

Q3

DEIB Holiday & Content Social Guide

Created by livingHR



About This Guide

Welcome to our Q3 Diversity, Equity, Inclusion, and Belonging (DEIB) Holiday & Content Social Guide.

Inside are an array of holidays, celebrations, and observances celebrated this month. This list is certainly not exhaustive, but an opportunity to raise awareness about different cultures across your social channels.

Because in most business settings, the same holidays tend to be centered and celebrated, this guide seeks to normalize recognizing a variety of holidays and learning more about them.

In this guide, we will give you a snapshot of the holiday, share ideas for content, and discuss some things to avoid.

With that, we hope this guide opens your eyes to new holidays and events you weren't previously aware of and creates an opportunity to learn more about the holidays and cultures celebrated.

Enjoy!

July

Monthly Celebrations

BIPOC Mental Health Month

Disability Pride Month

French-American Heritage Month

National Black Family Month

Social Wellness Month

Daily Celebrations

July 4: Independence Day

July 9 – 10: Martyrdom of the Bab

July 11: World Population Day

July 14: Bastille Day

July 14: International Nonbinary People's Day

July 18: Nelson Mandela International Day

July 18 – 19: Hijri New Year

July 26: Disability Independence Day

July 26 – 27: Tisha B'Av

July 27: Black Women's Equal Pay Day

July 27–28: Ashura

July 30: International Day of Friendship

J U L Y

The Month

BIPOC Mental Health Month

BIPOC Mental Health Month, formally recognized in 2008 and also known as Bebe Moore Campbell National Minority Mental Health Awareness Month, highlights mental health challenges and needs unique to historically oppressed and underrepresented ethnic and racial groups. This month is dedicated to spreading awareness and addressing the mental health needs of Black, Indigenous, and People of Color (BIPOC).

Ideas for Content

- Learn more and share with your network the story of **Bebe Moore Campbell**.
- Support BIPOC communities by donating to **BIPOC Support Foundation**.
- Support **Breakthrough**, an organization using the power of media and popular culture to start conversations that transform norms around BIPOC topics.

Things to Avoid

- Avoid using "minority" whenever possible. Mental Health America acknowledges that language evolves. Many People of Color find the term "minority" diminishing, exclusive, and problematically centered on whiteness, despite its past accuracy in describing certain cultural groups by demographic numbers.
- Avoid using the term "at-risk." This categorization can be harmful. There are complex reasons for students who show lower levels of academic success. "Risk" should not describe a person and is better used to describe a situation.

Resources to Learn More

- **BIPOC Mental Health Month Toolkit**
- **BIPOC Mental Health Resources**
- **Infographic: BIPOC and LGBTQ+ Mental Health**
- **NAMI: National Alliance on Mental Illness**

J U L Y

The Month

Disability Pride Month

Disability Pride Month is inspired by the Americans with Disabilities Act (ADA) anniversary, which was signed into law on July 26, 1990. The month serves as an opportunity to raise awareness about disability rights, challenge stigma and discrimination, and promote inclusivity and acceptance.

Ideas for Content

- Understand the rights of **Americans with Disabilities Act (ADA)**.
- Learn more about disability in America and the struggles that people with disabilities have with the **ACLU**.
- Be an ally and advocate: support loved ones and team members in advocating for their rights and inclusion. Educate others about disability issues and challenge any misconceptions or discriminatory behavior you encounter.

Things to Avoid

- Avoid using ableist language and phrases like "crippled," "retarded," or "you don't look disabled." The term "cripple" was derogatory in the past and remains offensive when referring to someone unable to walk or move. While some words or phrases have been reclaimed by disabled individuals, it is still best to avoid using them to describe others.
- Don't make assumptions. Each person's disability and experiences are unique, so avoid making assumptions or generalizations. Treat individuals with disabilities as individuals, and don't assume their capabilities or limitations.

Resources to Learn More

- **Disability Evaluation Under Social Security**
- **World Institute of Disability**

J U L Y

The Month

French–American Heritage Month

French Americans are one of the oldest ethnic groups in American society, having progressively formed an identity since their first arrival in America in the 16th century. In July, we celebrate the French influences and contributions to art, culture, language, etiquette, and more. French explorers and settlers were instrumental in early European exploration and colonization of North America, establishing settlements like New France, which spanned present-day Canada and parts of Louisiana and the Mississippi River Valley.

Ideas for Content

- Visit and support a local French-owned business near you.
- Donate to the **French–American Cultural Foundation**, dedicated to championing French–American relationships past, present, and future.
- Explore **Food & Wine’s** collection of traditional French recipes and share what you create!
- Be open-minded and willing to learn. If you have the opportunity to engage in conversations with French people, be open-minded and curious about their culture. Ask questions respectfully and show genuine interest in learning about their perspectives and experiences.

Things to Avoid

- Avoid using stereotypes or making assumptions about French people. It’s essential to recognize that individuals have unique characteristics and shouldn’t be generalized based on their nationality.

Resources to Learn More

- **French American Cultural Foundation**
- **French Americans Harvard University**
- **French Culture**

J U L Y

The Month

National Black Family Month

Black Family Month was first recognized in 2006 to encourage the enrichment of Black families through education, health, and self-improvement. This month of observance also encourages us to support our loved ones, reflect with one another, and invest in and inspire the next generation.

Ideas for Content

- Support and donate to the **Black Women's Agenda**, which has committed to securing, protecting, and advancing the rights and interests of families for over 40 years.
- Read up on the history of **Black family reunions** from the Smithsonian.
- Learn about **famous and influential Black families throughout history**.
- Connect with Black leadership in your local community who are leading with the courage to fight for equality, justice, and freedom. Share their stories!
- Highlight different prominent Black historical figures from your industry.

Things to Avoid

- Foster inclusivity through mindfulness of microaggressions and biases and equal respect and opportunities for Black families.
- When participating in cultural celebrations or events associated with the Black community, ensure respectful engagement without appropriating cultural elements without understanding their significance and history.

Resources to Learn More

- **13 Famous Black Families Who Have Left Their Mark**
- **The Association for the Study of African American Life and History**
- **The Historical Legacy of Black Family Reunions**
- **National Black Family Month**

J U L Y

The Month

Social Wellness Month

Social wellness refers to the quality of our relationships and interactions with others. It involves building and maintaining healthy, positive connections with family, friends, colleagues, and the broader community. Social wellness encompasses factors such as communication skills, empathy, support networks, and a sense of belonging. During July's Social Wellness Month, make every effort to break out of the house, bond with others, and work on building more satisfying relationships.

Ideas for Content

- Joining support groups can provide a supportive and understanding environment where you can connect with others facing similar challenges. These groups often focus on specific topics such as anxiety, depression, or specific life circumstances.
- Engage in online communities and forums focused on social wellness, relationship advice, or personal development. Websites like Reddit and Quora have dedicated communities where you can seek guidance, share experiences, and learn from others.
- Practice self-reflection and self-awareness. Engage in self-reflection and cultivate self-awareness to better understand your own emotions, communication style, and relationship patterns. Journaling, meditation, or mindfulness practices can help in this process.

Resources to Learn More

- **Improving Social Wellness to Strengthen Mental Health**
- **Social Wellness Resources**
- **Social Wellness Toolkit**

J U L Y

The Days

4

Independence Day

On July 4, 1776, the Second Continental Congress announced their independence and subsequent separation from Great Britain through the adoption of the Declaration of Independence.

Idea for Content

Share how your staff is celebrating this day, whether with fireworks or parades, and be sure to use red, white, and blue imagery.

Resources to Learn More

[National Constitution Center](#) | [History of the Fourth of July](#)

9

Martyrdom of the Bab

This holiday commemorates the 1850 execution of the co-founder of the Baha'i faith, the Báb, in Persia. It is one of nine holy days during which work and school are suspended.

Idea for Content

Share educational materials with employees and encourage open communication around their observances.

Resources to Learn More

[The Martyrdom of the Bab History](#) | [Tablet of Visitation](#)

10

World Population Day

The United Nations established this day in 1989, aiming to highlight the challenges and opportunities associated with the world's growing population.

Idea for Content

Share information about population-related challenges through email or newsletter. Invite an expert to deliver a talk or seminar on these issues.

Resources to Learn More

[World Population Day](#)

J U L Y

The Days

14

Bastille Day

Bastille Day, also known as French National Day or La Fête Nationale, is celebrated annually on July 14th in France. It commemorates the anniversary of the storming of the Bastille prison in Paris on July 14th, 1789.

Idea for Content

Consider allowing employees with French heritage or connections to take time off or have flexible work arrangements to participate in Bastille Day activities.

Resources to Learn More

Bastille Day History

International Nonbinary People's Day

This day aims to raise awareness about non-binary identities, promote understanding, and advocate for the rights and inclusion of non-binary people in society.

Idea for Content

Organize a workshop, training session, or panel discussion to educate employees about non-binary identities, pronouns, and inclusive practices.

Resources to Learn More

International Non-Binary People's Day | **Non-Binary Inclusion**

18

Nelson Mandela International Day

Nelson Mandela Day is observed annually on July 18th to honor Nelson Mandela's birthday. Mandela was a prominent anti-apartheid leader and South Africa's first democratically elected President.

Idea for Content

Share inspirational quotes, speeches, or anecdotes from Nelson Mandela during team meetings, on notice boards, or in company-wide communications.

Resources to Learn More

Nelson Mandela International Day

J U L Y

The Days

18

Hijri New Year

Hijri New Year, also known as Islamic New Year or Arabic New Year, marks the beginning of the Islamic lunar calendar.

Idea for Content

Acknowledge and respect the observance of the Hijri New Year by sending company-wide communications, greetings, or messages of recognition.

Resources to Learn More

What Is the Islamic New Year?

19

26

Disability Independence Day

Disability Independence Day is celebrated on July 26th each year. It commemorates the anniversary of the signing of the Americans with Disabilities Act (ADA) into law in the United States in 1990.

Idea for Content

Share information about Disability Independence Day and/or organize an event to celebrate.

Resources to Learn More

Celebrating National Disability Independence Day

26

Tisha B'Av

Jewish people observe Tisha B'Av each year to commemorate the destruction of the ancient Temples in Jerusalem and the subsequent persecution of Jewish communities throughout history.

Idea for Content

Raise awareness among employees about Tisha B'Av by providing information about its significance and practices. Accommodate time off for observances.

Resources to Learn More

Tisha B'Av Resources

27

J U L Y

The Days

27

Black Women's Equal Pay Day

Black Women's Equal Pay Day is observed to highlight the significant pay gap experienced by Black women in the United States.

Idea for Content

Share resources around training to empower Black women and other marginalized groups in negotiating fair salaries and benefits.

Resources to Learn More

[A Window Into The Wage Gap](#) | [The Urgency of Intersectionality TED Talk](#)

27

Ashura

Ashura, also known as the Day of Ashura, is a significant observance for Muslims that falls on the 10th day of the Islamic month of Muharram.

Idea for Content

Provide educational materials or organize sessions to familiarize employees with the significance of the observance and its cultural and religious context.

Resources to Learn More

[Ashura](#)

28

30

International Day of Friendship

International Day of Friendship is a global observance dedicated to promoting friendship and fostering strong bonds between individuals, communities, and countries. It is celebrated annually on July 30th.

Idea for Content

Organize networking events during lunch breaks, where employees from different departments can mingle, exchange ideas, and get to know each other better in a relaxed setting.

Resources to Learn More

[International Day of Friendship](#)

August

Monthly Celebrations

National Civility Month

Weekly Celebrations

August 6 – 12: International Assistance Dog Week

Daily Celebrations

August 7: Purple Heart Day

August 9: International Day of the World's Indigenous People

August 15: Mom's Equal Pay Day

August 17: Marcus Garvey Day

August 17: National Nonprofit Day

August 19: World Humanitarian Day

August 23: International Day for the Remembrance of the Slave Trade and its Abolition

August 26: Women's Equality Day

August 30: Grief Awareness Day

August 30: Hungry Ghost Festival

August 30: NHPI Women's Equal Pay Day

August 30: Raksha Bandhan

AUGUST

The Month

National Civility Month

National Civility Month is a call to action to exercise emotional intelligence, compassion, and empathy in our interactions with others, regardless of differing views or opinions. Civility is hard work. It takes courage in adversity to speak to others the way you want to be spoken to or spoken of. Established in 2014 by the International Institute for Civil Leadership, this month-long observance serves as a reminder of our collective responsibility to treat others as we wish to be treated. Tracing its roots back to the ancient Romans, through the Renaissance, the Age of Science, and the Age of Enlightenment, the concept of civility has evolved from representing rights to embodying manners, respect, and honor. To honor this month, we can practice active listening, giving genuine compliments, expressing gratitude, spreading positivity, and volunteering in our communities. In doing so, we contribute to creating a more respectful and inclusive world.

Ideas for Content

- Organize workshops or training sessions on civility, diversity, and inclusion. This could include topics like effective communication, conflict resolution, and understanding different perspectives.
- Host panel discussions with diverse groups of employees sharing their experiences and perspectives. This can foster understanding and empathy among team members.
- Review and update organizational policies to ensure they promote civility, respect, and inclusion.

Things to Avoid

- Failing to acknowledge and respect the diverse backgrounds, experiences, and perspectives within your organization can lead to a lack of inclusivity. It's crucial to foster an environment where everyone feels valued and included and their unique contributions are recognized and appreciated.

Resources to Learn More

- [National Civility Month](#)

AUGUST

The Weeks

August 6–12: International Assistance Dog Week

International Assistance Dog Week (IADW) is an annual celebration that recognizes the tireless efforts of assistance dogs, championing their vital role in empowering individuals to overcome disability-related challenges. Assistance dogs transform the lives of their human partners with debilitating physical and mental disabilities by serving as their companions, helpers, aides, best friends, and close family members. During International Assistance Dog Week, we recognize and honor the hardworking assistance dogs, raise awareness and educate the public about how these specially trained animals are aiding so many people in our communities, honor the puppy raisers and trainers of assistance dogs, and recognize heroic deeds performed by assistance dogs in our communities (**International Assistance Dog Week**).

Ideas for Content

- Raise awareness about assistance dogs and the various kinds of assistance dogs, such as guide, hearing, and service dogs, with **downloadable materials** from International Assistance Dog Week.
- Sharing anything about this week? Make sure to include the hashtag #InternationalAssistanceDogWeek!

Things to Avoid

- Don't limit International Assistance Dog Week celebrations to a one-time event. Encourage ongoing engagement and support for assistance dogs and the disability community throughout the year.

Resources to Learn More

- **Assistance Dogs International**
- **International Assistance Dog Week**

AUGUST

The Days

7

Purple Heart Day

Established in 2014, Purple Heart Day is a time set aside to honor and remember the men and women who bravely represented their country and were wounded or killed while serving.

Idea for Content

Share stories from Purple Heart heroes reflecting on what National Purple Heart Day means to them.

Resources to Learn More

[National Purple Heart Day](#) | [National Purple Heart Day 2023](#)

9

International Day of the World's Indigenous People

As of 2023, there are an estimated 476 million Indigenous Peoples worldwide, making up about 6 percent of the global population. On August 9, we pay tribute to their communities.

Idea for Content

Attend and invite your social following to join the UN's virtual panel, **Indigenous Youth as Agents of Change for Self-determination**, celebrating the day.

Resources to Learn More

[International Day of the World's Indigenous People](#)

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Mom's Equal Pay Day

First observed in 2019, this day symbolizes how far into the new year moms must work to earn what dads earned in the previous year. According to 2022 Census data, mothers working full-time year-round make 74 cents, & all earners (including part-time and seasonal) make 62 cents for every \$1 paid to dads.

Idea for Content

Raise awareness about the **challenges moms face in the workforce**, promote policy changes, and empower working moms with supportive **resources and opportunities**.

Resources to Learn More

[Moms Equal Pay Day](#) | [Mother's Equal Pay Day](#)

AUGUST

The Days

17

Marcus Garvey Day

Marcus Garvey was a Jamaican-born political activist, orator, journalist, and entrepreneur who fought for Afro-Jamaicans' rights. Garvey founded the Universal Negro Improvement Association and African Community League.

Idea for Content

Honor the life & amplify the voice of Marcus Garvey, one of the most influential leaders of the global Black community, with a **quote from the leader himself**.

Resources to Learn More

[Marcus Garvey](#) | [Marcus Garvey Timeline](#)

National Nonprofit Day

Established in 2017 by Sherita J. Herring, this annual observance aims to raise awareness about the essential role of nonprofit organizations, honor their contributions, and recognize the dedication of their staff, volunteers, and supporters.

Idea for Content

Identify a cause aligned with your organization's values and skills, and dedicate a day to contribute your time and effort.

Resources to Learn More

[National Nonprofit Day](#)

19

World Humanitarian Day

This day marks the anniversary of the 2009 bombing at the UN headquarters in Iraq, killing 22, and honors humanitarian workers worldwide.

Idea for Content

Stand in solidarity with the world's most vulnerable people by using these hashtags in your social media activities [#TheHumanRace](#) and [#WorldHumanitarianDay](#).

Resources to Learn More

[World Humanitarian Day](#)

AUGUST

The Days

23

International Day for the Remembrance of the Slave Trade and its Abolition

This day is a time to reflect on the horrors of slavery and the 15 million people affected during the transatlantic slave trade.

Idea for Content

Break the silence surrounding the history of slavery by using your position as an organization to share the **Routes of Enslaved Peoples** and remember the **brutality these humans endured**.

Resources to Learn More

[International Day of Remembrance of the Slave Trade and its Abolition](#)

26

Women's Equality Day

Women's struggles of the past, present, and future, along with their advocacy and achievements, are highlighted and celebrated on this day every August.

Idea for Content

Share your own company's Women's Equality Day Proclamation with this **sample template** from the National Women's History Alliance.

Resources to Learn More

[Why is August 26 known as Women's Equality Day?](#) | [Women's Equality Day](#)

30

Grief Awareness Day

Established in 2014, Grief Awareness Day aims to raise awareness and eliminate the stigma associated with expressing emotions, pain, and suffering that are part of the grieving process.

Idea for Content

Encourage your organization to explore resources about **how to help** a grieving friend, **how to recognize grief triggers**, or find low-cost grief counseling with **this free guide**. Use [#NationalGriefAwarenessDay](#) to share your content.

Resources to Learn More

[What is National Grief Awareness Day?](#)

AUGUST

The Days

30

Hungry Ghost Festival

In Chinese culture, Ghost Day and the 7th month of the year, is regarded as a vibrant time when the ghost and spirits of deceased ancestors emerge from the lower realm.

Idea for Content

Have some fun with this one, and share these **eight things you should never do during the Hungry Ghost Festival!**

Resources to Learn More

8 Ways to Celebrate the Ghost Festival this Year

NHPI Women's Equal Pay Day

This day highlights the wage disparities experienced by Native Hawaiian and Pacific Islander (NHPI) women, who, on average, earn 60 cents for every dollar earned by white, non-Hispanic men. This day marks when NHPI women's earnings "catch up" to what white men made the previous year.

Idea for Content

Use this toolkit to raise awareness on your organization's social media profiles, and remember to use the hashtag #AANHPI EqualPayDay.

Resources to Learn More

NHPI Women's Equal Pay Day | 3 Ways to Support NHPI Women's Equal Pay Day

Raksha Bandhan

Raksha Bandhan, also known as "bond of protection" in Sanskrit, is a Hindu festival celebrating the bond between brothers and sisters.

Idea for Content

Organize a **rakhi-making event**, giving your organization a hands-on experience of one of the key rituals of the Raksha Bandhan festival.

Resources to Learn More

Raksha Bandhan

September

Monthly Celebrations

Hispanic Heritage Month (September 15 – October 15)

National Recovery Month

Suicide Prevention Month

Weekly Celebrations

September 16 – 23: Bisexual Awareness Week

September 19 – 25: International Week of Deaf People

Daily Celebrations

September 6–7: Krishna Janmashtami

September 10: World Suicide Prevention Day

September 11: Paryushana Parvarambha

September 12: Enkutatash

September 15 – 17: Rosh Hashanah

September 16: Mexican Independence Day

September 19: Ganesh Chaturthi

September 21: International Day of Peace

September 21: World Gratitude Day

September 23: Bi Visibility Day

September 23: International Day of Sign Language

September 24– 25: Yom Kippur

S E P T E M B E R

The Month

Hispanic Heritage Month

Each year, Americans observe National Hispanic Heritage Month from September 15 to October 15 by celebrating the histories, cultures, and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean, and Central and South America.

The reason why the celebration begins in the middle of the month is that it coincides with key national independence days in several Latin American countries, such as:

- September 15: Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua
- September 16: Mexico
- September 18: Chile
- September 21: Belize

Ideas for Content

- Feature Hispanic and Latinx employees on your team or thought leaders in your niche or industry to give your audience a new perspective.
- Promote local Hispanic-owned businesses and encourage your audience to support them by visiting and writing a review.
- Navigate the month confidently with [this toolkit](#) of helpful information and colorful digital assets from Hispanic Star.
- Celebrate everything Latinos contribute to the United States with [these stats and information](#) from Unidos US.

Things to Avoid

- Just because someone identifies as part of the Hispanic community doesn't mean they necessarily speak Spanish. It also doesn't make them less of a member of the community.

S E P T E M B E R

The Month

Hispanic Heritage Month

- "Latinx" and "Hispanic" are not to be used interchangeably as the terms have different meanings. While Hispanic refers to someone who comes from or is a descendant of a Spanish-speaking country, Latinx refers to someone who comes from or is a descendant of a country in Latin America.

Resources to Learn More

- [Hispanic Heritage Month](#)
- [Hispanic Heritage Month Resources](#)
- [Key Facts about U.S. Latinos for National Hispanic Heritage Month](#)
- [National Hispanic Heritage Month](#)

S E P T E M B E R

The Month

National Recovery Month

National Recovery Month, also known as Recovery Month, started in 1989. It is a national observance to promote and support new evidence-based treatment and recovery practices, the nation's strong and proud recovery community, and the dedication of service providers and communities who make recovery in all its forms possible. Recovery Month celebrates the gains made by those in recovery, just as we celebrate health improvements made by those managing other health conditions such as hypertension, diabetes, asthma, and heart disease. This observance reinforces the positive message that behavioral health is essential to overall health, prevention works, treatment is effective, and people can and do recover. There are millions of Americans whose lives have been transformed through recovery. Since these successes often go unnoticed by the broader population, Recovery Month provides a vehicle for everyone to celebrate these accomplishments.

Ideas for Content

- Promote any virtual or in-person **events** that may be taking place locally.
- Share positive messages about recovery or encourage employees to **submit theirs**.
- Use hashtags #RM2023 and #NationalRecoveryMonth to spread the word.

Things to Avoid

- Recognize that not everybody will feel comfortable opening up about their recovery status or experience.

Resources to Learn More

- [National Recovery Month](#)
- [National Recovery Month 2023](#)
- [Recovery Month](#)

S E P T E M B E R

The Month

Suicide Prevention Month

September is Suicide Prevention Awareness Month—a time to raise awareness of this stigmatized and often taboo topic. We use this month to shift public perception, spread hope, and share vital information to people affected by suicide. The goal of this month is to ensure that individuals, friends, and families have access to the resources they need to discuss suicide prevention and seek help.

Ideas for Content

- Before posting, start getting informed and educating others on the **warning signs** to avoid.
- Provide resources to suicide loss survivors, such as where to find a **local** or **online** support group, understanding the **emotions and challenges** that come with this loss, and some **practical guides/books**.
- Plan community-building events that promote connection and healthy activities, such as a team-wide walk or volunteering event.

Things to Avoid

- Don't make assumptions about suicide. Get started by reviewing the **five common myths here**.
- When talking about someone who lost their life to suicide, use the phrase "died by suicide" instead of "committed suicide."
- When it comes to getting the conversation started with someone you think may be considering harming themselves or attempting suicide, don't ask in a way that indicates you want "no" for an answer, such as: "You're not thinking about doing something stupid, are you?"
- Don't pressure suicide loss survivors to discuss what they are going through or underestimate how long it takes them to heal. Allow them to take as long as they need since grief doesn't have a timeline.

S E P T E M B E R

The Month

Suicide Prevention Month

Resources to Learn More

- [#BeThe1To](#)
- [Know The Signs](#)
- [Suicide Prevention Awareness Month \(SPAM\)](#)

From The National Institutes of Mental Health:

If you are thinking about harming yourself or attempting suicide, tell someone who can help right away.

- Call 911 for emergency services.
- Go to the nearest hospital emergency room.
- Call or text 988 to connect with the [988 Suicide & Crisis Lifeline](#). The Lifeline provides 24-hour, confidential support to anyone in suicidal crisis or emotional distress. Support is also available via [live chat](#).

If you have a family member or friend who is suicidal, do not leave them alone. Try to get the person to seek help immediately from an emergency room, physician, or mental health professional. Take seriously any comments about suicide or wishing to die. Even if you do not believe your family member or friend will actually attempt suicide, the person is clearly in distress and can benefit from your help in receiving mental health treatment.

S E P T E M B E R

The Weeks

September 16–23: Bisexual Awareness Week

Also known as #BiWeek, Bisexual Awareness Week is celebrated the week of September 16th annually to promote acceptance of the bisexual community, raise awareness of the issues they encounter, and advocate for their rights.

Ideas for Content

- Host a Bi+-themed trivia filled with **fun facts** and **key terminology** to elevate learning and inspire curiosity.
- Share **videos** of real people telling their personal stories with the hashtag #StillBisexual.
- Join the community discussion and support on social media with the hashtags #BiPride and #BiWeek.

Things to Avoid

- Try not to make assumptions about the gender of someone's partner by referring to them as a "husband" or "wife," and instead, use more inclusive language such as "spouse" or "partner."
- People who identify as bisexual are not necessarily only interested in the binary genders of women and men. Instead, it's more appropriate to define the term as an attraction to more than one gender.

Resources to Learn More

- **American Institute of Bisexuality**
- **Bisexual Resource Center**
- **Out and Equal**

S E P T E M B E R

The Weeks

September 19–25: International Week of Deaf People

The International Week of the Deaf is an initiative celebrated on the last week of September, initiated by the World Federation of the Deaf. During the week, we celebrate the culture, heritage, and language unique to deaf people worldwide. Unfortunately, deaf people’s rights are still struggling to make advancements, especially in developing countries, which is another important reason for promoting awareness.

Ideas for Content

- Create a carousel of all the **human rights of deaf people** that the WDF works towards promoting to make a difference in the deaf community.
- Share the inspiring profiles of several **deaf and hard-of-hearing influencers** that work to create fun, educational, and entertaining content.
- When posting video content, make sure to caption your posts and include transcripts.

Things to Avoid

- Avoid the assumption that all deaf people communicate in the same way. Some methods of communication include American Sign Language (ASL), Signed English (SEE), speechreading, writing, and gesturing.
- Never assume that deaf people cannot speak. Some choose not to, while others cannot.

Resources to Learn More

- [International Week of the Deaf](#)
- [World Federation of the Deaf](#)

SEPTEMBER

The Days

6

Krishna Janmashtami

This Hindu festival celebrates the birth of the God Krishna, where people come together to spread love & harmony. Both a cultural & religious celebration, it's observed on the 8th day of the dark fortnight in the Hindu month of Shraavana.

Idea for Content

As Krishna is known for being a preacher of moral values and ethics, post inspiring [quotes and messages](#) to wish others a happy Krishna Janmashtami.

7

Resources to Learn More

[How to Celebrate Janmashtami](#) | [About the Festival](#)

10

World Suicide Prevention Day

Held every September 10th, World Suicide Prevention Day was established in 2003 to raise awareness around creating a world where fewer people die by suicide, recognizing that it's preventable and not inevitable.

Idea for Content

Raise awareness and initiate the conversation on your social media pages using these [graphics and messaging](#) or these [facts and figures](#).

Resources to Learn More

[International Association for Suicide Prevention](#) | [Suicide Is Preventable](#)

11

Paryushana Parvarambha

Paryushana means "abiding and coming together." Paryushana Parvarambha is the most important religious observance of the year for the [Jains](#). Lasting eight or ten days, they may celebrate by fasting, praying, meditating, reading scriptures, and seeking forgiveness for their sins.

Idea for Content

As this festival is a time for introspection, try hosting a live meditation on your social media or provide [a guide](#) to meditate the Jain way.

Resources to Learn More

[Paryushana and the Festival of Forgiveness](#) | [Paryushan Parva](#)

SEPTEMBER

The Days

12

Enkutatash

Also known as the Ethiopian New Year, Enkutatash is a religious and secular celebration held on September 12th. The name Enkutatash honors their former Queen of Sheba, meaning the “gift of jewels.”

Idea for Content

Showcase the several ways to celebrate this day with traditions like the classic [Doro Wat](#) recipe or the [Ethiopian Coffee Ceremony](#).

Resources to Learn More

[Ethiopian New Year](#) | [Exclusive Guides To Celebrate Ethiopian Enkutatash](#)

15

Rosh Hashanah

Meaning “first of the year,” Rosh Hashanah is the Jewish New Year, also known as the birthday of the universe, celebrated on the first day of the Tishrei, the seventh month of the Hebrew calendar.

Idea for Content

Share traditional Rosh Hashanah [recipes](#) and [videos](#) to learn its traditions and a mix of ancient and contemporary [stories](#) about the occasion.

Resources to Learn More

[Rosh Hashanah History](#) | [Rosh Hashanah 2023](#)

16

Mexican Independence Day

This national public holiday in Mexico honors Catholic priest Miguel Hidalgo, who issued the “Grito de Dolores” in 1810, translating to “Cry for Independence,” by ringing the town’s church bells. This started the 11-year Mexican War of Independence, eventually resulting in freedom from over 300 years of Spanish rule.

Idea for Content

Combine storytelling with learning by remembering some of Mexico’s [top heroes](#) during the [Mexican War of Independence](#).

Resources to Learn More

[Mexican Independence Day](#) | [A Short Walk Through Mexico's Independence](#)

SEPTEMBER

The Days

19

Ganesh Chaturthi

Ganesh Chaturthi is a 10-day festival in honor of the Hindu God Ganesh's birth, also known as the elephant-headed God who offers prosperity and wisdom.

Idea for Content

Share the story, symbolism, and general facts about Lord Ganesh and/or what each of the **ten days** celebrates.

Resources to Learn More

[Ganesh Chaturthi Holiday](#) | [Ganesh Chaturthi 2023](#)

21

International Day of Peace

This day was established in 1981 by the United Nations General Assembly. This year's theme is Actions for Peace: Our Ambition for the #GlobalGoals, to recognize our individual and collective responsibility to foster peace when our world needs it most.

Idea for Content

Take a trip down memory lane and share a **timeline** of the history of International Day of Peace.

Resources to Learn More

[UN International Day of Peace](#) | [International Day of Peace](#)

World Gratitude Day

Initially established in 1965 at a Thanksgiving dinner in the UN's meditation room, World Gratitude Day is a reminder to express gestures of thanks and appreciation.

Idea for Content

Promote the **benefits of gratitude**. Hold a **gratitude challenge** guiding the audience with writing prompts and examples of the theme chosen. Use the hashtag #WorldGratitudeDay in your posts.

Resources to Learn More

[World Gratitude Day](#) | [World Gratitude Day Is A Recognition Moment](#)

SEPTEMBER

The Days

23

Bi Visibility Day

Celebrated every 23rd of September since 1999, Bi Visibility Day recognizes, raises awareness, and celebrates the bisexual community.

Idea for Content

Consider participating in Bi Visibility Day events, sharing **facts** about the history and the story of bisexual pioneer and activist **Brenda Howard**.

Resources to Learn More

[Bi Visibility Day](#) | [Bi Community News](#)

International Day of Sign Language

September 23rd is an opportunity to support the identity, rights, and cultural diversity of the deaf community and other sign language users.

Idea for Content

Share essential **facts** about this day, and when posting on social media, use the hashtags [#IDSignLanguages](#) and [#IWDeaf](#).

Resources to Learn More

[International Day of Sign Languages](#) | [UN International Day of Sign Languages](#)

24

Yom Kippur

Yom Kippur, meaning “Day of Atonement,” is one of the most important Jewish holidays of the year. It’s typically spent praying, seeking forgiveness from sins, and fasting.

Idea for Content

Inform your audience on ways that Yom Kippur is **celebrated**. Use relevant hashtags such as [#YomKippur](#), [#DayofAtonement](#), [#KolNidre](#), or [#TzomKal](#).

Resources to Learn More

[Yom Kippur History](#) | [What Is Yom Kippur?](#)

25

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