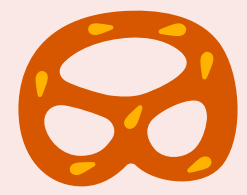


April 26



May 1



 DOORDASH for Merchants

SOCIAL MEDIA HOLIDAY CALENDAR FOR RESTAURANTS

350+ tips, ideas, and social media templates for restaurants
and local businesses to reach more customers

January 23



April 3



2025 CA EDITION

February 1



June 4



PLAN AHEAD AND DRIVE MORE BUSINESS WITH HOLIDAY MARKETING

Welcome to the **2025 Social Media Holiday Calendar for Restaurants!** This guide will help Canadian businesses entertain and entice new and existing customers in creative new ways this calendar year.

On these pages, we highlight 350+ holidays that are perfect for engaging customers on social media, building buzzworthy promotions, and driving revenue. Think:

- National Chocolate Covered Anything Day
- Eat What You Want Day
- National Picnic Day
- National Dessert Day
- National Selfie Day
- National Croissant Day
- National Eat Your Vegetables Day
- International Day of Charity
- National Scavenger Hunt Day
- And many more

Inside, you'll find key dates for holidays and special occasions marketing, holiday-themed content samples from some of DoorDash's most marketing-savvy merchant partners in Canada, and themed social media caption templates for you to use throughout the year.


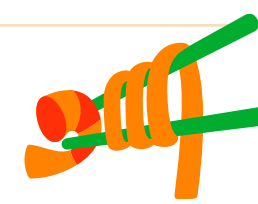


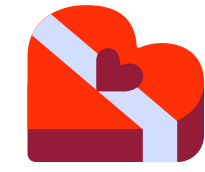
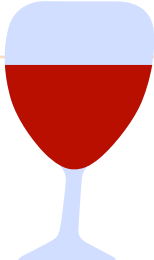


Let's dig in!



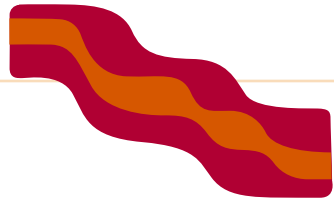





JANUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 New Year's Day National Thank You Month National Soup Month 	2 National Science Fiction Day	3	4  National Trivia Day National Spaghetti Day
5 National Whipped Cream Day	6 National Cuddle Day National Bean Day	7	8	9	10 National Bittersweet Chocolate Day National Oysters Rockefeller Day	11 National Hot Toddy Day National Milk Day 
12 National Sunday Supper Day	13  National Gluten-Free Day	14 National Dress Up Your Pet Day National Hot Pastrami Sandwich Day	15  National Bagel Day National Hat Day	16	17 Ditch New Year's Resolutions Day Customer Service Day	18 National Use Your Gift Card Day Gourmet Coffee Day
19	20 National Cheese Lover's Day	21 Thank Your Mentor Day	22 National Hot Sauce Day	23  National Pie Day	24 National Peanut Butter Day	25
26 Meat Week National Spouse Day	27 National Chocolate Cake Day	28 National Blueberry Pancake Day	29 Chinese New Year Korean New Year	30 National Croissant Day	31 National Hot Chocolate Day Eat Brussels Sprouts Day National Fun at Work Day	



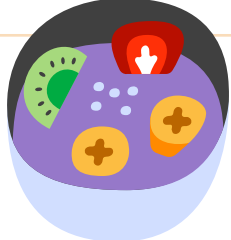


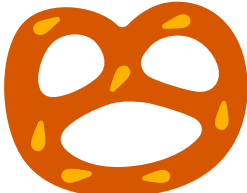

FEBRUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 Black History Month National Dark Chocolate Day Poutine Week 
2 Groundhog Day National Tater Tot Day	3 National Carrot Cake Day Pride in Food Service Week	4 National Stuffed Mushroom Day	5 World Nutella Day	6  National Chopsticks Day National Frozen Yogurt Day	7  National Fettuccine Alfredo Day	8
9  Game Day National Pizza Day National Bagel and Lox Day	10	11 National Latte Day	12	13 Galentine's Day National Cheddar Day National Tortellini Day	14  Valentine's Day Random Acts of Kindness Week	15 National Flag of Canada Day
16	17 Family Day (AB, BC, NB, ON, SK) Nova Scotia Heritage Day (NS) Louis Riel Day (MB) Islander Day (PE)	18  National Drink Wine Day	19	20 National Comfy Day National Muffin Day	21 Yukon Heritage Day (YT)	22  National Margarita Day
23 National Banana Bread Day	24  National Tortilla Chip Day	25	26 National Pistachio Day	27 National Chili Day National Strawberry Day National Toast Day	28 Ramadan begins	

MARCH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 Women's History Month National Peanut Butter Lover's Day
2 Chocolate Chip Cookie Week	 3 Canadian Bacon Day Carnival Monday National Soup It Forward Day	4 Mardi Gras National Pound Cake Day	5 Ash Wednesday	6	7 National Employee Appreciation Day Fish Fry Day	 8 International Women's Day
9 Daylight Savings National Crab Meat Day National Meatball Day	10 Commonwealth Day	11 National Sofrito Day	12	13	 14 Pi Day National Potato Chip Day	15 National Espresso Martini Day National Corn Dog Day Maple Syrup Saturday 
16 National Artichoke Day	 17 St. Patrick's Day	18	19	20 Spring Equinox National Ravioli Day	21 National Crunchy Taco Day World Poetry Day	22
23 National Chip and Dip Day National Puppy Day	24 National Cocktail Day National Cheesesteak Day	25 National Waffle Day	26 National Spinach Day	 27 International Whiskey Day	28 Something on a Stick Day	29
30 Eid al-Fitr Pretzel Sunday	31					

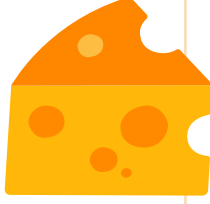

APRIL

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 April Fool's Day National BLT Sandwich Month	2	3  National Burrito Day National Chocolate Mousse Day	4 National Cordon Bleu Day	5  National Deep Dish Pizza Day National Self Care Day
6  National Acai Bowl Day National Carbonara Day	7 National Beer Day National No Housework Day National Bake Week	8 National Empañada Day	9	10 National Siblings Day	11 National Pet Day 	12 Passover begins National Grilled Cheese Sandwich Day
13 National Scrabble Day	14 National Pecan Day	15	16 National Eggs Benedict Day Wear Pajamas to Work Day	17 Malbec World Day National Crawfish Day	18 Good Friday	19 National Garlic Day National Husband Appreciation Day
20 Easter National Cheddar Fries Day	21 National Chickpea Day St. George's Day (NL)	22 Earth Day 	23 National Picnic Day	24	25	26  National Pretzel Day
27 National Prime Rib Day	28 National Blueberry Pie Day	29 International Dance Day National Shrimp Scampi Day	30  Oatmeal Cookie Day National Bubble Tea Day			


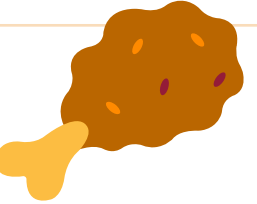

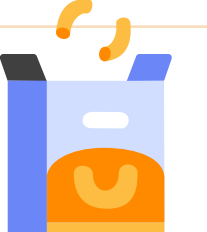


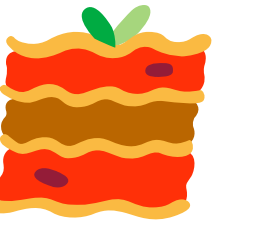
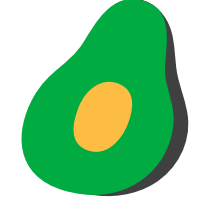
MAY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Asian Heritage Month National Barbecue Month National Hamburger Month National Salad Month 	2 National Brothers and Sisters Day National Truffle Day	3 Herb Day
4 Star Wars Day National Orange Juice Day Teacher Appreciation Week	5 Cinco de Mayo National Hoagie Day	6	7	8 National Give Someone a Cupcake Day	9 National Moscato Day National Sleepover Day	10  National Shrimp Day
11 Mother's Day National Eat What You Want Day	12	13 National Apple Pie Day International Hummus Day	14 National Buttermilk Biscuit Day	15 National Chocolate Chip Day	16 National BBQ Day National Mimosa Day National Pizza Party Day	17 World Whiskey Day National Doughnut Week
18 National No Dirty Dishes Day	19 Victoria Day National Patriots' Day (QC) National Vegetarian Week 	20	21 Eat More Fruits and Vegetables Day National Waitstaff Day	22	23	24 National Italian Beef Day National Scavenger Hunt Day
25 National Wine Day 	26	27	28 International Burger Day National Brisket Day 	29 National Biscuit Day	30	31 National Macaroon Day

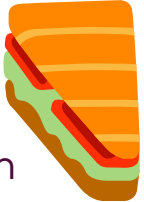
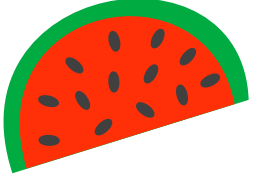



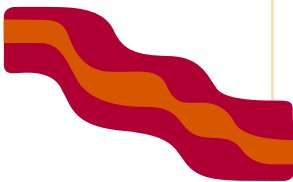
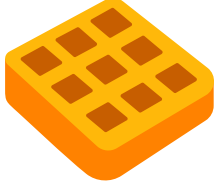
JUNE

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 LGBTQ Pride Month National Indigenous History Month National Steakhouse Month	2  National Leave Work Early Day	3  National Egg Day	4  National Cheese Day	5 National Veggie Burger Day	6 Eid al-Adha	7 National Chocolate Ice Cream Day
8 National Best Friends Day	9	10 National Egg Roll Day National Iced Tea Day	11 National Corn on the Cob Day	12 International Falafel Day	13	14 National Bourbon Day National Rosé Day Global Wellness Day 
15 Father's Day National Craft Spirits Week	16 National Fudge Day	17  National Eat Your Vegetables Day	18 International Sushi Day	19 National Martini Day	20	21 National Indigenous Peoples Day National Smoothie Day 
22 National Onion Rings Day	23	24 St. Jean Baptiste Day (QC)	25	26	27	28
29  National Waffle Iron Day	30					

JULY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Canada Day Memorial Day (NL) International Chicken Wing Day National Grilling Month	2	3	4  National Caesar Salad Day	5
6  National Fried Chicken Day National Hand Roll Day	7 National Macaroni Day World Chocolate Day	8  National Ice Cream Sundae Day	9 Nunavut Day (NU) National Sugar Cookie Day	10 National Piña Colada Day	11 National French Fry Day National Mojito Day World Kebab Day	12 National Pecan Pie Day
13	14  Orangemen's Day (NL) National Mac and Cheese Day	15 Orange Chicken Day	16	17 World Emoji Day	18	19 National Daiquiri Day
20  National Fortune Cookie Day National Ice Cream Day	21	22	23 National Peanut Butter and Chocolate Day	24 National Drive-Thru Day National Tequila Day	25  National Wine and Cheese Day	26 National Coffee Milkshake Day World Tofu Day
27 National Chicken Finger Day National Parents' Day	28	29  National Lasagna Day	30 National Cheesecake Day	31  National Avocado Day National Chili Dog Day		



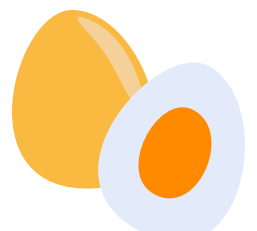
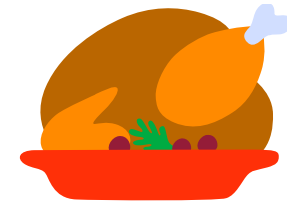

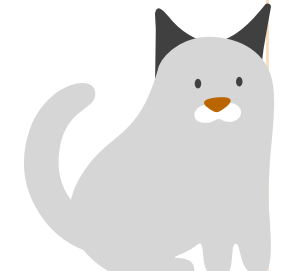

AUGUST

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 National Panini Month National Sandwich Month 	2 Food Day Canada National Ice Cream Sandwich Day
3 National Watermelon Day 	4 Civic Holiday	5 National Oyster Day	6	7 National IPA Day 	8 International Beer Day	9 National Book Lovers Day National Rice Pudding Day
10 National Lazy Day National S'mores Day	11	12	13 National Filet Mignon Day National Prosecco Day	14	15 National Acadian Day Gold Cup Parade (PE) National Relaxation Day 	16 National Rum Day National Tell a Joke Day
17	18 Discovery Day (YT) National Fajita Day Pinot Noir Day 	19 National Potato Day	20 National Bacon Lovers Day 	21 National Senior Citizens Day	22	23 National Cuban Sandwich Day
24 National Waffle Day 	25 National Banana Split Day National Whiskey Sour Day	26 National Dog Day	27	28	29	30
31 Eat Outside Day						



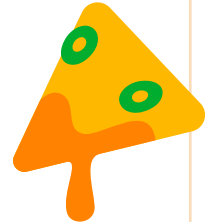



SEPTEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Labour Day Better Breakfast Month	2	3	4 Eat an Extra Dessert Day	5 National Cheese Pizza Day International Day of Charity World Samosa Day	6  International Bacon Day
7  National Beer Lovers Day	8	9	10	11	12 National Chocolate Milkshake Day 	13 National Peanut Day International Chocolate Day
14 National Eat a Hoagie Day	15 National Linguine Day Hispanic Heritage Month National Double Cheeseburger Day	16	17	18  National Cheeseburger Day	19	20 National Fried Rice Day National Queso Day Oktoberfest
21 National Wife Appreciation Day	22 Rosh Hashanah begins National Ice Cream Cone Day	23	24	25 National Food Service Employees Day National Quesadilla Day	26  National Dumpling Day National Pancake Day	27
28  International Poke Day	29  National Coffee Day	30 National Day for Truth and Reconciliation				

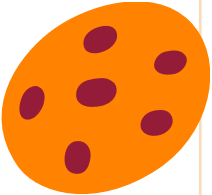






OCTOBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Yom Kippur begins Women's History Month Latin American Heritage Month World Vegetarian Day	2	3	4 National Taco Day National Cinnamon Roll Day National Vodka Day 
5	6  National Noodle Day National Curry Week	7	8	9	10  World Egg Day World Plant-Based Burger Day	11 National Sausage Pizza Day
12 National Gumbo Day National Pulled Pork Day	13 Thanksgiving 	14 National Dessert Day	15	16 National Boss' Day	17 National Pasta Day	18 Healthcare Aide Day (BC, MB) National Chocolate Cupcake Day
19 	20 International Chefs Day	21 National Pumpkin Cheesecake Day	22	23	24 Global Champagne Day National Food Day	25
26 National Chicken Fried Steak Day National Pumpkin Day	27	28 National Chocolate Day	29 National Cat Day 	30	31 Halloween 	

NOVEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 World Vegan Day
2 Daylight Savings Ends	3 National Sandwich Day 	4	5 National Chinese Takeout Day 	6 National Nachos Day 	7 National Stout Day	8 National Cappuccino Day
9	10 National Vanilla Cupcake Day National Pupusa Day	11 Remembrance Day National Sundae Day	12	13 World Kindness Day	14 National Pickle Day	15 National Clean Out Your Refrigerator Day
16 Grey Cup National Fast Food Day 	17	18	19	20	21	22
23 National Espresso Day 	24	25	26 National Cake Day 	27	28 Black Friday	29 Small Business Saturday
30						

DECEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Cyber Monday	2 Bartender Appreciation Day	3	4 National Cookie Day 	5 International Volunteer Day	6 National Gazpacho Day
7	8 National Brownie Day	9 National Pastry Day 	10 National Lager Day	11 Anniversary of the Statute of Westminster	12	13
14 Hanukkah begins National Biscuits and Gravy Day 	15 National Cupcake Day	16 National Chocolate Covered Anything Day	17 National Maple Syrup Day 	18	19	20 National Sangria Day
21 National Fried Shrimp Day 	22	23	24 Christmas Eve	25 Christmas 	26 Boxing Day National Thank You Note Day 	27
28	29	30 National Bacon Day	31 New Year's Eve National Champagne Day			

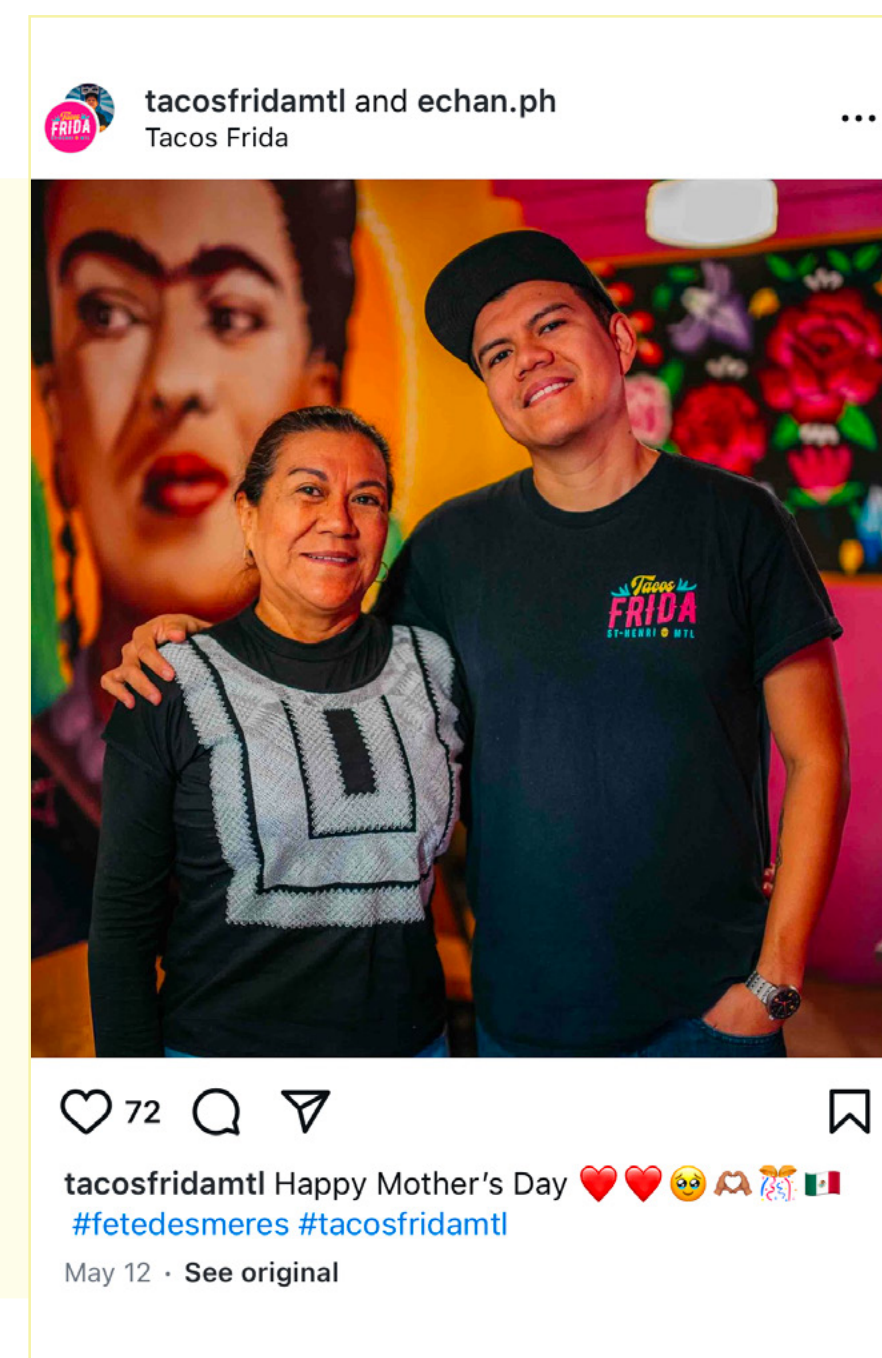
HOLIDAY-THEMED SOCIAL MEDIA MARKETING LOOKBOOK

So many holidays to celebrate, so much great content for your social media pages! Looking to get inspired for your own seasonal marketing campaigns? Let's see how DoorDash merchants across Canada use the holiday calendar to promote their businesses online.

TACOS FRIDA CELEBRATED FAMILY ON MOTHER'S DAY (FÊTE DES MÈRES)

[Tacos Frida in Montreal](#) is a family-owned Oaxacan restaurant founded by Enrique Chan Morales and his brother, uncle, and mother. For Mother's Day, they shared a photo of Enrique and his mom to celebrate family and their Mexican roots.

[See the live post →](#)



FALAFEL YONI BROUGHT THE NEIGHBOURHOOD COMMUNITY TOGETHER FOR CANADA DAY

No better time to get out to a local restaurant than Canada Day! The team at [Falafel Yoni](#) shared a mouthwatering photo of their food with a caption about the national holiday to get folks thinking about their falafel.

[See the live post →](#)



MY FAVE THAI TOOK CELEBRATED ESPRESSO MARTINI DAY WITH A SPECIAL THAI TWIST

At [My Fave Thai](#) in Toronto, the flavours of Thailand come alive, like in their Thai Tea Espresso Martini, perfect for National Espresso Day or National Espresso Martini Day.

[See the live post →](#)



FOXIES BAKESHOP GOT IN ON THE HALLOWEEN FUN WITH SOME SPOOKY LIMITED TIME COOKIES

[Foxies Bakeshop](#) in Toronto put their creativity to the test with a Halloween-themed box of cookies available for a short time during the Fall.

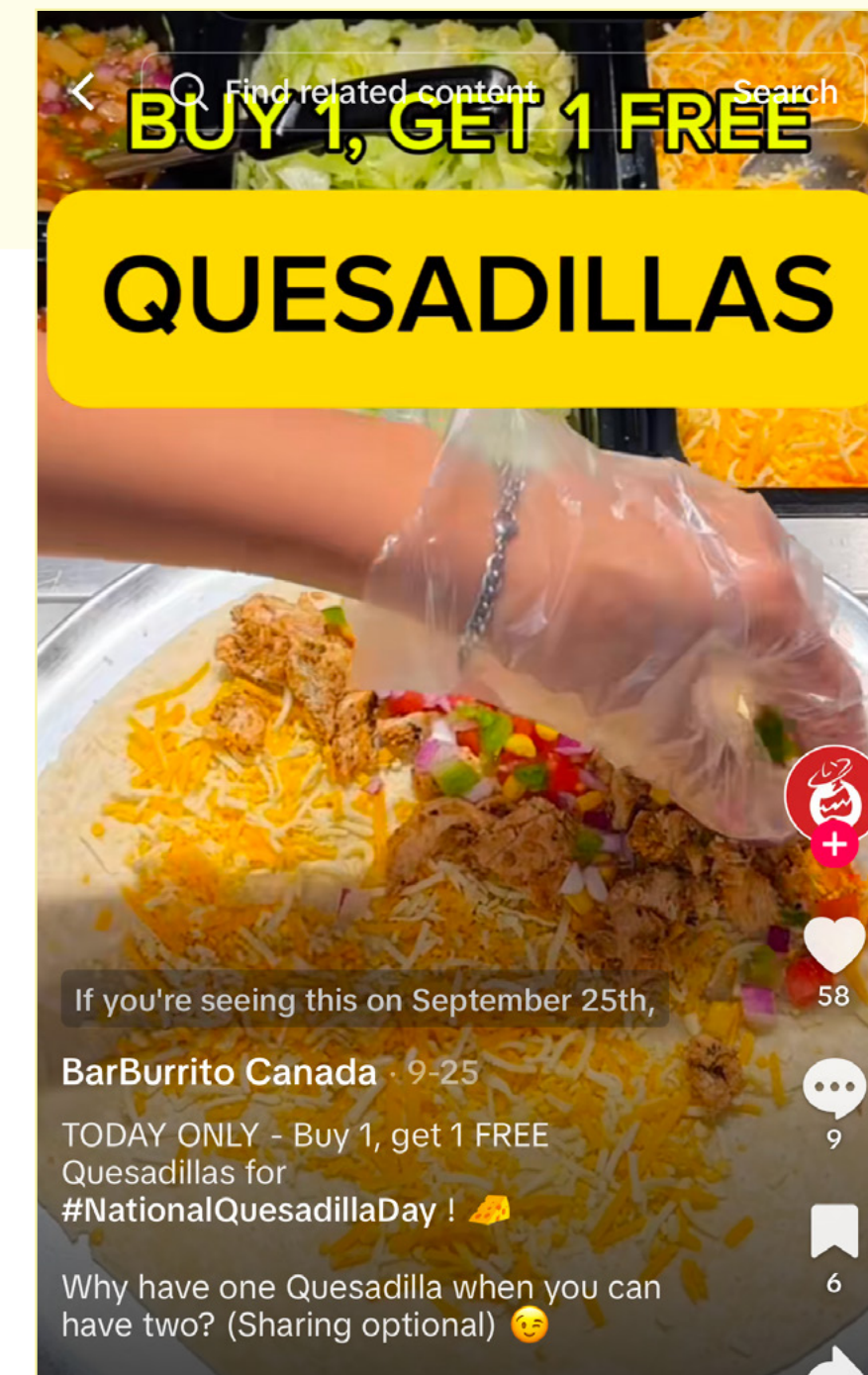
[See the live post →](#)



BARBURRITO REMINDED THEIR AUDIENCE THAT THEY'RE NOT JUST A BURRITO SHOP ON NATIONAL QUESADILLA DAY

Canadian burrito shop [BarBurrito](#) celebrated National Quesadilla Day with a special promotion — buy one get one free for quesadillas. By using a promo code, they could track the success of their TikTok post.

[See the live post →](#)



SOCIAL MEDIA TEMPLATES FOR BUSINESSES

HOLIDAY PROMOTIONS



Happy **[insert holiday hashtag]**! We're offering a **[percentage]** discount on all **[your business name]** delivery orders over **[dollar amount]** so you can celebrate in style.



Happy **[insert holiday hashtag]**! The only thing better than celebrating **[food]** is celebrating with someone else. Tag a friend in the comments below — we'll be choosing **[X]** lucky winners to receive a discount on their next order!



CUSTOMER OR EMPLOYEE SHOUT-OUTS

BEHIND THE SCENES



Give it up for **[insert employee name/handle]**, our **[insert job title]** rockstar! 🎉 **[Employee name]** consistently goes above and beyond, from **[insert specific accomplishment or trait, e.g., “amazing customer service” or “bringing fresh ideas to the team”]**. We’re lucky to have you on board! 💪 Drop a 🍌 in the comments to show some love!

Photo credit: Santini’s



Happy Thanksgiving! 🦃 There’s so much for **[restaurant name]** to be grateful for this year: our talented cooks, inspiring staff, incredible customers, and (of course) tasty dishes like this one. What are you thankful for today?



This is where the magic happens! ✨ Here’s a look behind the scenes at our kitchen crew creating your favourite **[insert type of food]** with love and precision ahead of **[insert holiday hashtag]**! What kind of special would you like to see next? Comment below to let them know!

Photo credit: Zalat Pizza



A little sneak peek from behind the bar! We’re mixing up some fresh ingredients, experimenting with flavours, and perfecting a new **[insert cocktail or drink type]** cocktail just in time for **[insert holiday hashtag]**. 🍹 Curious to see what we’re shaking up? We’re open from **[insert hours]** today. 🍷🍊

Photo credit: Steuben’s

HOLIDAY MENU ITEM SPOTLIGHTS



The holidays just got a little more delicious! Try our new **[insert dish/drink name]**, made with **[highlight ingredients]**. Whether you're here to celebrate **[insert holiday hashtag]** or just need some festive cheer, this is one treat you can't miss. Available through **[insert date]**!



Our holiday menu is here, and it's full of festive surprises! Introducing **[insert dish/drink name]**—a perfect blend of **[highlight flavours or ingredients]** that'll warm you up this winter. Cozy up with one at **[your business name]** before the season's over! ✨

SPECIAL EVENTS



Looking for plans on **[insert date]**? We've got you covered! Join us for **[event name]** featuring **[highlight event details like "special happy hour deals," "DJ/live band," or "a tasting experience"]**. It's the perfect way to celebrate with friends—book your table now! 🥳



It's **[insert holiday hashtag]**! And we're celebrating with drink specials and **[holiday themed event]**! It's the perfect way to spend **[holiday]**. Tag the friend you want to come with you in the comments!

CHEF'S TIPS AND RECIPES

LOCAL PARTNERSHIPS OR COMMUNITY CELEBRATIONS



Craving something delicious? Our chef is sharing the recipe for **[insert dish name]** so you can bring a taste of **[your business name]** to your kitchen! 🥗👨‍🍳 Featuring **[key ingredients]**, this dish is perfect for **[occasion, e.g., “weeknight dinners” or “holiday gatherings”]**. Give it a go and let us know how you did! 📸

Photo credit: Baker's Daughter



Ever wonder how our chefs make everything taste so incredible? We're sharing a behind-the-scenes tip today to celebrate **[insert holiday hashtag]**! 📢 Here's how to **[insert cooking technique or trick, e.g., “get the perfect crispy skin on chicken” or “balance flavours in a dish”]**. Try it out and tag us when you do! 💡

Photo credit: Hiraya



We're excited to partner with **[insert partner name]**! Together, we're bringing **[insert what the partnership brings, e.g., “fresh, local ingredients” or “exciting new events”]** to our community. Supporting local has never tasted this good—come check it out at **[your business name]**! 🍷



Mark your calendars! On **[insert date]**, we're hosting **[event name]** in partnership with **[local business/organization]**. Come enjoy **[highlight event activities, e.g., “live entertainment, special drinks, and local bites”]** while supporting our amazing community. 🍷 Let's come together and celebrate! ✨

For more creative ways to engage guests on social media any time of year, check out [The Ultimate Guide to Restaurant Social Media Marketing](#).

GIVE YOUR HOLIDAY MARKETING A BOOST WITH DOORDASH

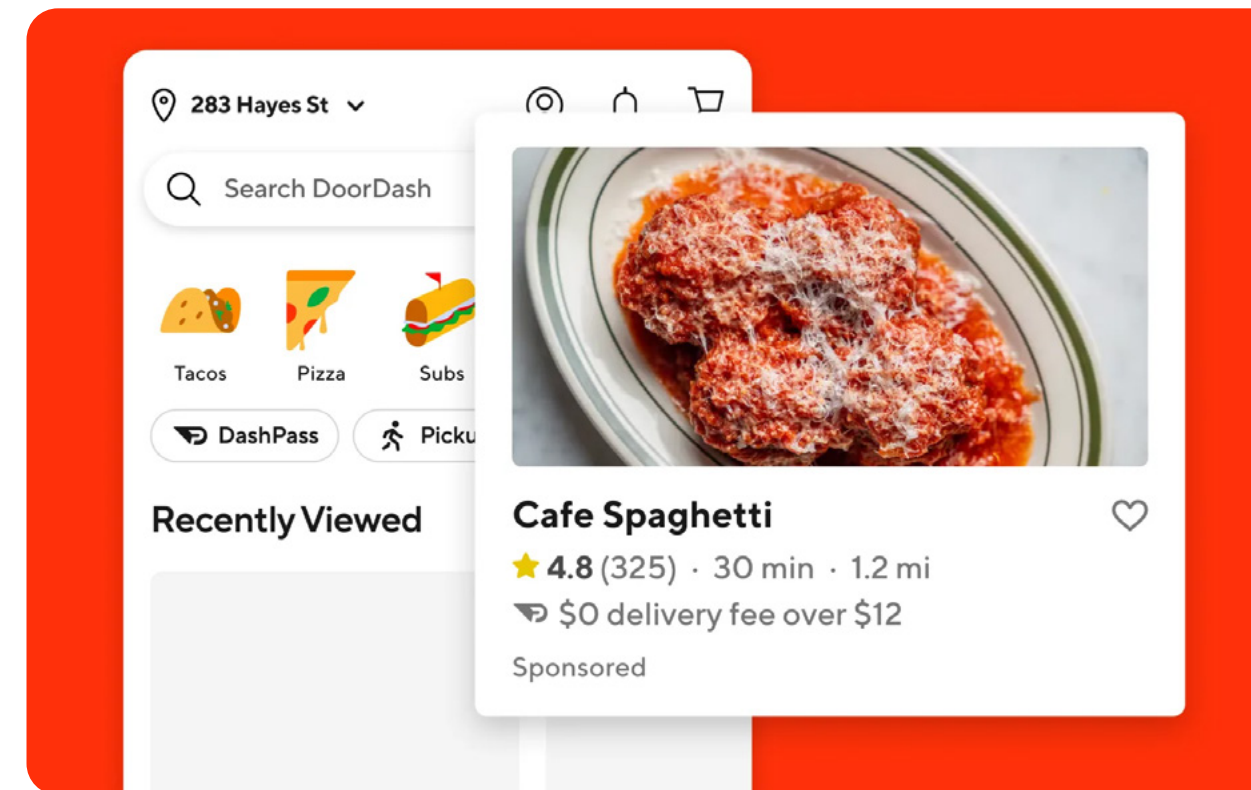
DoorDash partners get access to marketing tools that help them get noticed by new customers and drive more orders.

“Thanks to DoorDash we’re able to extend our reach a lot further than we otherwise would’ve been able to. We’re able to hit neighbourhoods that are not just adjacent but even a little bit further and attract new customers.”



Yoni Amir
Co-owner, Falafel Yoni

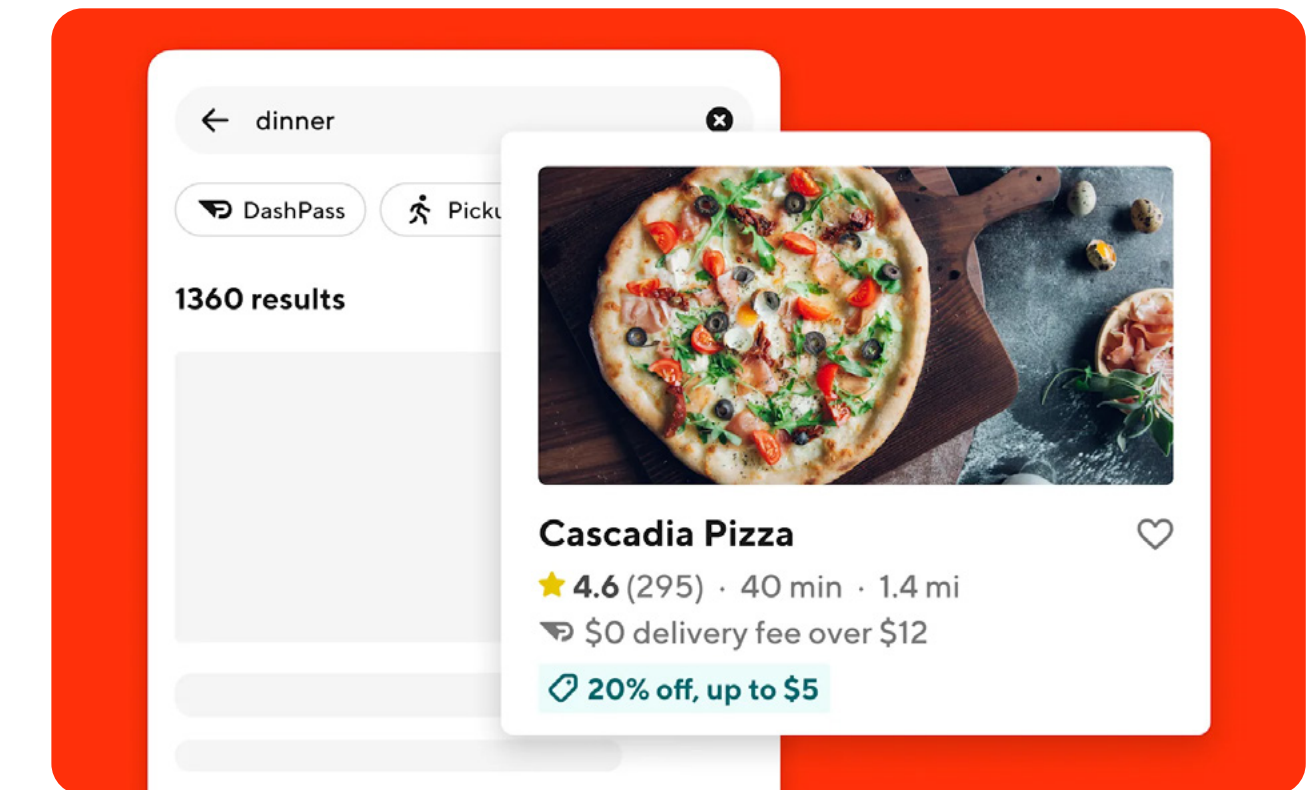
[Read Falafel Yoni’s DoorDash story →](#)



SPONSORED LISTINGS

Sponsored Listings are targeted ads that are featured in highly visible places on the DoorDash app, like the homepage and search results. Sponsored Listings are pay-per-order, not per click — so you’ll only pay for the ad when an order is placed through it.

- ➔ New to DoorDash? [Get started](#)
- ➔ Already on DoorDash? [Log in](#)



PROMOTIONS

Promotions enable you to incentivize customers to order more and spend more with a discount, free delivery, or a free item. When you run a promotion, your restaurant will be prominently featured in the Offers tab on the DoorDash app.

- ➔ New to DoorDash? [Get started](#)
- ➔ Already on DoorDash? [Log in](#)

 **DOORDASH** for Merchants

REACH NEW DINERS IN YOUR NEIGHBOURHOOD

DoorDash helps restaurants expand their business and drive more sales.

Join the thousands of restaurants growing with DoorDash.

[Get started](#)





ABOUT DOORDASH

DoorDash (NASDAQ: DASH) is a technology company that connects consumers with their favourite local businesses in more than 30 countries across the globe. Founded in 2013, DoorDash builds products and services to help businesses innovate, grow, and reach more customers. DoorDash is your door to more: the local commerce platform dedicated to enabling merchants to thrive in the convenience economy, giving consumers access to more of their communities, and providing work that empowers.

