**NDEAM 2025 Social Media Calendar Template**

This calendar is designed to support your NDEAM campaign to be impactful. Each day in October includes a ready-to-use idea you can follow daily or choose the posts that work best for you. Adapt the captions, share your own stories, and remember you don’t have to do it all.

Every post helps build awareness and continue the conversation. **ODEN is here to support you** with resources, templates, and encouragement every step of the way!

**Calendar & Content Ideas:**

**Week 1 – Kickoff & Awareness**

* **Oct 1:** Launch NDEAM – Post “What is NDEAM?”
* **Oct 2:** Share a key stat: 1 in 4 Canadians has a disability
* **Oct 3:** Share a list: 3 ways businesses can celebrate NDEAM (use [ODEN’s Business Tip Sheet](https://www.odenetwork.com/wp-content/uploads/2025/09/EN_7-BizTips_03-web-1.pdf))
* **Oct 4:** Spotlight your team: “How we support job seekers and businesses”
* **Oct 5:** Post a myth vs. fact about disability inclusion

**Week 2 – Business Case & Success Stories**

* **Oct 6:** Post a key stat: Inclusive companies see 2.6x more net income (Accenture, 2023)
* **Oct 7:** Share your local success story or an [ODEN](https://www.odenetwork.com/wp-content/uploads/2023/04/ODEN-Compilation-of-Case-Studies-Edition-One-2023.pdf) case study
* **Oct 8:** Share a poll: What’s the biggest barrier to hiring right now?
* **Oct 9:** Promote how *Light It Up! For NDEAMTM* is happening in a week
* **Oct 10 (World Mental Health Day):** Share a workplace mental health tip
* **Oct 11:** Share a short testimonial (job seeker or employer)
* **Oct 12:** Promote your services and invite businesses to connect with you

**Week 3 – Light It Up! & Educate**

* **Oct 13 (Thanksgiving):** Share a gratitude post about disability-inclusive employers
* **Oct 14:** Key Stat: 74% of workers who have a disability experience barriers at work; 67% face barriers before being hired (StatsCan, 2024)
* **Oct 15:** Poll: What does a barrier-free workplace look like to you?
* **Oct 16 (*Light It Up! For NDEAMTM)*:** Share a photo of a local landmark lit purple & blue, or your team wearing purple and blue
* **Oct 17:** Post “One Thing I Wish Employers Knew” (ODEN’s Social Media Challenge)
* **Oct 18:** Educate about the biggest barriers to disability inclusion in the workplace
* **Oct 19:** Share a local success story from a small business

**Week 4 –Small Business Week & Practical Tips**

* **Oct 20:** Key Stat: 72% higher retention among employees who have a disability (StatsCan)
* **Oct 21:** Post “One Thing I Wish Employers Knew” (ODEN’s Social Media Challenge)
* **Oct 22:** Spotlight a job coach in your organization
* **Oct 23:** Share a tip for accessible storefronts (e.g., signage)
* **Oct 24:** Poll: Fill in the blank — “Inclusion means \_\_\_\_.”
* **Oct 25:** Share a short testimonial (job seeker or employer)
* **Oct 26:** Post a myth vs. fact about disability inclusion

**Week 5 – Wrap-Up & Momentum**

* **Oct 27:** Key Stat: Closing the disability employment gap could add $50B to Canada’s GDP by 2030 (TD, 2019)
* **Oct 28:** Share a tip for accessible job postings
* **Oct 29:** Poll: What is something new you learned during NDEAM 2025?
* **Oct 30:** Promote your services and invite businesses to connect with you
* **Oct 31:** Closing message: “Thank you for celebrating NDEAM and let’s keep working toward a workforce without barriers!”