

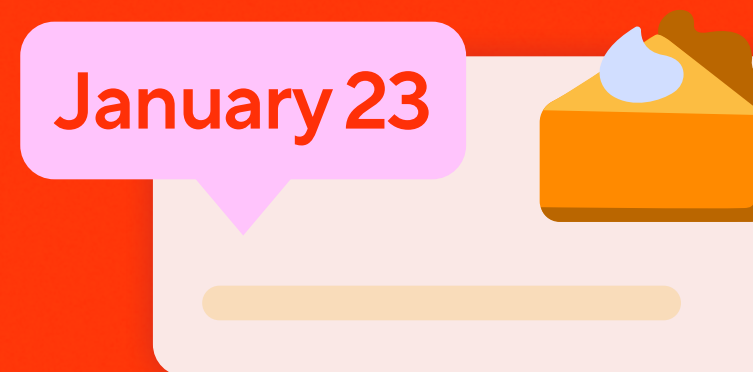
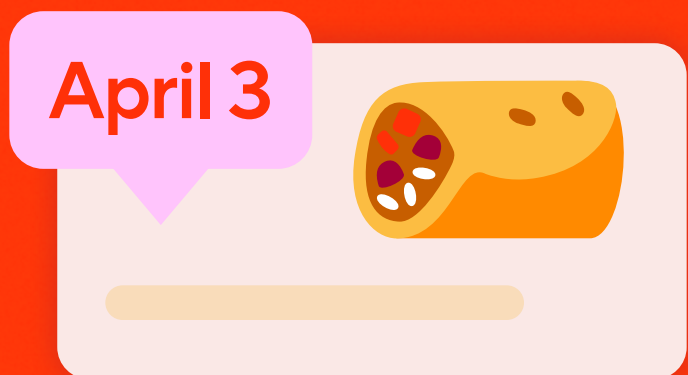
 **DOORDASH** for Merchants



# SOCIAL MEDIA HOLIDAY CALENDAR FOR RESTAURANTS

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

2025 AU EDITION





# PLAN AHEAD AND DRIVE MORE BUSINESS WITH HOLIDAY MARKETING

Welcome to the **2025 Social Media Holiday Calendar for Restaurants!** This guide will help your business entertain and entice new and existing customers in creative 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 business revenue. Think:

- National Tim Tam Day
- Eat What You Want Day
- National Picnic Day
- World Vegan Day
- World Emoji Day
- National Selfie Day
- International Day of the Nacho
- International Bacon Day
- Eat Ice Cream for Breakfast Day
- And many more

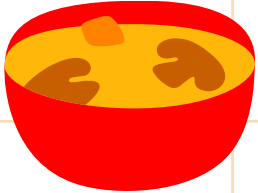

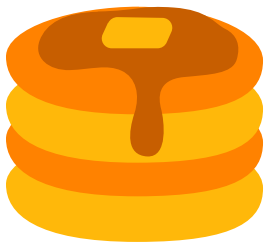
Inside, you'll find key dates for holidays and special occasions marketing, holiday-themed content samples from some of DoorDash's most marketing-savvy merchant partners in Australia, and themed social media caption templates for you to use throughout the year.

Let's dig in!


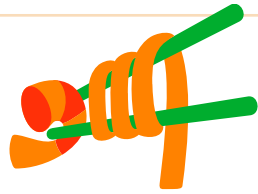

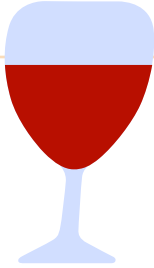










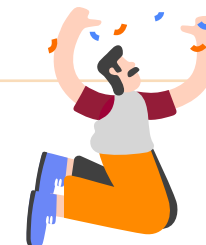


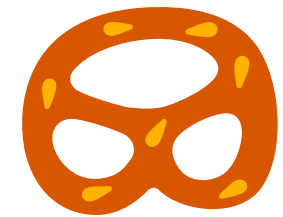
# JANUARY

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



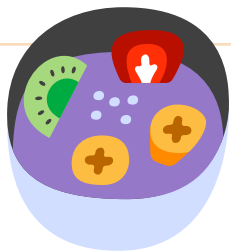
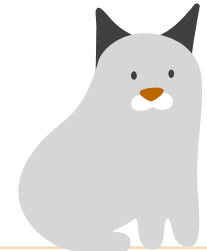


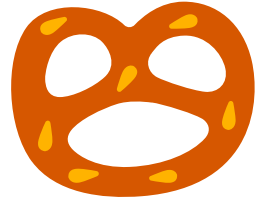
# FEBRUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1  National Ice Cream for Breakfast Day
2	3  National Carrot Cake Day	4  National Stuffed Mushroom Day	5  World Nutella Day	6  National Chopsticks Day National Frozen Yoghurt Day	7  National Fettuccine Alfredo Day	8
9  National Pizza Day	10  Royal Hobart Regatta (TS)	11  National Drink Wine Day 	12	13  Galentine's Day	14  Valentine's Day Sydney Gay and Lesbian Mardi Gras Festival begins	15
16  National Tim Tam Day	17	18	19	20  National Muffin Day	21	22  National Margarita Day
23  National Banana Bread Day	24  National Tortilla Chip Day	25	26  National Pistachio Day	27  National Strawberry Day National Chili Day	28  Ramadan begins	

# MARCH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						<b>1</b> Women's History Month National Peanut Butter Lover's Day
<b>2</b>	<b>3</b> Labour Day (WA)	<b>4</b>	<b>5</b> Ash Wednesday	<b>6</b>	<b>7</b> National Employee Appreciation Day	<b>8</b> International Women's Day 
<b>9</b> National Meatball Day	<b>10</b> Canberra Day (ACT) Adelaide Cup (SA) Eight Hours Day (TAS) Labour Day (VIC)	<b>11</b> National Sofrito Day	<b>12</b>	<b>13</b>	<b>14</b> Pi Day National Potato Chip Day 	<b>15</b>
<b>16</b> National Close the Gap Day National Artichoke Day	<b>17</b> St. Patrick's Day 	<b>18</b>	<b>19</b>	<b>20</b> International Day of Happiness National Ravioli Day 	<b>21</b> World Poetry Day Harmony Day	<b>22</b>
<b>23</b> National Chip and Dip Day National Puppy Day 	<b>24</b> National Cocktail Day National Cheesesteak Day	<b>25</b>	<b>26</b> National Spinach Day	<b>27</b> International Whiskey Day 	<b>28</b> Something on a Stick Day	<b>29</b>
<b>30</b> Eid al-Fitr Pretzel Sunday 	<b>31</b>					

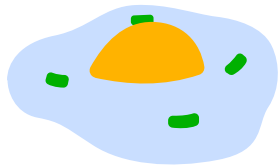





# APRIL

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		<b>1</b> April Fool's Day National BLT Sandwich Month	<b>2</b>	<b>3</b>  National Burrito Day National Chocolate Mousse Day	<b>4</b> National Cordon Bleu Day	<b>5</b>  National Deep Dish Pizza Day National Self Care Day
<b>6</b>  Daylight Savings National Acai Bowl Day National Carbonara Day	<b>7</b> National Beer Day National No Housework Day	<b>8</b> National Empañada Day	<b>9</b>	<b>10</b> National Siblings Day	<b>11</b>  National Pet Day	<b>12</b> National Grilled Cheese Sandwich Day
<b>13</b> National Scrabble Day	<b>14</b>	<b>15</b>	<b>16</b> National Eggs Benedict Day	<b>17</b>	<b>18</b> Good Friday	<b>19</b> National Garlic Day National Husband Appreciation Day
<b>20</b> Easter	<b>21</b>	<b>22</b> Earth Day 	<b>23</b> National Picnic Day 	<b>24</b>	<b>25</b> Anzac Day	<b>26</b>  National Pretzel Day
<b>27</b> National Prime Rib Day	<b>28</b>	<b>29</b> International Dance Day National Shrimp Scampi Day	<b>30</b> Oatmeal Cookie Day National Bubble Tea Day			

# MAY


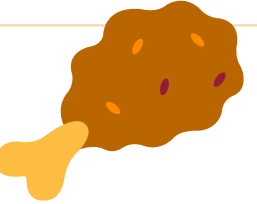



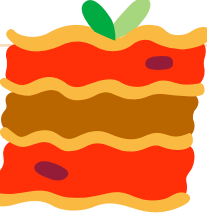
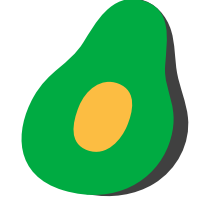
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				<b>1</b>  National Barbecue Month National Hamburger Month	<b>2</b>	<b>3</b>
<b>4</b> Star Wars Day National Orange Juice Day	<b>5</b> Labour Day (QLD) May Day (NT) Cinco De Mayo	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>  National Shrimp Day
<b>11</b> Mother's Day National Eat What You Want Day	<b>12</b>	<b>13</b>  National Apple Pie Day International Hummus Day	<b>14</b> National Buttermilk Biscuit Day	<b>15</b> National Chocolate Chip Day	<b>16</b> National Mimosa Day National Pizza Party Day	<b>17</b> World Whiskey Day National Doughnut Week
<b>18</b> National No Dirty Dishes Day	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>
<b>25</b> National Wine Day 	<b>26</b>	<b>27</b> National Reconciliation Week	<b>28</b>  International Burger Day National Brisket Day	<b>29</b> National Biscuit Day	<b>30</b>	<b>31</b> National Macaroon Day

# JUNE

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>1</b>  LGBTQ Pride Month	<b>2</b> Western Australia Day Reconciliation Day (ACT) National Fish and Chips Day National Leave Work Early Day	<b>3</b>  National Egg Day	<b>4</b>  National Cheese Day	<b>5</b>	<b>6</b> Queensland Day Eid al-Adha National Donut Day	<b>7</b>  National Chocolate Ice Cream Day
<b>8</b>  National Best Friends Day	<b>9</b>  King's Birthday	<b>10</b>  National Iced Tea Day	<b>11</b>	<b>12</b>  International Falafel Day	<b>13</b>	<b>14</b>  National Rosé Day Global Wellness Day 
<b>15</b>	<b>16</b>  National Vegemite Day	<b>17</b>  National Eat Your Vegetables Day	<b>18</b>  International Sushi Day	<b>19</b>  National Martini Day	<b>20</b>	<b>21</b>  National Selfie Day National Smoothie Day 
<b>22</b>  National Onion Rings Day	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>
<b>29</b>	<b>30</b>					



# JULY

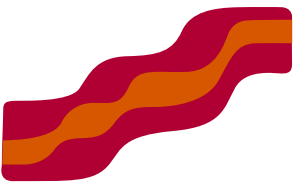

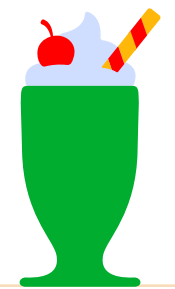
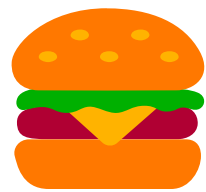

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		<b>1</b> Black History Month	<b>2</b>	<b>3</b>	<b>4</b>  National Caesar Salad Day	<b>5</b>
<b>6</b>  NAIDOC Week National Fried Chicken Day National Hand Roll Day	<b>7</b> World Chocolate Day	<b>8</b> National Ice Cream Sundae Day	<b>9</b> National Sugar Cookie Day	<b>10</b>  National Piña Colada Day	<b>11</b> National French Fry Day National Mojito Day National Blueberry Muffin Day	<b>12</b> National Pecan Pie Day
<b>13</b>	<b>14</b>  National Mac and Cheese Day	<b>15</b>	<b>16</b>	<b>17</b> World Emoji Day	<b>18</b>	<b>19</b> National Daiquiri Day
<b>20</b> National Fortune Cookie Day	<b>21</b> National Lamington Day	<b>22</b>	<b>23</b> National Vanilla Ice Cream Day	<b>24</b> National Tequila Day	<b>25</b>  National Wine and Cheese Day	<b>26</b>
<b>27</b> National Parents' Day	<b>28</b> National Milk Chocolate Day	<b>29</b>  National Chicken Wing Day National Lasagna Day	<b>30</b> National Cheesecake Day	<b>31</b>  National Avocado Day		

# AUGUST








Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 National Panini Month	2 National Ice Cream Sandwich Day
3 National Watermelon Day	4 Picnic Day (NT) National Chocolate Chip Cookie Day	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 Relaxation Day	16 National Rum Day
17	18 International Fajita Day	19 National Potato Day National Soft Ice Cream Day	20 National Bacon Lovers Day	21 National Senior Citizens Day	22	23
24 National Waffle Day	25	26 National Dog Day	27 Banana Lover's Day	28 National Red Wine Day	29	30
31 Eat Outside Day						



# SEPTEMBER







Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3 Flag Day	4	5 National Cheese Pizza Day International Day of Charity	6  International Bacon Day
7 Father's Day National Beer Lovers Day 	8	9	10	11	12 National Chocolate Milkshake Day 	13 National Peanut Day International Chocolate Day
14	15 National Linguine Day	16 National Guacamole Day Negroni Week	17	18 National Cheeseburger Day 	19	20 National Pepperoni Pizza Day
21 National Wife Appreciation Day	22 National Ice Cream Cone Day	23	24	25 National Food Service Employees Day	26 National Pancake Day 	27 AFL Grand Final
28	29 King's Birthday (WA) National Coffee Day 	30				

# OCTOBER

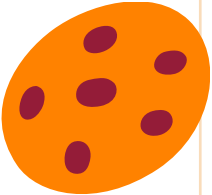




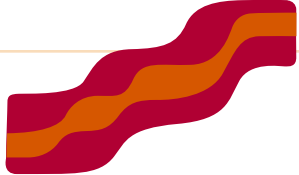
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			<b>1</b> National Pizza Month World Vegetarian Day International Coffee Day	<b>2</b> National Kale Day	<b>3</b>	<b>4</b>  National Taco Day National Cinnamon Roll Day National Vodka Day
<b>5</b> NRL Grand Final Daylight Savings	<b>6</b>  King's Birthday (QLD) Labour Day (ACT, NSW, SA) National Noodle Day	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>
<b>12</b>	<b>13</b>	<b>14</b> National Dessert Day 	<b>15</b>	<b>16</b> World Food Day National Boss' Day	<b>17</b>  National Pasta Day	<b>18</b> National Chocolate Cupcake Day National Meatloaf Appreciation Day
<b>19</b> 	<b>20</b> International Chefs Day	<b>21</b> Diwali International Day of the Nacho National Pumpkin Cheesecake Day 	<b>22</b>	<b>23</b>	<b>24</b> Global Champagne Day National Kangaroo Awareness Day	<b>25</b> National Breadstick Day
<b>26</b> National Pumpkin Day	<b>27</b>	<b>28</b> National Chocolate Day	<b>29</b>	<b>30</b>	<b>31</b>  Halloween	



# NOVEMBER

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

# DECEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	<b>1</b> Cyber Monday	<b>2</b>	<b>3</b>	<b>4</b> National Cookie Day 	<b>5</b> International Volunteer Day	<b>6</b>
<b>7</b>	<b>8</b> National Brownie Day	<b>9</b> National Pastry Day 	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>
<b>14</b> Hanukkah begins National Biscuits and Gravy Day 	<b>15</b> National Cupcake Day	<b>16</b> National Chocolate Covered Anything Day	<b>17</b> National Maple Syrup Day	<b>18</b>	<b>19</b>	<b>20</b> National Sangria Day
<b>21</b> National Fried Shrimp Day 	<b>22</b>	<b>23</b>	<b>24</b> Christmas Eve	<b>25</b> Christmas 	<b>26</b> Boxing Day Proclamation Day (SA) National Thank You Note Day	<b>27</b>
<b>28</b>	<b>29</b>	<b>30</b> National Bacon Day 	<b>31</b> 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 Australia use the holiday calendar to promote their businesses online.

## RED ROOSTER REMINDS CUSTOMERS THAT CHIPS ARE THE ULTIMATE FORM OF ROMANCE ON VALENTINE'S DAY

[Red Rooster](#) toasts to true love with a comedic Valentine's Day post, posting a picture of chips so good that they're only worth sharing on Valentine's Day.

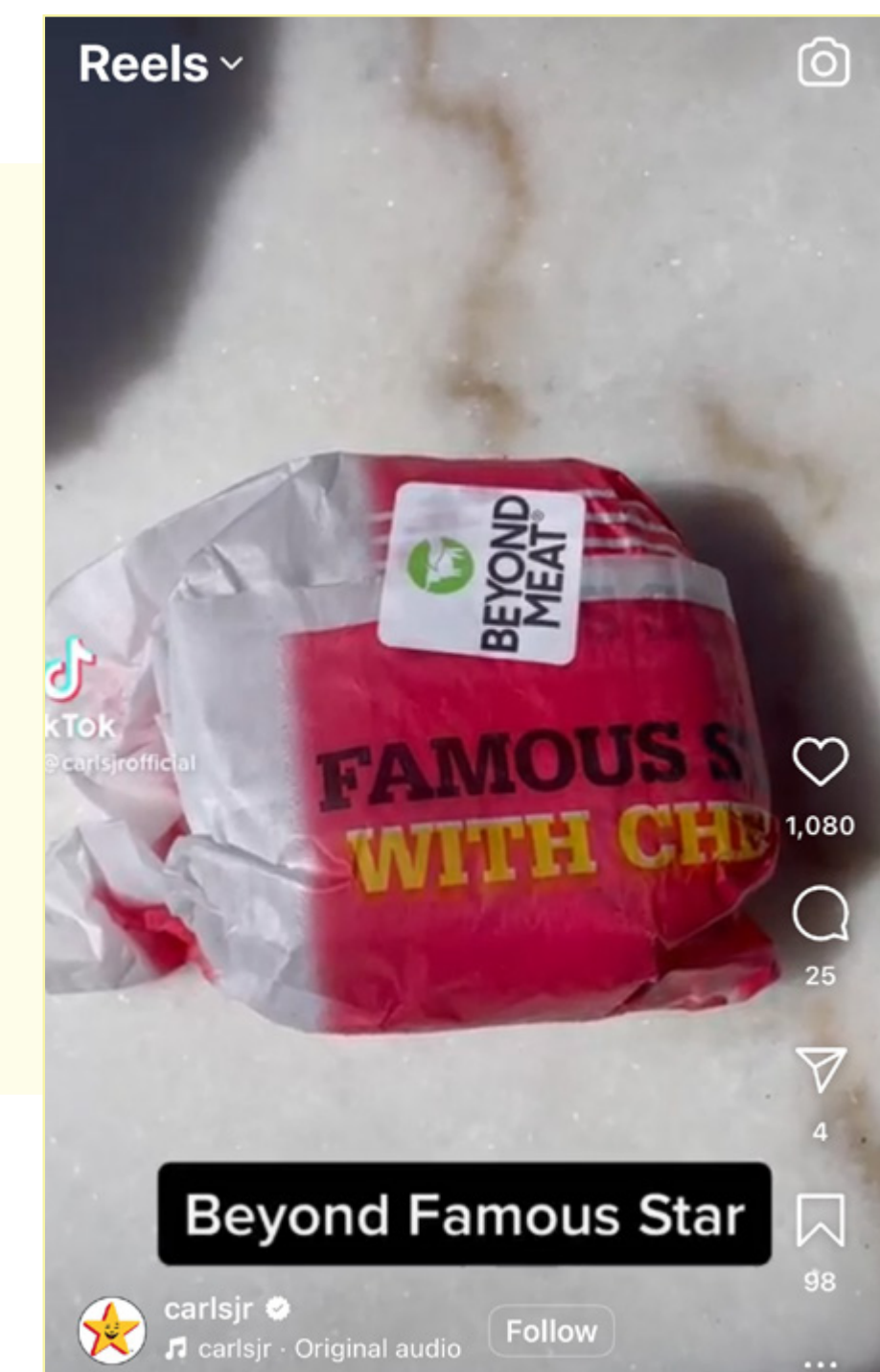
[See the live post →](#)



## CARL'S JUNIOR HIGHLIGHTS ALTERNATIVE MEAT OPTIONS DURING LENT

[Carl's Jr.](#) encouraged followers to keep their Lent resolutions by showcasing alternative dishes for those who have given up meat.

[See the live post →](#)

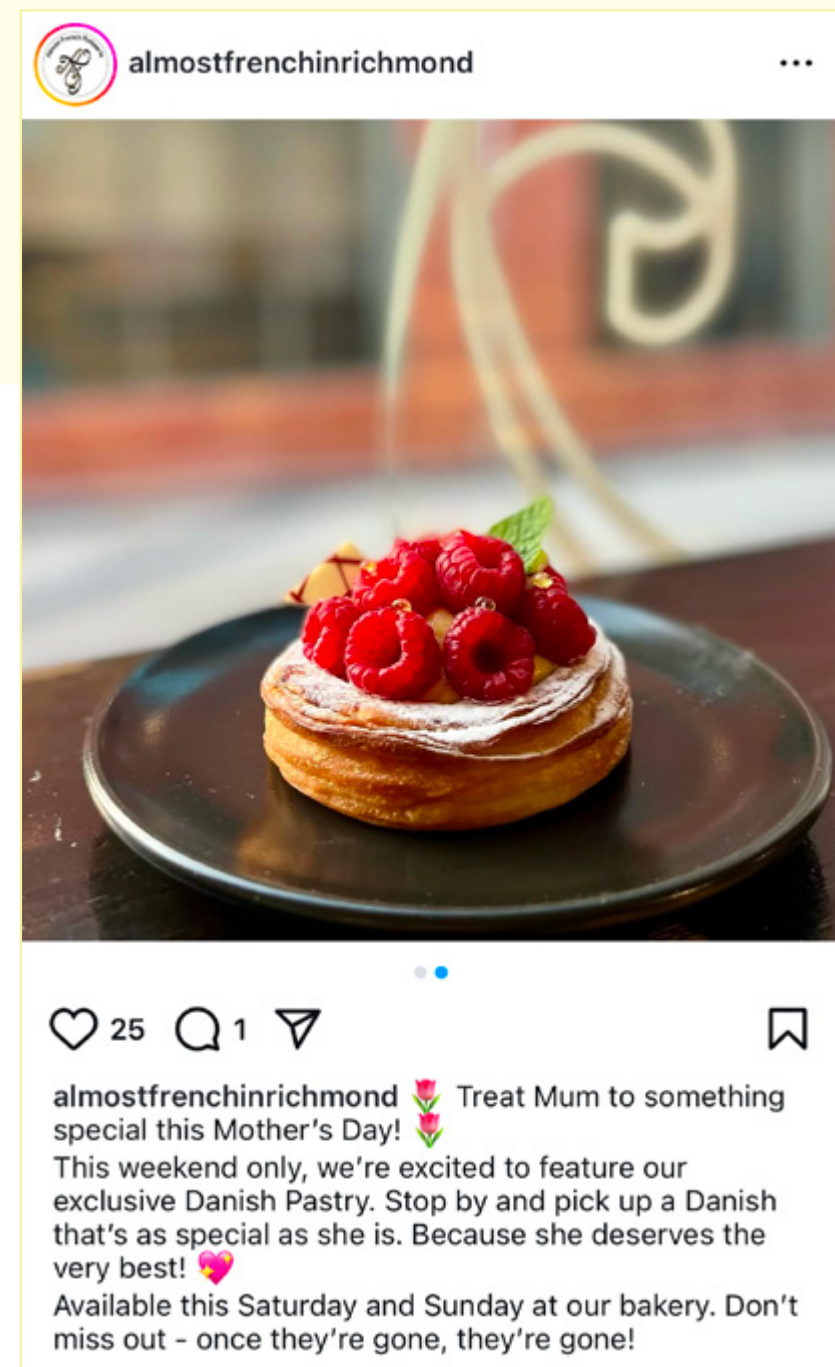




### ALMOST FRENCH PATISSERIE SHOWCASES AN EXCLUSIVE MOTHER'S DAY TREAT

[Almost French](#) highlights a Mother's Day weekend special, encouraging customers to take advantage of this limited time treat over the holiday weekend.

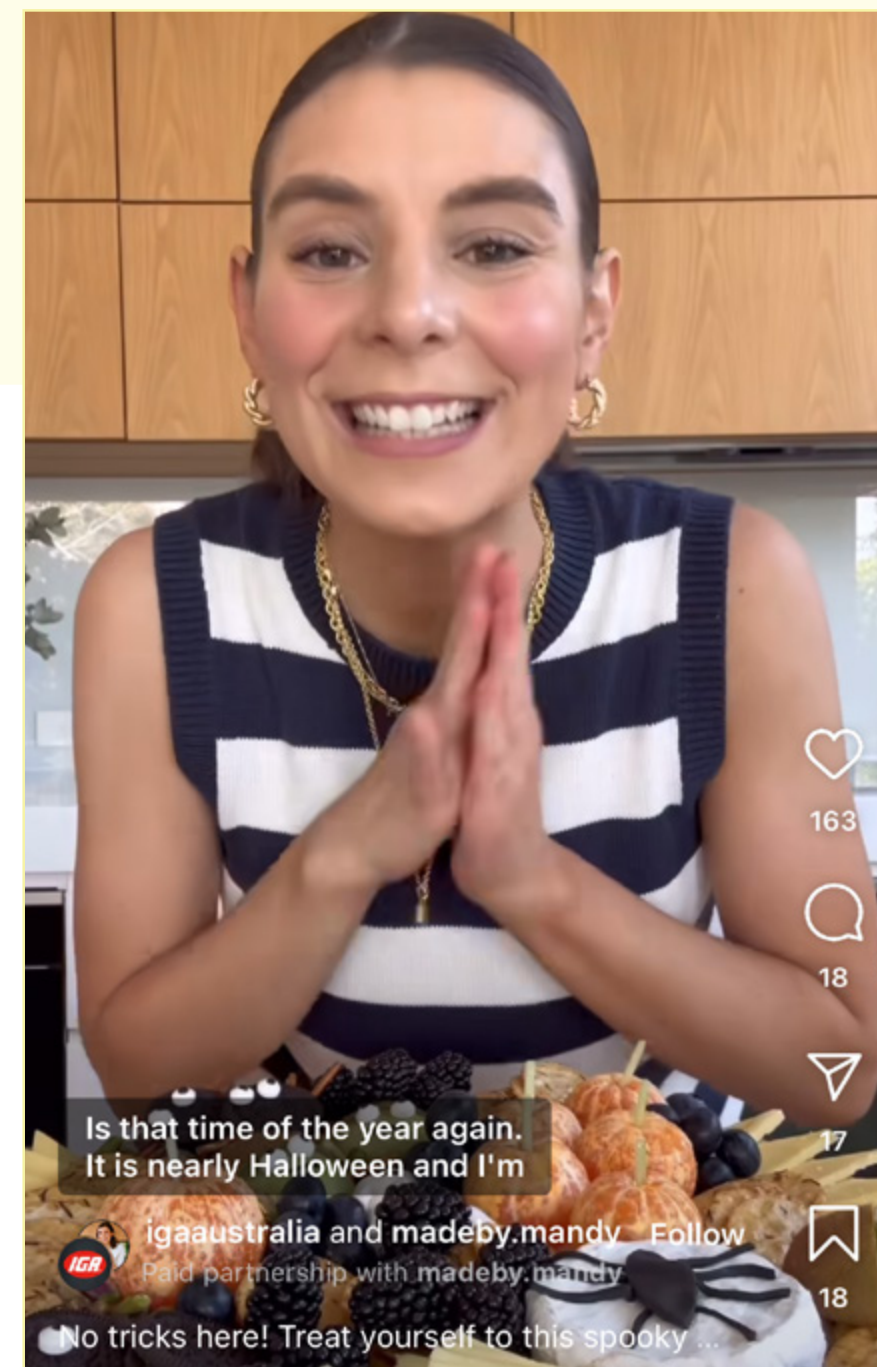
[See the live post →](#)



### IGA SHARES THE INGREDIENTS FOR A FUN HALLOWEEN-INSPIRED RECIPE

[IGA](#) shows customers how to make the perfect platter for their Halloween festivities using ingredients shoppers can find in their stores.

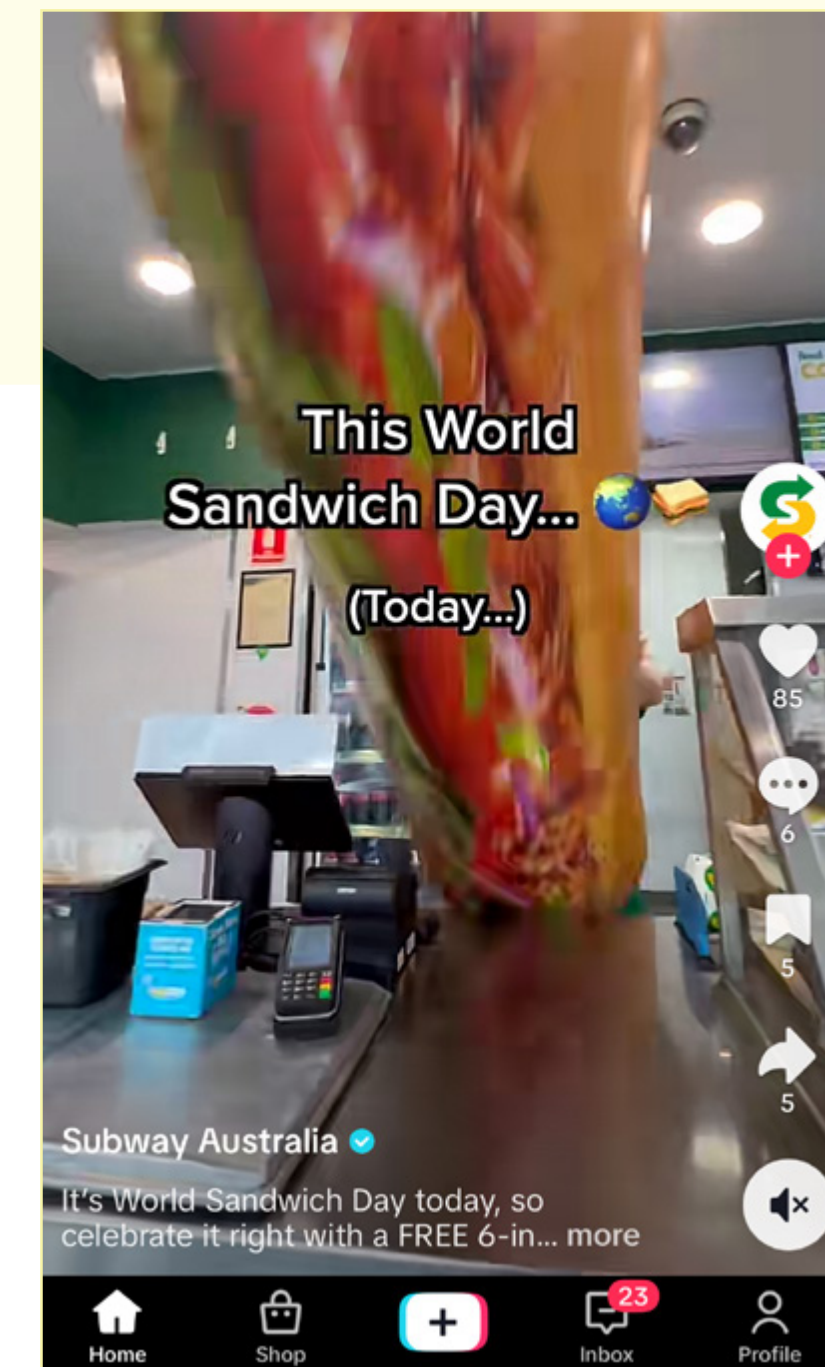
[See the live post →](#)



### SUBWAY ENCOURAGES FOLLOWERS TO CELEBRATE WORLD SANDWICH DAY

[Subway](#) celebrates World Sandwich Day with a funny TikTok promoting a buy one, get one deal on 6-inch subs.

[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 National Employee Appreciation Day! **[Restaurant name]** is so grateful for our talented cooks and awesome staff! Without them, we couldn’t keep serving amazing dishes like this one! Let them know how much you appreciate them in the comments.

Photo credit: Hiraya



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 name]**! 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/organisation]**. 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! ✨



# GIVE YOUR HOLIDAY MARKETING A BOOST WITH DOORDASH

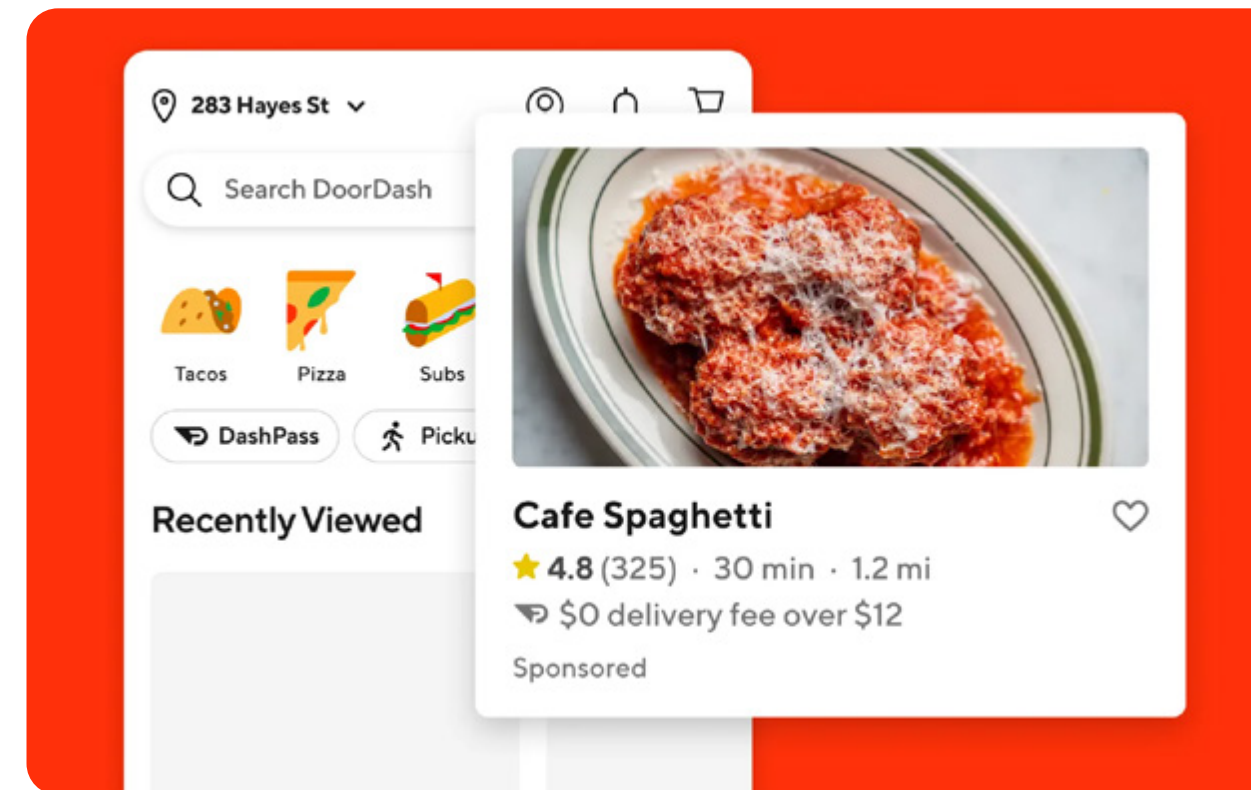
DoorDash partners get access to marketing tools that help them get noticed by new customers and drive more orders.

“Tech helps us run every aspect of our lives—and platforms like DoorDash are crucial for helping us run our business.”



**Maggie Dango, General Manager**  
RoyAl's Chicken and Burgers

[Read the RoyAl's Chicken and Burgers DoorDash story →](#)



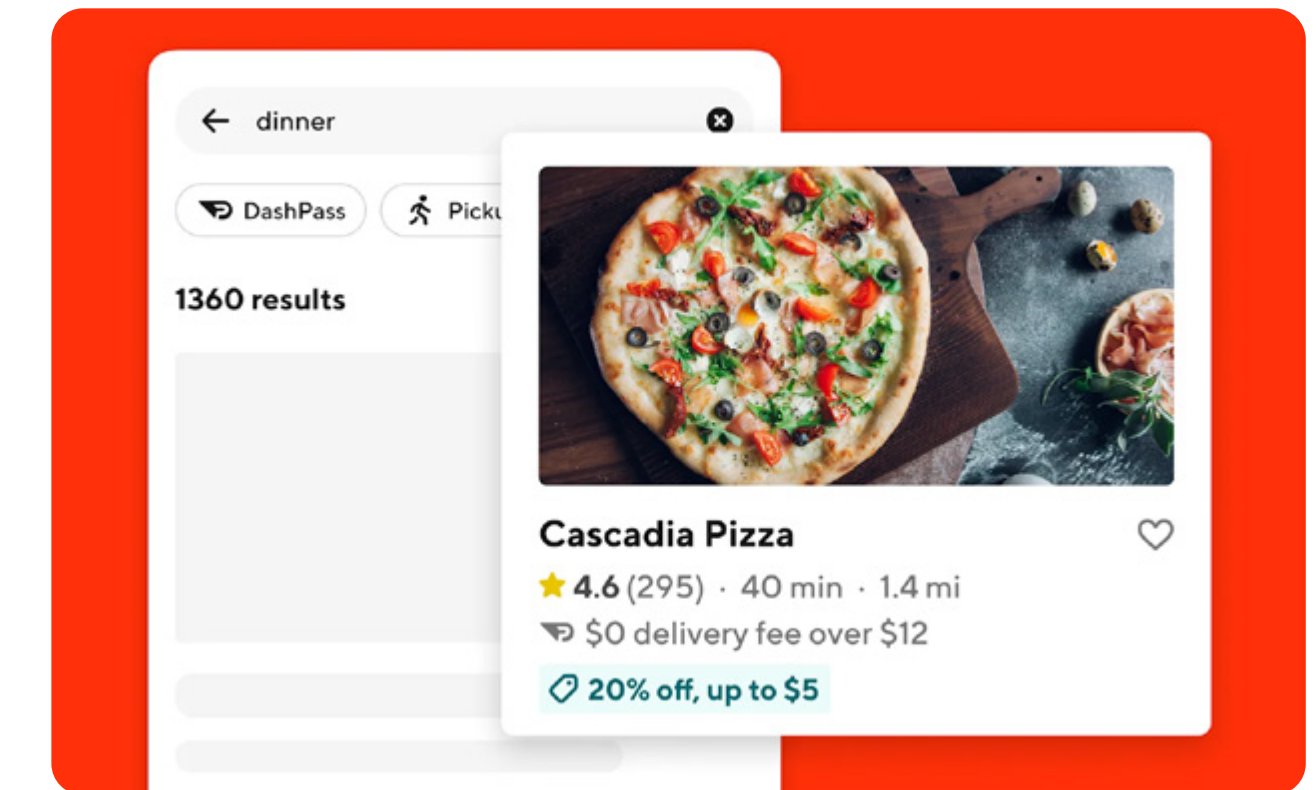
## SPONSORED LISTINGS

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](#)

\*This is a limited-time offer for select merchants in the US valid until terminated by DoorDash; DoorDash may end this offer at any time. Eligible merchants will see the offer available in the Marketing tab in DoorDash's Merchant Portal. Stores that have previously participated in Promotions are not eligible for the credit. After the \$100 credit is consumed per store, merchants will be automatically charged for the remainder of the campaigns per store. No cash value. Non-transferable.



## PROMOTIONS

Promotions enable you to incentivise 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.

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 **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.



Report created in collaboration with [Datalily](#).

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