

Q1

DEIB Holiday & Content Social Guide

Created by livingHR



About This Guide

Welcome to our first Diversity, Equity, Inclusion, and Belonging (DEIB) Holiday & Content Social Guide of 2023, our Q1 Guide. January is our month to reset and prepare our guides for the year, so you'll notice that there are only two months for this first guide.

Inside are an array of holidays, celebrations, and observances celebrated over the next few months. 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!

February

Monthly Celebrations

Black History Month

Low Vision Awareness Month

Daily Celebrations

February 1: National Freedom Day

February 1-2: Imbolc

February 3: National Wear Red Day

February 4: World Cancer Day

February 5: Lantern Festival

February 5: Magha Purnima

February 7: National Black HIV/AIDS Awareness Day

February 13: International Epilepsy Day

February 15: Parinirvana Day

February 17: Random Acts of Kindness Day

February 17-18 Lailat al Miraj

February 18: Maha Shivarati

February 20: World Day for Social Justice

February 21: Losar

F E B R U A R Y

The Month

Black History Month

Black History Month is an annual celebration of achievements by African Americans and the Black community and a time for recognizing their central role in U.S. history. Also known as African American History Month, the event grew out of “Negro History Week,” the brainchild of noted historian Carter G. Woodson and other prominent African Americans. Since 1976, every U.S. president has officially designated the month of February as Black History Month. Other countries around the world, including Canada and the United Kingdom, also devote a month to celebrating Black history. (**History**)

This year, the theme for Black History Month is Black Resistance.

Ideas for Content

- Highlight the voices of Black and African-Americans in your industry whose contributions to society have been wildly unknown due to oppression and silencing. Depending on your organization's industry, do some research on people who have furthered the field and highlight their achievements.
- Spotlight some of the days observed during Black History Month like National Freedom Day, World Day for Social Justice and National Black HIV/AIDS Awareness Day. You can learn more about these days and how to acknowledge them
- Partner with nonprofit organizations doing good to uplift the Black community. In partnering, encourage your staff to get involved and share how others outside the company can too. A few nonprofits include the **Loveland Foundation**, **Black Girls Code**, **100 Black Men**, **Black AIDS Institute**, and the **Ella Baker Center for Human Rights**.

F E B R U A R Y

The Month

Things to Avoid:

- Don't single out Black employees by asking if they would like to be featured to educate your company/organization about the Black experience. The Black community is not a **monolith**, and the weight of the community should not rest on one individual. This can make a person feel pigeon-holed, used, and/or tokenized. Instead, reach out to your **Black employee resource group**, if one exists, to celebrate them. If one doesn't, celebrate Black history month by creating one!
- Instead of saying African-American, say Black and African-American, because "black and African American are not always interchangeable. African American was typically used to refer to descendants of people from African who were enslaved. Some people prefer the term Black because they do not identify as African and/or American, because they can't trace their lineage back to Africa or because being Black isn't just about race, it's an entire culture. Some still identify as Black and African American and use the terms interchangeably for themselves, depending on the situation" (**The Moxie Exchange, Berker Boyt**).
- Avoid posting about the same people you posted last year for Black History Month and the year before that. Harriett Tubman, Rosa Parks, Jackie Robinson, Martin Luther King Jr., and Sojourner Truth all made critical and incredible contributions to society. Without question. Because we know this, it's essential to spotlight those who aren't in our textbooks.

Resources to Learn More

- **Black or African American... Does it matter?**
- **Association for the Study of American Life and History**
- **Black History Theme**

F E B R U A R Y

The Month

Low Vision Awareness Month

"Low vision affects millions of Americans and can make it harder to do everyday things like cook, read and work. While eyeglasses, contacts, medicines, and surgery can help, they often aren't a complete fix. Because so many people experience low vision, February spreads awareness of ways to help live full, active lives" (**National Eye Institute**).

Ideas for Content

- When posting **any** content to your social channels, include image descriptions to photos. Humans with low or no vision rely on image descriptions and captions to fully experience photos in social posts, emails, and web materials. By having image descriptions, they can experience what is being shown through screen readers—also known as text-to-speech.

Things to Avoid:

- Contrast and color use is vital to visual accessibility. Users with visual disabilities must be able to perceive content on the page or in design. Before posting any designed content, check your color usage **your company's official brand colors for approved contrast levels**. You can also use this opportunity to create awareness for others by turning it into a piece of content!

Resources to Learn More

- [How to Write Alt Text and Image Descriptions for the Visually Impaired](#)
- [Accessibility Tips for Social Media](#)
- [Web Accessibility for Designers](#)

F E B R U A R Y

The Days

1

National Freedom Day

National Freedom Day commemorates the signing of the Thirteenth Amendment, which abolished slavery in the United States in 1865.

Idea for Content

To kick off Black History Month, recognize when the Thirteenth Amendment was signed and acknowledge the freedoms many in this country are still fighting to achieve.

Resources to Learn More

[The 13th Amendment](#) | [The Abolition of Slavery](#) | [National Freedom Day](#)

1

Imbolc

Pronounced EE-Molc, Imbolc comes from Celtic tradition, celebrating the change of seasons and marking the halfway point between the winter solstice and the spring equinox.

Idea for Content

Fire and the sun are closely tied with Imbolc as it represents the sun returning with the coming of spring. When sharing with your community, include fire or sun in your imagery and send well wishes to those who celebrate.

2

Resources to Learn More

[Imbolc](#) | [The Origins and Practices of Imbolc](#) | [How to Celebrate Imbolc](#)

3

National Wear Red Day

Wear Red Day help raises awareness about heart disease, the leading cause of death in the U.S., to help save lives.

Idea for Content

Share [premade graphics from the National Heart, Lung, and Blood Institute](#) and use their sample copy to start spreading awareness.

Resources to Learn More

[Go Red for Women](#) | [National Wear Red Day](#)

F E B R U A R Y

The Days

4

World Cancer Day

World Cancer Day is an international day to raise awareness of cancer and to encourage its prevention, detection, and treatment.

Idea for Content

Close the Care Gap is the World Cancer Day theme to ensure equity in access to care. When posting, use content from **the campaign's theme**, and be sure to include the hashtags [#WorldCancerDay](#) and [#CloseTheCareGap](#)

Resources to Learn More

[World Cancer Day](#) | [About World Cancer Day](#)

5

Lantern Festival

Lantern Festival, also known as Yuan Xiao Festival, is a time for families to celebrate. Participants enjoy watching paper lanterns illuminate the sky, representing the illumination of the future.

Idea for Content

As given away by the name, lanterns are an important part of the festival. Use lanterns and light in your graphics, wishing a Happy Lantern Festival.

Resources to Learn More

[Lantern Festival](#) | [China's Lantern Festival](#) | [Yuan Xiao Festival](#)

Magha Purnima

Magha or Maghi Purnima, is observed by Hindus. It is the last and most important day of Magha Mahina. During this time, devotees take a holy dip before sunrise, fast, and donate.

Idea for Content

Because donating is a common practice for Magha Purnima, encourage your community to go out and donate clothes, food or other necessities.

Resources to Learn More

[2023 Magha Purnima](#) | [About Magha Purnima](#)

F E B R U A R Y

The Days

7

National Black HIV/Aids Awareness Day (NBHAAD)

Beginning in 1999 as a grassroots-education effort, NBHAAD acknowledges and raises awareness about how HIV/AIDs disproportionately affect Black people. This year's theme is "Together... We Can Make HIV Black History!"

Idea for Content

Post any of the [pre-made graphics from the CDC](#) with their sample copy, and include #NBHAAD and #StopHIVtogether.

Resources to Learn More

[National Black HIV/AIDS Awareness Day](#) | [Black Aids Institute](#)

13

International Epilepsy Day

1 in 26 people in the U.S. will develop epilepsy at some point in their lifetime. International Epilepsy Day raises awareness about epilepsy, and this year, focusing specifically on the stigma people living with epilepsy face worldwide.

Idea for Content

Utilize infographics, critical facts, and campaign content from the [Epilepsy Foundation Social Kit](#) or the [International Epilepsy Day Resources](#).

Resources to Learn More

[International Epilepsy Day](#) | [Epilepsy](#) | [Epilepsy Foundation](#)

15

Parinirvana Day

Also known as Nirvana Day, Parinirvana is celebrated by Buddhists to commemorate Buddha's death at the age of 80, when he reached the zenith of Nirvana. *Note: February 8 is an alternative date of observance.*

Idea for Content

Honor Parinirvana by highlighting the [Four Noble Truths](#), reminding us that loss and change are things to be accepted rather than cause sadness.

Resources to Learn More

[Nirvana Day](#) | [What is Nirvana Day?](#) | [Parinirvana: A Buddhist Holiday](#)

F E B R U A R Y

The Days

17

Random Acts of Kindness Day

The Random Acts of Kindness Foundation started Random Acts of Kindness Day to help make kindness the norm because we all need a little kindness.

Idea for Content

Make kindness the norm at work by sharing any **#RAKDay resources**, including the Kindness Challenge, Kindness at Work Calendar, and/or Kindness Guide.

Resources to Learn More

The Random Acts of Kindness Foundation

17

Lailat al Miraj

Lailat al Miraj is a Muslim holiday commemorating Muhammad's journey from Mecca to the farthest Mosque in Jerusalem, where he ascended to heaven, was purified, and instructed Muslims to pray five times daily.

Idea for Content

Wish those who celebrate a day of peaceful prayer.

18

Resources to Learn More

Lailat al Miraj | Lailat al Miraj 2023

18

Maha Shivratri

Mahashivratri translates to "The Great Night of Shiva," a significant spiritual night celebrating the Grace of Shiva.

Idea for Content

Share **Mahashivratri wishes with these images**, or use them as inspiration to craft your own post.

Resources to Learn More

Why Mahashivratri is Celebrated and the Significance of Mahashivratri

F E B R U A R Y

The Days

20

World Day of Social Justice

Today, we promote social justice worldwide to bring communities closer and together to help eliminate poverty, physical and gender discrimination, racism, religious discrimination, illiteracy, biases, etc.

Idea for Content

Aid in advancing social justice by **discussing social justice**. Shed light on what it actually means, examples of social justice issues, and the necessity for equity in the equation.

Resources to Learn More

[World Day for Social Justice](#) | [What is Social Justice?](#) | [Social Justice](#)

21

Losar

Losar is the Tibetan New Year. It's the most important festival in the Tibetan calendar, celebrated with a three-day festival where people spend time with family, visit friends and worship.

Idea for Content

Wish a happy new year with the Tibetan phrases "Losar sang," meaning "Happy New Year, or "Tashi Delek," which means "good luck and happiness."

Resources to Learn More

[Losar: All About The Tibetan New Year](#) | [Tibetan New Year](#)

March

Monthly Celebrations

Women's History Month

Developmental Disabilities Awareness Month

Daily Celebrations

March 1: International Wheelchair Day

March 1: Zero Discrimination Day

March 6: Magha Puja Day

March 6–7: Purim

March 8: International Women's Day

March 8: Holi

March 15: Equal Pay Day

March 20: National Native HIV/AIDS Awareness Day

March 21: International Day for the Elimination of Racial
Discrimination

March 23: Ramadan Begins

March 25: International Day of Remembrance of the Victims of
Slavery and the Transatlantic Slave Trade

March 31: International Transgender Day of Visibility

M A R C H

The Month

Women's History Month

"Women's History Month is a celebration of women's contributions to history, culture and society and has been observed annually in the month of March in the United States since 1987" ([History](#)).

Ideas for Content

- Spotlight women in your industry who have pioneered the way, have made significant strides, or are changing the future of your industry.
- Partner or showcase local women-owned businesses in your organization's area or headquarters to promote women-owned businesses and small and local businesses.
- In conjunction with this year's theme for International Women's Day, Break the Bias, "highlight the importance of challenging biases and misconceptions in the interest of creating a more inclusive and gender-equal world." ([Real Simple](#)) What would that look like in your industry? Take some time to think and when you share your reflections, be sure to include #BreakTheBias in your copy!
- If your organization has a women's network or employee resource group (ERG), highlight their celebrations and uplift the good work they are doing for both your company and the greater good. If your organization doesn't have a women's group, consider sponsoring membership to a women's network like [Fe league](#) or [CHIEF!](#)

M A R C H

The Month

Things to Avoid:

- When posting or talking about Women's History Month, ensure you use **woman or women instead of females**. Because female refers to sex assigned at birth as opposed to someone's gender expression, the term can be exclusionary for trans women and non-binary humans. To be inclusive and safe, use women!
- If you manage social and are a man, don't ask the women in your office to write the Women's History Month copy. Instead, do some research and curate your own content. From there, ask a co-worker—or a few, if you'd like—their thoughts on what you've created. Your final product will be a collaborative piece you and your team will feel proud of and excited about.
- As you highlight women, make sure the women you feature are diverse, keeping in mind **intersectionality**. Women can face different issues because of their overlapping identities. Think about the diversity of race/ethnicity, age, sexual orientation, perspective, ability, and more.

Resources to Learn More

- [It's Time to Say Woman Not Female](#)
- [March Is Women's History Month! Learn More About Its Backstory and Celebration](#)

M A R C H

The Month

Developmental Disabilities Awareness Month

"Developmental Disabilities Awareness Month is observed in March in the U.S. This class of disabilities can refer to impairments in learning and behavior, such as autism, attention-deficit/hyperactivity disorder, and impairments in physical and/or intellectual functioning such as cerebral palsy, spina bifida, and down syndrome. The campaign seeks to raise awareness about including people with developmental disabilities in all facets of community life. It also creates awareness of the difficulties that people with disabilities still face in fitting into the communities in which they live" ([National Today](#)).

Ideas for Content

- Encourage your staff and social media followers to volunteer and get involved with nonprofits such as [The National Association of Councils on Developmental Disabilities](#), [the National Disability Institute](#), and the [American Coalition of Citizens with Disabilities](#).
- When posting, make sure to use the official hashtags: #DDAM, and #DDawareness2023.
- Get ideas and resources from the National Association of Councils on Developmental Disabilities social media resource guide. The guide will be updated every Monday through the month of March with more and more resources to share and learn more about Developmental Disabilities Awareness Month!

M A R C H

The Month

Things to Avoid:

- Remove “insane,” “crazy,” “hysterical,” “stupid,” “lame,” or “dumb,” from your copy. All of these words are ableist language. “Ableism is the discrimination of and social prejudice against people with disabilities based on the belief that typical abilities are superior. At its heart, ableism is rooted in the assumption that disabled people require ‘fixing’ and defines people by their disability.” ([Access Living, Eisenmenger](#))
- Instead of a person's disability being first, put the person first. “By placing the person first, the disability is no longer a person’s primary, defining characteristic. It’s simply one aspect of who they are. Using people first language helps to reduce stigma and stereotypes, but it’s just one way to do so.” ([Dear Everybody](#)) For example...
 - Instead of: He is confined to a wheelchair/is wheelchair-bound.
 - Say: He uses a wheelchair/mobility device.

Resources

- [Developmental Disabilities Awareness Month](#)
- [Ableism 101](#)
- [How to Avoid Using Ableist Language](#)
- [Learn About Different Developmental Disabilities](#)

M A R C H

The Days

1

International Wheelchair Day

International Wheelchair Day started in 2008 for wheelchair users to celebrate the positive impact their wheelchair has had on their lives.

Idea for Content

Download "[The History of International Wheelchair Day](#)" e-book to gain inspiration for your post, pulling from their background and key data points.

Resources to Learn More

[International Wheelchair Day](#)

Zero Discrimination Day

This holiday promotes inclusion, compassion, peace and, above all, a movement for change so that all people can live their lives to the fullest.

Idea for Content

If your organization is actively practicing DEIB, gather pull quotes from your staff about the organization's inclusion efforts and share those spotlights on your feeds.

Resources to Learn More

[Zero Discrimination Day](#) | [Zero Discrimination Day March 2023](#)

6

Magha Puja Day

An important religious festival celebrated by Buddhists, Magha Puja is observed with the world coming together to meditate and be mindful.

Idea for Content

Send Magha Puja greetings to observers with imagery of candles and lights, as these are both essential parts of the celebration.

Resources to Learn More

[Magha Puja](#)

M A R C H

The Days

6

Purim

This Jewish holiday marks when the Jewish community in Persia was saved from genocide, celebrated by giving charity and feasting.

Idea for Content

Purim is a joyful celebration. Celebrate on social with a proper greeting such as "Happy Purim" or say it in Hebrew, "chag purim sameach."

7

Resources to Learn More

[Purim 101](#) | [What is Purim?](#)

8

International Women's Day

This major celebration honors women's social, economic, cultural, & political achievements & highlights women's rights. This year's theme is Embrace Equity.

Idea for Content

Join the #IWD23 campaign and #EmbraceEquity with a collage of your team hugging themselves, this year's [Embrace Equity Pose](#).

Resources to Learn More

[#IWD2023](#) | [International Women's Day](#) | [Indigenous Women](#)

Holi

Also known as the "Festival of Colors", Holi is a Hindu festival celebrating spring. Holi celebrates new beginnings with bonfires, feasting, and people throwing colored powder at each other.

Idea for Content

Because Holi is the Festival of Colors, use lots of color in your graphics and accompany that with a "Happy Holi" to celebrate!

Resources to Learn More

[Holi Festival](#) | [Everything You Need to Know About Holi](#) | [What is Holi?](#)

M A R C H

The Days

15

Equal Pay Day

This is the first holiday in a series for the year. Others in the series include Black Women's Equal Pay Day, Latina Equal Pay Day, and Mom's Equal Pay Day. All work towards ensuring women from all backgrounds receive the same pay as their men counterparts.

Idea for Content

[Share infographics and data points](#) from Equal Pay Today to close the gap.

Resources to Learn More

[Workplace & Economic Justice](#) | [Equal Pay Today](#)

20

National Native HIV/AIDS Awareness Day

This annual observance promotes HIV education, testing, prevention and treatment in Native communities.

Idea for Content

Honor those in the native community living with or affected by HIV, and honor those who have passed due to AIDS-related complications with the hashtag #NNHAAD.

Resources to Learn More

[National Native HIV/AIDS Awareness Day](#) | [National Native HIV Network](#)

21

International Day for the Elimination of Racial Discrimination

The United Nations proclaimed the day in 1966 to honor the killing of 69 people at the demonstration against South African apartheid.

Idea for Content

Today, take a stand to [#FightRacism](#) and commit to an anti-tolerance for discrimination culture.

Resources to Learn More

[International Day for the Elimination of Racial Discrimination](#)

M A R C H

The Days

22

Ramadan Begins

Ramadan is the 9th month of the Islamic Calendar and is observed over a period of 30 days. During this time, Muslims fast, pray, reflect, and spend time with their community.

Idea for Content

Wish a "Ramadan Kareem" (which translates to "Have a generous Ramadan") and a meaningful fast to those who observe.

Resources to Learn More

[When is Ramadan 2023?](#) | [Ramadan Mubarak!](#)

25

International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade

Declared by the United Nation in 2008, this day honors and remembers those who suffered and died at the hands of the brutal slavery system.

Idea for Content

The more we know, the better we do. Read the [Equal Justice Initiatives Transatlantic Slave Trade Report](#) and encourage your feed to do the same, holding themselves accountable for continued learning and growth.

Resources to Learn More

[Slave Voyages](#) | [The Transatlantic Slave Trade](#)

31

International Transgender Day of Visibility

Today celebrates the accomplishments of transgender and gender-nonconforming people while raising awareness of the work still to be done to achieve trans justice.

Idea for Content

Celebrate by sharing [premade graphics from the LGBT Foundation](#) with the hashtag #IAmEnough.

Resources to Learn More

[Transgender and Nonbinary Identities](#) | [Gender Identity](#)

Resources

- <http://deareverybody.hollandbloorview.ca/wp-content/uploads/2018/08/DearEverybodyTipsonAbleistLanguage2018-19.pdf>
- <http://www.equalpaytoday.org/>
- <https://chief.com/>
- <https://feleague.com/>
- <https://golin.com/2021/03/31/stop-using-female-when-you-mean-woman/>
- <https://internationalepilepsyday.org/>
- <https://internationalwheelchairday.wordpress.com/>
- <https://isha.sadhguru.org/mahashivratri/significance-of-mahashivratri/>
- <https://nationaldaycalendar.com/nirvana-day-february-8-or-february-15/>
- <https://nationaltoday.com/national-developmental-disabilities-awareness-month/>
- <https://nationaltoday.com/zero-discrimination-day/>
- <https://parade.com/1335201/jessicasager/ramadan-wishes/>
- <https://parade.com/990318/kelsey-pelzer/womens-history-month/>
- <https://perkinsaccess.org/accessibility-tips-for-social-media-how-to-create-content-that-everyone-will-like/#:~:text=Hashtags%3A,the%20hashtag%20as%20intended%20vs.>
- <https://webaim.org/resources/designers/>
- <https://www.accessliving.org/newsroom/blog/ableism-101/>
- https://www.bbc.co.uk/religion/religions/buddhism/beliefs/fournobletruths_1.shtml
- <https://www.birminghammail.co.uk/news/world-news/lailat-al-miraj-2023-date-26119257>
- <https://www.cdc.gov/ncbddd/developmentaldisabilities/facts.html>
- https://www.chabad.org/holidays/purim/article_cdo/aid/645309/jewish/What-Is-Purim.htm
- <https://www.chinahighlights.com/tibet/new-year.htm>
- <https://www.epilepsy.com/>
- https://www.equalitynow.org/international-womens-day/?gclid=CjwKCAiAuOieBhAlEiwAgjCvcgb0h0CnO-8JQ9lyFa9ZuYgEORohQMot5sxLdTkOcfiqGPUU1X1GERoCE5EQAvD_BwE
- https://www.equalrights.org/issue/economic-workplace-equality/?gclid=CjwKCAiAuOieBhAlEiwAgjCvcnMmXt6FhKSOTo6kmjEUHPbuPgyh931qkZrGuVVolz_G-PUZoa3haxoCv2UQAvD_BwE
- <https://www.goredforwomen.org/en/get-involved/give/wear-red-and-give>

Resources

- <https://www.hhs.gov/national-wear-red-day/index.html>
- <https://www.history.com/topics/holidays/imbolc>
- <https://www.history.com/topics/holidays/womens-history-month>
- <https://www.holifestival.org/>
- <https://www.internationaldays.co/event/lailat-al-miraj/r/recLknlKNfljbsP5q>
- <https://www.maghapuja.org/>
- <https://www.menokin.org/digital-content/first-day-of-black-history-month-national-freedom-day>
- <https://www.muslimaid.org/what-we-do/religious-dues/when-is-ramadan/>
- <https://www.nasponline.org/social-justice>
- https://www.niwrc.org/resources/research/international-womens-day?gclid=CjwKCAiAuOieBhAlEiwAgjCvcg3GzdwqBcj_O9WsUtOJR63Rq88oFKsumL84QR_46pLRaosWduEhQhoCuwcQAvD_BwE
- <https://www.ohchr.org/en/get-involved/stories/international-day-elimination-racial-discrimination>
- <https://www.outlookindia.com/outlooktraveller/explore/story/72891/losar-festival-all-about-the-tibetan-new-year>
- <https://www.plannedparenthood.org/learn/gender-identity/transgender>
- <https://www.sdfoundation.org/news-events/sdf-news/what-is-social-justice/#:~:text=%E2%80%9CSocial%20justice%20is%20the%20view,Social%20justice%20encompasses%20economic%20justice.>
- <https://www.slavevoyages.org/>
- https://www.thetrevorproject.org/resources/category/gender-identity/?gclid=CjwKCAiAuOieBhAlEiwAgjCvcojlvEitqZpxQN-300QZF-hOQZJuOYB5KncVRLFUQpuNYe3EOrdU3xoCp2AQAvD_BwE
- <https://www.uicc.org/what-we-do/convening/world-cancer-day>
- <https://www.unaids.org/en/zero-discrimination-day>
- <https://www.who.int/news-room/fact-sheets/detail/epilepsy>
- <https://www.worldcancerday.org/about/2022-2024-world-cancer-day-campaign>

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