to educate your fans on how to prevent malaria.

4. What do you think about our reading culture? For brands who cater to children you could recommend some books for children to read in preparation of this day and on World Book Day get them to call into your radio show. You can also schedule a live book reading with kids in your office and broadcast to the public using Facebook Live.

Top Hashtags

#AprilFools
#EasterMonday
#GoodFriday
#HappyEaster
#BringBackOurGirls
#BBOG
#WorldHealthDay

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday



						1 April Fools
2 World Autism Day	3	4	5	6	7 World Health Day	8
9	10	11	12	13	14 Good Friday Chibok Girls BBOG Anniv	15
16 Easter Sunday	17 Easter Monday	18	19	20	21	22 Earth Day
23 World Book Day	24	25 World Malaria Day	26	27	28	29
30						

● Nigerian holidays

● International holidays



Monthly Tips

1. Worker's Day is everyone's chance to get a breather and relax. Give your consumers a way to enjoy the break. Brands with products targeting the masses can run 1 day promos or discounts. Gain traction by supporting these with a sponsored post on popular, trafficked blogs and Facebook ads. Tips, things to do and recipe ideas are other examples of content that can engage.

2. Africa is a continent laden with a lot of negative reports, from wars to famines to corruption. Brands can use this day to focus on the rich heritage of Africa, the things that bring us together. Mobile is huge in Africa, and fans can be asked to take pictures of the sights and sounds of Africa and upload it. Another route could be to request that people use the hashtag and say what Africa means to them.

3. On May 27th each year, we celebrate our children. This is an opportunity for brands to run a full month contest for kids that peaks on Children's day with an offline activation. Don't want an offline activation? Roll-out an [awareness campaign](#) and reward 10 kids on Children day or just promote your children's products using [Google Ads](#), [Facebook](#) and [Instagram Ads](#). Remember to [create copies that resonate](#) with the celebration.

Top Hashtags

#WorldPressFreedomDay
#AfricaDay
#AfricaDay2017#MyAfrica
#HappyDemocracyDay
#LagosAt50
#SisiEkoAt50
#RamadanMubarak
#RamadanKareem
#HappyChidrensDay
#ChildrensDay

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Labour Worker's Day	2	3 World Press Freedom Day	4	5 International Midwives Day	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25 Africa Day	26	27 Children's Day/ Lagos State 50th
28	29 Democracy Day	30	31			

● Nigerian holidays

● International holidays

June 2017



Monthly Tips

1. The UEFA Champions League final is another football occasion for brands to tap into. Football is one of the most discussed topics on Twitter, and presents a chance for brands to drive engagement on a weekly basis, especially when the Premier League season is on. [Predict and win, polls, and football trivia](#) can all drive conversation. If you're managing a sports betting brand, this is the best time to get people to place bets by sharing facts and betting odds.

2. Ramadan fasting will be in full swing, with certain brands taking advantage of this to build their base among the Northern and Muslim audience. Don't miss out! [Daily prayers, iftar recipe ideas and inspirational quotes](#) will generate engagement during this period. You could send them daily prayers using interactive SMS.

3. The International Day of the African Child honours those who participated in the Soweto Uprising in 1976. It also raises awareness of the continuing need for improvement of the education provided to African children. [#IAmAChild](#) will be used across social media to show show support for child education.

4. Democracy Day celebrates freedom. Create a [social media post](#) addressing the day and [promote](#) it to reach the maximum audience.

Top Hashtags

#EidMubarak
#DayoftheAfricanChild
#AfricanChildDay
#IAmAChild
#WorldMusicDay
#June12
#UCLFinal
#WorldMilkDay
#EidElFitr
#Sallah

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

*"Mobile will ultimately be the way you provision most of your services.
The way i like to put it is, the answer should always be mobile first.
You should always put your best team and your best app on your mobile app"*
-Eric Schmidt, Google

				1 World Milk Day	2	3 Champions League Final
4	5	6	7	8	9	10 National Iced Tea Day
11	12 June 12 Commemoration	13	14	15	16 International Day of the African Child	17
18	19	20	21 World Music Day	22	23	24
25 Id el Fitr (End of Ramadan)	26	27	28	29	30	

● Nigerian holidays

● International holidays



July 2017



Monthly Tips

1. July doesn't have too many holidays, but is peak summer season. Children are on break from school, and families are looking to go on vacation. For children's brands, a [creativity contest](#) for children to keep them occupied is an option. For travel brands, use this opportunity to market summer deals, and run summer [promos and contests](#).

2. Everyone loves chocolate. Any brand can have a simple post about chocolate in honour of World Chocolate Day, and is guaranteed to get high engagement.

3. Parents' Day celebrates and recognizes the important role of responsible parenting in every day family life. Families are a fundamental human institution; they are bonded by unconditional love and commitment. An activity around asking kids to [share selfies on Instagram](#) with their parents could work well.

Top Hashtags

#MandelaDay
#WorldChocolateDay
#ParentsDay

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

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						1
2	3	4	5	6	7 World Chocolate Day	8
9	10	11	12	13	14	15
16	17 Mandela Day	18	19	20	21	22
23 Parents' Day	24	25	26	27	28	29
30	31					

● Nigerian holidays

● International holidays



August 2017



Monthly Tips

1. Good friends they say are hard to find, harder to leave and impossible to forget. Why not encourage your fans to celebrate their friends this period? You can take the lead by creating a [short animation with emotional quotes](#) and ask fans to share with their friends. You can also have a contest where fans write short stories about a special friend and their wishes for them.

2. The main hope of a nation lies in the proper development of their youth. Empower youths on this day by creating an investment forum to share business ideas with them. You can also be a support pillar to activities that matter to them e.g entertainment, building career etc.

3. Being human is not only about living, its about helping others live. This is a day set out to encourage people to work together and reduce suffering and honour volunteers that toil in crisis. Encourage fans to celebrate humanitarian workers by uploading their appreciation notes on your page and nominating notable ones for a gift reward from you, also be on the look out for the ones at the war fronts to keep us safe.

4. Jollof rice is the life of a party, especially in Nigeria. Imagine a party without jollof?? But this time let's have more fun by exploring other ways of making it in the different African countries. Ask fans to send in their entries and recipes. You can also run a [creativity contest](#) where fans are to prepare and design their jollof in iconic themes to be provided by you. Build a [Facebook app](#) to host your contest, and promote it across all channels.

Top Hashtags

#YouthDay2017
#InternationalYouthDay
#FriendshipDay
#WorldJollofRiceDay

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

		1 <i>"People interact with their phones very differently than they do with their PCs, and I think that when you design from the ground up with mobile in mind, you create a very different product than going the other way"</i> -Kevin Systrom, Instagram	2	3	4	5
6	7 International Friendship Day	8	9	10	11	12 International Youth Day
13	14	15	16 World Humanitarian Day	17	18	19
20	21	22 World Jollof Rice Day	23	24	25	26
27	28	29	30	31		

● Nigerian holidays

● International holidays

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September 2017



Monthly Tips

1. There is a fast moving trend with Nigerian males these days..."Beard Gang". If your brand is male-centric, you can hop on this trend by offering them tips on how to properly groom their beards. A contest can even be run asking them to post their "beard selfie" with the hashtag #BrandNameBeardGang"

2. There is a famous saying that if you don't want a Nigerian to ever find something, put it inside a book - it is common knowledge that we don't read as much as we should. Your brand could organise a competition - especially if your TA are kids, teens etc (basically anyone still in school) in partnership with an indigenous publishing house asking them to read a book and make a video giving a detailed and original summary of it.

3. With all the unrest going on in all the nations of the world, your brand can offer messages of strength, hope & peace to give people a new lease for the remaining part of the year

Top Hashtags

#EidElKabir
#WorldBeardDay
#LiteracyDay
#InternationalDayOfPeace

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

*"If you make customers unhappy in the physical world, they might each tell 6 friends.
If you make customers unhappy on the Internet, they can each tell 6,000 friends."*
- Jeff Bezos

					1	2 Id el Kabir (Sallah)
3	4 Back To School	5	6	7	8 World Literacy Day	9
10	11	12	13	14	15	16
17	18	19	20	21 International Day of Peace	22	23
24	25	26	27	28	29	30

● Nigerian holidays

● International holidays



October 2017



Monthly Tips

1. Independence Day is a great chance to engage your entire fan base, and gain new fans as well. Plan a [large scale activation with crowdsourced content](#). An example is getting fans to send videos of them singing the national anthem, and creating a video with everyone's contributions. Then run [rich media advertising](#) to get more people to interact with your content.

2. Teachers are not celebrated enough especially in this part of the globe. Your brand could organise a contest to do just that! Ask students in select locations to nominate a teacher that has impacted them the most & they would love to see rewarded- the reward could be a branded gift pack, cash prize, a day at the spa, a movie date. Use [Facebook](#) to target mums to get their children to participate.

3. 1 in 4 people in Sub-Saharan Africa is undernourished. By recognizing this need, your brand could offer nutrition to those in need for the entire week. Organise a [FeedTheNation](#) campaign & get others to support the cause. A [promoted trend on Twitter](#) would ensure maximum visibility.

4. This international holiday is to celebrate chefs around the world! Put up a simple post saying Thank You to Chefs, with the [call to action](#) "Share with your favourite chef".

Top Hashtags

#HappyIndependenceDay
#NigeriaTurns57
#IndependenceDay
#WorldFoodDay
#HappyTeachersDay
#TeachersDay
#HappyWorldTeachersDay
#WorldPastaDay
#WorldChefDay
#WorldBreadDay
#GlobalHandwashingDay
#BreastCancerAwarenessMonth
#BreastCancerAwareness
#WearItPink
#NoBraDay
#WorldMentalHealthDay

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Independence Day Nigeria	2	3 Islamic New Year (Al-Hijra)	4	5 Teacher's Day	6	7
8	9	10 World Mental Health Day	11	12 World Chicken Day	13 No Bra Day in support of Breast Cancer Awareness	14
15 Global Hand Washing Day	16 World Food Day World Bread Day	17	18	19	20 World Chef Day	21
22	23	24	25 World Pasta Day	26	27	28
29	30	31	<p><i>"Innovation needs to be part of your culture. Consumers are transforming faster than we are, and if we don't catch up, we're in trouble."</i></p> <p>- Ian Schafer</p>			

● Nigerian holidays

● International holidays

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November 2017



Monthly Tips

1. A month like November doesn't have too many public holidays. This makes it the perfect time for your brand to just breathe. Take the time to plan for your Christmas campaign and lay the groundwork. An Always On strategy which jumps in on conversational trends is perfect

2. If you're a food brand, World Diabetes Day on 14th November provides an opportunity for your brand to showcase its healthy side. Focus on clean and healthy eating options. Fitness brands or brands targeting #FitFam can also jump on the trend with content aimed at educating consumers on fitness, proper nutrition and how to beat Diabetes.

3. World Toilet Day is a UN international day aimed at drawing attention to the issues of sanitation globally. The theme for 2017 is not yet announced, but if it follows the trend of 2016, it will be the same as World Water Day, Wastewater.

4. Black Friday is fast becoming the biggest ecommerce holiday, with all the top ecommerce platforms cashing on the trend and offering amazing discounts. If you're an ecommerce player, make sure you don't miss out on the trend. Other brands can jump in on the action by offering giveaways, discounts, special offers, sneak peeks and gifting guides. Run an awareness campaign, and make sure your brand is on all the search keywords related to Black Friday. And if you own a store, get into the proximity marketing trend so customers around your store could receive your latest deal on their mobile devices. Have you tried QR codes too?

Top Hashtags

#WorldDiabetesDay
#WorldToiletDay
#BlackFriday
#BlackFridayDeals

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

			1	2	3	4
<p>While today there's a good deal of trial, error and confusion around mobile technology including apps, QR codes, image recognition, etc., NFC will soon dominate the way consumers secure coupons and deliver payments, our phones will become our wallets</p> <p>-Mark Zuckerberg, Facebook</p>						
5	6	7	8	9	10	11
12	13	14 World Diabetes Day	15	16	17	18
19 World Toilet Day	20	21	22	23	24 Black Friday	25
26	27	28	29	30		

● Nigerian holidays

● International holidays



December 2017



Monthly Tips

1. Looking for ways you can take action around World AIDS Day? You can plan to post the World AIDS Day badge on your social media pages and encourage your fans to talk about the HIV virus and how to prevent it. A good platform to talk about this will be on Twitter using the hashtag #WorldAidsDay. But you just might get lost in the conversation so include your own hashtag when sending out your tweets. Use promoted products to stand out.

2. Eid el-Maulud (Prophet's Birthday) is the observance of the birthday of the Islamic prophet Muhammad. Remember to wish your Muslim fans a happy celebration using the hashtag #EidElMaulud on Twitter.

3. It's beginning to look a lot like Christmas! You know Christmas is here when brands start rolling out Christmas packs, jingles & TVCs. Do not wait till Christmas, start planning for your Christmas campaign. If your campaign is big, give your social media a visual overhaul. A famous hashtag at Christmas is #12DaysOfChristmas. So, why not have a Christmas giveaway for 12 days on your Facebook page? Use Facebook Carousel Ads to display your products and contest prizes. Use Facebook ads, Twitter & sponsored stories on blogs to get more people to participate. Happy Holidays!

4. At the beginning of a new year people make #NewYearResolutions as a brand make your brand resolution for the new year and share with your fans across your social assets. Encourage your fans to also share theirs. A photo contest asking fans to write down their resolutions and show to all is a great idea for a New Year contest.

Top Hashtags

#WorldAidsDay
#MerryChristmas
#12DaysOfChristmas
#BoxingDay
#NewYearsEve
#EidElMaulud
#NewYearResolution

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday



					1 World Aids Day/ Id el Maulud (The Prophet's Birthday)	2
3	4	5	6	7	8	9
10	11	12	13	14	15 World Tea Day	16
17	18	19	20	21	22	23
24 Christmas Eve	25 Christmas Day	26 Boxing Day	27	28	29	30
31 New Year's Eve						

● Nigerian holidays

● International holidays

