



The Ultimate Seasonal

PINTEREST CONTENT CALENDAR

*Plan 12 Months of Traffic-Boosting
Pins & Get Ahead of the Algorithm*

ALIGNED DESIGN & MARKETING

Welcome to Your Pinterest Planning Guide

Pinterest users plan 3–6 months ahead. That means the content you create today could be showing up in search right when your audience is ready to buy. This calendar is your step-by-step guide to knowing what to pin and when.

FOR EXAMPLE - START CREATING & PINNING
VALENTINES DAY CONTENT IN SEPTEMBER.



**Chocolate, Berries & Blooms: How to Serve
Romance on a Board**

[VIEW THE BLOG POST](#)

QUICK REFERENCE CHART

MONTH	Start Pinning (3–6 Months Ahead)	Still Relevant Content	Content Ideas (Examples)
January	Easter, Spring Cleaning, Mother's Day	Valentine's Day, Winter Recipes, New Year Goals	Decluttering tips, healthy recipes, romantic gifts
February	Summer Travel, Father's Day, Graduation	Valentine's Day, Easter, Spring Recipes	DIY gifts, gardening tips, family travel, digital planners
March	4th of July, Back-to-School, Fall Decor	Easter, Mother's Day, Spring Cleaning	Easter recipes, outdoor entertaining, summer crafts
April	Halloween, Thanksgiving, Fall Recipes	Mother's Day, Summer Travel, Graduation	Backyard parties, summer bucket lists, seasonal launches
May	Christmas, Winter Holidays, New Year Prep	Father's Day, Graduation, Summer Travel	BBQ recipes, camping gear, holiday crafts, travel guides
June	Valentine's Day (next year), Easter (next year), Spring Cleaning	Father's Day, Graduation, 4th of July	Summer entertaining, patriotic decor, holiday planning
July	Spring Break Travel, Weddings, Mother's Day (next year)	4th of July, Summer Travel, Back-to-School	School supplies, college prep, fall decor sneak peeks
August	Christmas, Winter Recipes, Holiday Shopping Guides	Back-to-School, Fall Decor, Halloween Prep	Gift guides, cozy recipes, seasonal bundles
September	Valentine's Day, New Year's Resolutions, Spring Cleaning	Halloween, Fall Recipes, Thanksgiving	Costumes, party planning, gratitude printables
October	Easter (next year), Mother's Day (next year), Summer Travel	Halloween, Thanksgiving, Christmas	Holiday shopping lists, baking guides, Christmas DIYs
November	Winter Weddings, Graduation (next year), Father's Day (next year)	Thanksgiving, Christmas, Winter Recipes	Gift wrapping hacks, cozy home decor, holiday hosting
December	Back-to-School (next year), Valentine's Day, Spring Break Travel	Christmas, New Year's, Winter Recipes	Resolutions, decluttering challenges, budgeting

Pinterest users plan 3–6 months in advance, so timing your content is everything. Below you'll find a month-by-month guide with examples of what to start pinning, what's still trending, and how to use those opportunities to grow your business.

January – Fresh Starts & Early Spring Planning

January is the month for new goals, organization, and forward-thinking. Start pinning Easter ideas, spring cleaning tips, and Mother's Day gift guides. Valentine's Day content is also gaining traction now.

- *Examples: 10-Minute Decluttering Challenge, DIY Valentine's Day Cards, Spring Capsule Wardrobe, Easter Brunch Recipes.*

February – DIY Gifts & Travel Dreams

February users are still searching for Valentine's Day ideas, but they're also starting to look ahead to summer travel, Father's Day, and graduation content.

- *Examples: DIY Valentine's Gift Baskets, Family Vacation Packing List, Father's Day Gift Guides, Graduation Party Decor.*

March – Spring Holidays & Summer Prep

By March, Easter and Mother's Day searches are in full swing, but people are also thinking about summer activities and fall planning.

- *Examples: Easter Cupcake Ideas, Backyard BBQ Setup, Fall Porch Decor, Back-to-School Supplies Checklist.*

April – Looking Toward Fall & Winter

April is when planners are already searching for Halloween, Thanksgiving, and fall recipes. Seasonal shoppers are also booking summer trips and planning Mother's Day celebrations.

- *Examples: DIY Halloween Costumes, Thanksgiving Menu Planners, Summer Bucket List, Mother's Day Brunch Recipes.*

May – The Holiday Countdown Begins

Believe it or not, May is when Christmas and holiday searches start. At the same time, people are prepping for Father's Day, graduation parties, and summer travel.

- *Examples: Holiday Gift Guide for Women, Father's Day Crafts for Kids, Graduation Photo Ideas, Camping Essentials.*

June – Early Holiday Prep + Summer Fun

In June, holiday planners are looking ahead to next Valentine's Day and Easter. But summer lovers are still focused on Father's Day, graduations, and July 4th.

- *Examples: Patriotic Picnic Setup, 4th of July Recipes, Summer Meal Prep, Valentine's Gift Ideas for Next Year.*

July – School, Weddings & Holiday Sneak Peeks

By July, searches are hot for back-to-school, fall decor, and even spring weddings. Holiday shoppers are starting to sneak Christmas onto their boards.

- *Examples: Back-to-School Lunch Ideas, DIY Dorm Room Decor, Fall Mantel Styling, Christmas in July Gift Ideas.*

August – Christmas Content Goes Live

August is prime time for Christmas, winter recipes, and holiday shopping guides. Back-to-school is still trending, but holiday searches start to dominate.

- *Examples: Christmas Cookie Roundups, Cozy Winter Soup Recipes, Halloween Costume Ideas, Back-to-School Organization Hacks.*

September – Holiday Season Momentum

September searchers are planning Halloween, Thanksgiving, and New Year's resolutions. Early Valentine's Day content can also start trending.

- *Examples: Halloween Party Themes, Thanksgiving Side Dish Recipes, New Year's Vision Board Ideas, DIY Valentine's Decor.*

October – Winter Holidays Take Over

October brings peak searches for Halloween, Thanksgiving, and Christmas. Early birds are also starting to look for spring holidays.

- *Examples: Christmas DIY Ornaments, Thanksgiving Table Settings, Holiday Shopping Lists, Easter Brunch Menu Planning.*

November – Holiday Hosting & Shopping

In November, searches for Christmas and winter recipes explode. At the same time, people are pinning for winter weddings and graduation ideas.

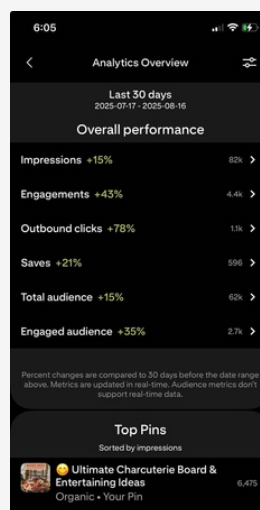
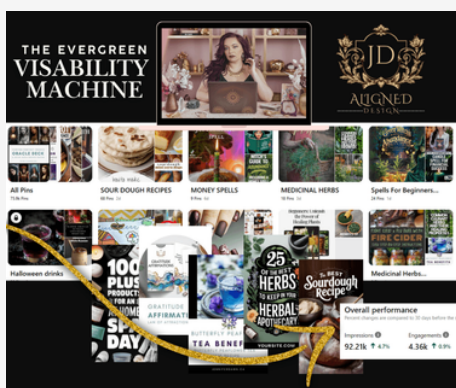
- *Examples: Christmas Tree Decor Trends, Holiday Hosting Checklists, DIY Gift Wrapping Hacks, Winter Wedding Color Palettes.*

December – Resolutions & Fresh Starts

December is when users are pinning Christmas and New Year's content while also starting to plan for the next year's Valentine's Day, back-to-school, and spring break travel.

- *Examples: DIY New Year's Eve Party Ideas, Budgeting Printables, Valentine's Day Party Favors, Spring Break Packing Lists.*

The key takeaway is simple: *always post your seasonal content 2–3 months before the actual holiday or event, and aim for 3–6 months when possible. This ensures Pinterest has time to index your pins so they're discoverable when demand is at its highest. By following this calendar, you'll stay ahead of trends, drive consistent traffic, and keep your business visible year-round.*



READY TO PUT THIS INTO ACTION?

GRAB MY \$27 PINTEREST STARTER GUIDE
FOR EXACT SETUP STEPS.