

# 2026

PaLA

Pennsylvania  
Library  
Association

PA FORWARD.



PENNSYLVANIA  
LIBRARIES



## Digital Media Calendar

# Exclusive website & social media content

**Created by:** Pennsylvania Library Association's  
Public Relations & Marketing Committee

# Digital Media Calendar

## The Pennsylvania Library Association's PR & Marketing Committee is excited to share the 2026 Digital Media Calendar with you!

The PR & Marketing Committee is excited to once again share a digital media focused calendar with you for 2026.

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](http://www.palibraries.org) } About Us } PA Forward } [Literacy & Media Toolkits](#).

We hope the materials are useful for your library!

***The Pennsylvania Library Association's  
PR & Marketing Committee***

# 2026 January



### Leadership Tip:

"A leader takes people where they want to go. A great leader takes people where they don't necessarily want to go, but ought to be."  
—Rosalynn Carter



## ALA Youth Media Awards

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
January is World Health Esteem Month so check out <i>Health and Wellness</i> from Gale on POWER Library.				1	2 Information	3
4	5	6	7	8	9	10
11 Health	12	13	14	15	16 Basic	17 Financial
18	19	20	21	22	23	24 Civic & Social
25	26	27	28	29	30	31

**January**  
Financial Wellness Month  
(Financial)

**January 16**  
Book Publishers Day

**January 2**  
National Science Fiction Day

**January 17**  
Benjamin Franklin Day

**January 11**  
Cigarettes are Hazardous  
to your Health Day

**January 24**  
International Day of  
Education

# 2026 February



### Advocacy Tip:

Be persistent in delivering your message and don't stop. Victories aren't forever.



Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2	3	4	5	6	7
8	9 Health	10 Financial	11	12	13	14
15	16	17	18	19	20	21
22 Basic	23	24 Information	25	26	27 Basic	28

For Black History Month, check out POWER Library resources like *Black Freedom Struggle in the United States: A Selection of Primary Sources* and *EBONY Magazine Archive: 1945-2014*

**February**  
Black History Month  
(Civic & Social)

**February 22**  
National Walk Your Dog Day

**February 9**  
National Toothache Day

**February 24**  
World Spay Day

**February 10**  
Home Warranty Day

**February 27**  
National Pokémon Day

# 2026 March



## Leadership Tip:

"You gain strength, courage, and confidence by every experience in which you really stop to look fear in the face. You must do the thing you think you cannot do." —Eleanor Roosevelt



## Freedom of Information Day

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1 Civic & Social	2	3	4 Basic	5	6	7
8	9 Health	10 Financial	11	12	13	14
15 Health	16 H	17 H	18 Information	19 H	20 H	21 Civic & Social
22	23	24	25	26	27	28
29	30	31		March is National Foreign Language Month, which makes it a great time to learn a new language with <i>Transparent Language Online</i> from POWER Library.		

**March**  
National Reading Month  
(Basic)

**March 1**  
Zero Discrimination Day

**March 4**  
National Grammar Day

**March 9**  
National Napping Day

**March 10**  
Park Your Lunch Day

**March 15-21**  
Poison Prevention Week

**March 18**  
National Recycling Day

**March 21**  
International Day of Forests

# 2026

## April



### 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

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
If you need some instructions while tuning up your lawn tools for gardening season, check out <i>Small Engine Repair Source</i> on POWER Library.			1	2 Financial	3	4
5	6 Civic & Social	7 C & S	8 C & S	9 C & S	10 C & S	11 C & S
12 Basic	13	14	15	16	17	18
19	20	21	22	23	24 Health	25 H
26 H	27 Information	28 H	29 H	30 H		

**April 2**  
National DIY Day

**April 24-30**  
World Immunization Week

**April 6-12**  
Community Garden Week

**April 27**  
Morse Code Day  
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**April 12**  
Drop Everything and Read Day (DEAR Day)

# 2026

## May



### Leadership Tip:

"Leadership is about making others better as a result of your presence and making sure that impact lasts in your absence." —Frances Frei



*National 529 Day*

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
					1 Financial	2 Basic
3	4	5	6 Health	7 H	8 H	9 H
10 H	11 H	12 H	13	14	15	16
17	18	19	20	21	22	23 Information
24	25	26	27	28	29	30
31				In honor of Historic Preservation Month, check out <i>AP Newsroom</i> , <i>PA Photos and Documents</i> , & <i>Time</i> and <i>US News &amp; World Report</i> archives using POWER Library.		

**May**  
Older Americans Month  
(Civic & Social)

**May 2**  
Free Comic Book Day

**May**  
Asian American & Pacific  
Islander Heritage Month  
(Civic & Social)

**May 6-12**  
National Nurses Week

**May 1**  
College Decision Day

**May 23**  
World Turtle Day

# 2026

## June



### 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.



### Rainbow Book Month

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	1	2	3	4 Basic	5 Basic	6
7 Health	8	9	10	11	12	13
14 Civic & Social	15	16	17	18	19	20
21	22	23	24	25	26 Information	27
28	29	30		Brush up on your skills this summer with <i>PA Online Learning</i> through POWER Library.		

**June**  
Migraine & Headache  
Awareness Month (Health)

**June**  
Entrepreneurs DIY  
Marketing Month (Financial)

**June**  
Internet Safety Month  
(Information)

**June 4**  
Hug Your Cat Day

**June 5**  
Hot Air Balloon Day

**June 7**  
Cancer Survivors Day

**June 14**  
Flag Day

**June 26**  
National Barcode Day

# 2026

## July



### Leadership Tip:

"It's okay to admit what you don't know. It's okay to ask for help. And it's more than okay to listen to the people you lead—in fact, it's essential." —Mary Barra



Sun	Mon	Tues	Wed	Thurs	Fri	Sat
America turns 250! Check out the <i>Introduction to US History</i> resources or browse <i>PA Photos and Documents</i> on POWER Library for the US semiquincentennial.			1 Information	2	3	4 Civic & Social
5	6	7 Civic & Social	8	9	10 Health	11
12	13 Basic	14	15	16	17	18 Financial
19	20	21	22	23	24 Health	25 Financial
26	27	28	29	30	31	

**July 1**  
ZIP Code Day

**July 13**  
Embrace Your Geekness Day

**July 4**  
Independence Day

**July 18**  
Insurance Nerd Day

**July 7**  
Tell the Truth Day

**July 24**  
International Self Care Day

**July 10**  
Chronic Disease Awareness Day

**July 25**  
Hire a Veteran Day

# 2026

## 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.



Sun	Mon	Tues	Wed	Thurs	Fri	Sat
						1
2	3	4	5	6 Information	7	8
9	10	11	12	13	14	15
16	17	18	19 Civic & Social	20	21 Basic	22
23	24	25	26	27	28	29
30 Basic	31			Looking to give your ride a tune-up before car shows this month? Find instructions, schedules, and more on <i>Auto Repair Source</i> on POWER Library.		

**August**  
Kids Eat Right Month  
(Health)

**August**  
Make A Will Month  
(Financial)

**August**  
Black Business Month  
(Financial)

**August 6**  
Social Engineering Day

**August 19**  
World Humanitarian Day

**August 21**  
National Poets Day

**August 30**  
Toasted Marshmallow Day

# 2026

## September



### Leadership Tip:

"If your actions create a legacy that inspires others to dream more, learn more, do more and become more, then, you are an excellent leader." —Dolly Parton



*Library Card Sign-up Month, Banned Books Week*

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12 Basic
13	14	15	16	17	18	19
20	21	22 Basic	23 Health	24	25	26
27	28 Civic & Social	29	30 Information	Looking to polish your resume for International Update Your Resume Month? Check out <i>Pennsylvania Job Resources</i> on POWER Library for tips.		

**September**  
World Alzheimer's Month  
(Health)

**September**  
Pet Insurance Month  
(Financial)

**September 12**  
Video Games Day

**September 22**  
Hobbit Day

**September 23**  
Go with Your Gut Day

**September 28**  
Good Neighbor Day

**September 30**  
International Translation Day

# 2026 October



## Advocacy Tip:

Engage the stakeholder in 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.



## TeenTober, Friends of the Library Week

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
Get homework help with resources from Gale and EBSCO or even <i>Chat with a Librarian</i> on POWER Library.				1	2 Civic & Social	3
4	5 Financial	6	7	8 Health	9	10
11	12	13	14	15	16	17
18	19 Information	20	21	22	23	24
25 Basic	26	27 Civic & Social	28	29	30	31

### October

National Pizza Month  
(Basic)

### October

Disability Employment  
Awareness Month (Health)

### October 2

International Day of  
Non-Violence

### October 5

National Consignment Day

### October 8

World Sight Day

### October 19

Clean Out Your Virtual  
Desktop Day

### October 25

National Art Day

### October 27

National Mentoring Day

# 2026

## November



### Leadership Tip:

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." - Maya Angelou



*International Games Month, Picture Book Month*

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2	3 Basic	4	5	6	7
8	9	10	11	12	13	14
15 Information	16 I	17 I	18 Civic & Social	19 I	20 I	21 I
22	23	24	25	26	27	28 Financial
29	30		Celebrate Family Literacy Month with <i>BookFLIX</i> or <i>E-book Collection</i> or trace your history for Family Stories Month with <i>MyHeritage Library Edition</i> on POWER Library.			

**November**  
Family Caregivers Month  
(Health)

**November 18**  
High Five a Librarian Day

**November 3**  
National Sandwich Day

**November 28**  
Shopping Reminder Day

**November 15-21**  
International Fraud  
Awareness Week

# 2026

## December



### 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.



Sun	Mon	Tues	Wed	Thurs	Fri	Sat
		1	2	3	4 Financial	5
6 Information	7 Health Information	8 H	9 H	10 Basic	11 H	12 H
13 H	14	15	16	17 Basic	18	19
20	21	22	23 Civic & Social	24	25	26
27	28	29	30	31	For Wildlife Conservation Day, browse a archive of full issues of <i>National Geographic</i> from 1888 to 2020 on POWER Library.	

**December**  
National Pear Month  
(Health)

**December 4**  
International Day of Banks

**December 6**  
National Miners Day

**December 7**  
Pearl Harbor Remembrance  
Day

**December 7-13**  
National Influenza Week

**December 10**  
Dewey Decimal System Day

**December 17**  
Maple Syrup Day

**December 23**  
National Roots Day



# 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 2026

## January

Financial Wellness Month (Financial)  
2: National Science Fiction Day (Information)  
11: Cigarettes are Hazardous to Your Health Day (Health)  
16: Book Publishers Day (Basic)  
17: Benjamin Franklin Day (Financial)  
24: International Day of Education (Civic & Social)

## February

Black History Month (Civic & Social)  
9: National Toothache Day (Health)  
10: National Home Warranty Day (Financial)  
22: National Walk Your Dog Day (Basic)  
24: World Spay Day (Information)  
27: National Pokémon Day (Basic)

## March

National Reading Month (Basic)  
1: Zero Discrimination Day (Civic & Social)  
4: National Grammar Day (Basic)  
9: National Napping Day (Health)  
10: National Pack Your Lunch Day (Financial)  
15-21: National Poison Prevention Week (Health)  
18: National Recycling Day (Information)  
21: International Day of Forests (Civic & Social)

## April

2: National DIY Day (Financial)  
6-12: Community Garden Week (Civic & Social)  
12: Drop Everything and Read Day (DEAR Day) (Basic)  
24-30: World Immunization Week (Health)  
27: Morse Code Day (Information)

## May

Older Americans Month (Civic & Social)  
Asian American & Pacific Islander Heritage Month (Civic & Social)  
1: National College Decision Day (Financial)  
2: Free Comic Book Day (Basic)  
6-12: National Nurses Week (Health)  
23: World Turtle Day (Information)

## June

National Migraine & Headache Awareness Month (Health)  
Entrepreneurs DIY Marketing Month (Financial)  
National Internet Safety Month (Information)  
4: National Hug Your Cat Day (Basic)  
5: Hot Air Balloon Day (Basic)  
7: National Cancer Survivors Day (Health)  
14: Flag Day (Civic & Social)  
26: National Barcode Day (Information)

## July

1: ZIP Code Day (Information)  
4: Independence Day (Civic & Social)  
7: Tell the Truth Day (Civic & Social)  
10: Chronic Disease Awareness Day (Health)  
13: Embrace Your Geekness Day (Basic)  
18: Insurance Nerd Day (Financial)  
24: International Self Care Day (Health)  
25: National Hire a Veteran Day (Financial)

## August

Kids Eat Right Month (Health)  
National Make a Will Month (Financial)  
Black Business Month (Financial)  
6: National Social Engineering Day (Information)  
19: World Humanitarian Day (Civic & Social)  
21: National Poets Day (Basic)  
30: National Toasted Marshmallow Day (Basic)

## September

National Pet Insurance Day (Financial)  
World Alzheimer's Month (Health)  
12: National Video Games Day (Basic)  
22: Hobbit Day (Basic)  
23: Go with Your Gut Day (Health)  
28: National Good Neighbor Day (Civic & Social)  
30: International Translation Day (Information)

## October

National Pizza Month (Basic)  
Disability Employment Awareness Month (Health)  
2: International Day of Non-Violence (Civic & Social)  
5: National Consignment Day (Financial)  
8: World Sight Day (Health)  
19: National Clean Out Your Virtual Desktop Day (Information)  
25: National Art Day (Basic)  
27: National Mentoring Day (Civic & Social)

## November

National Family Caregivers Month (Health)  
3: National Sandwich Day (Basic)  
15-21: International Fraud Awareness Week (Information)  
18: High Five a Librarian Day (Civic & Social)  
28: Shopping Reminder Day (Financial)

## December

National Pear Month (Health)  
4: International Day of Banks (Financial)  
6: National Miners Day (Information)  
7: Pearl Harbor Remembrance Day (Information)  
7-13: National Influenza Week (Health)  
10: Dewey Decimal System Day (Basic)  
17: National Maple Syrup Day (Basic)  
23: National Roots Day (Civic & Social)

**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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