SPORTS CONTENT PLAYBOOK

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Sports Content Calendar 2026–27

The dates that matter for sports social media teams, from November 2026 to June 2027, each with a content angle you can adapt to your club, league or brand.

28	8	9
KEY DATES	MONTHS	SPORTS

How to use this calendar

Do not try to cover every date. Pick the ones that fit your audience and build each one around a single idea.

01 **Pick 6–8 moments**

Choose the dates that fit your sport, your fans and your sponsors. Skip the rest.

02 **Work backwards**

Plan the countdown a week before, the live content on the day and a recap within 24 hours.

03 **One idea, one call to action**

Decide in advance whether the goal is views, followers, tickets or sponsor value.

04 **Use your own footage first**

Training, tunnel, travel and dressing room. Original content tends to beat reposted clips. Test it and judge by engagement rate, not raw views.

About the dates. “Confirmed” means we found the date in at least one published source on 25 October 2026. “Fixed date” never changes. “Expected”, “Reported” and “Scheduled” dates must be checked with the official organiser before you schedule anything. Content angles are suggestions, not proven formulas.

Confirmed · Expected · verify

November 2026

Fri 27 Nov	**Black Friday** Sponsor-friendly drop: limited merch or ticket offer shown as a 15-second product-in-use clip, not a banner.	ANY SPORT Fixed date

December 2026

3–20 Dec	**EHF Women's EURO 2026 (Czech Republic, Poland, Romania, Slovakia, Turkey)** Daily 'player to watch' cards plus one behind-the-scenes clip per matchday. Clubs: congratulate your own internationals.	HANDBALL Confirmed
Fri 25 Dec	**Christmas Day** Squad greeting filmed in training kit; one-take, no graphics, to stand out from templated greeting cards.	ANY SPORT Fixed date
Thu 31 Dec	**New Year's Eve** 'Year in 10 moments' carousel built from your own best-performing posts.	ANY SPORT Fixed date

January 2027

Fri 1 Jan	**New Year's Day** Season-resolution Reel: one goal per player, one for the club.	ANY SPORT Fixed date
Wed 6 Jan	**Three Kings (Spain)** Local-first piece: kids' gift visit or players dressed as the Kings, if it fits your club's tone.	ANY SPORT Fixed date
13–31 Jan	**IHF Men's World Championship, Germany (final: Lanxess Arena, Cologne; 32 teams, six host cities)** Countdown series to the opener, then a daily recap format. Clubs: map your players to their national teams.	HANDBALL Confirmed
15 Jan – 8 Feb	**AFC Asian Cup, Saudi Arabia** Time-zone-friendly content for Asian audiences; player-origin explainers; 'clubs and their internationals' roundups.	FOOTBALL Confirmed

February 2027

5 Feb – 13 Mar	**Six Nations (opening weekend 5–6 Feb)** Series format: one fixed weekly slot ('Round X in 30 seconds'). Opening-weekend countdown from 29 Jan.	RUGBY Confirmed
Sun 14 Feb	**Super Bowl LXI, SoFi Stadium (Inglewood, California)** Non-NFL teams: borrow the pre-game build-up structure (anthem, snacks, rivalry). NFL-adjacent brands: pre-planned sponsor content.	AMERICAN FOOTBALL Confirmed
Sun 14 Feb	**France v England, Six Nations Round 2 (15:10 GMT) — and Valentine's Day** Valentine's twist: 'rivalries we love to hate' with a neutral, playful tone. Avoid anything that reads as negative towards fans.	RUGBY Confirmed
Sun 21 Feb (expected)	**NBA All-Star Game (third Sunday of February; host and venue to confirm)** Skills-challenge style content for clubs of any sport: 'Our own All-Star' players' vote. Confirm the date before scheduling.	BASKETBALL Expected · verify

March 2027

Mon 8 Mar	**International Women's Day** Spotlight on women's teams and staff with real stories. Check the club's actual commitment before posting; avoid one-day-only gestures.	ANY SPORT Fixed date
Sat 13 Mar	**Six Nations 'Super Saturday' — Ireland v France closes the tournament (Aviva Stadium)** Tournament-in-numbers carousel built from public data; final-day live thread.	RUGBY Confirmed

April 2027

8–11 Apr	**The Masters, Augusta National** Equipment and course-detail close-ups; 'a day with a caddie' type format for golf clubs.	GOLF Confirmed
Mon 19 Apr	**Boston Marathon** Community feature: runners from your club or your city, with their stories and splits.	RUNNING Confirmed
Sat 24 Apr	**Copa del Rey final, La Cartuja (Seville)** Pre-final travel diary and fan-journey content. Reported date; confirm with the official federation before scheduling.	FOOTBALL Reported · verify

May 2027

Sun 9 May	**El Clásico: Real Madrid v Barcelona (LaLiga matchday 35)** Neutral accounts: stat-based rivalry explainers. Club accounts: match-day content only for the sides involved.	FOOTBALL Reported · verify
20–23 May	**PGA Championship, PGA Frisco (Texas)** Short tutorial Reels from the club pro; leaderboard-in-one-graphic for members.	GOLF Confirmed
Wed 26 May	**UEFA Europa League final, Frankfurt** Fan-travel piece and 'road to the final' recap. Finalists: pre-booked content team on site.	FOOTBALL Confirmed
28–30 May	**EuroLeague Final Four** Arena atmosphere, fan chants and player-walk-in clips; recap carousel the same night.	BASKETBALL Reported · verify
Sun 30 May	**LaLiga 2026–27 scheduled final day** Season review: 'the season in one post' from your own archive; thank-you to fans and staff.	FOOTBALL Scheduled

June 2027

Sat 5 Jun	**UEFA Champions League final, Estadio Metropolitano (Madrid)** Host-city content for local brands and clubs: 'Madrid on final day' guides. Finalists: pre-approved sponsor activations.	FOOTBALL	Confirmed
17–20 Jun	**U.S. Open (golf), Pebble Beach** Course-feature close-ups; 'how the pros prepare' explainer.	GOLF	Confirmed
19 Jun – 18 Jul	**Africa Cup of Nations (Kenya, Tanzania, Uganda)** Player-origin stories for clubs with African internationals; multilingual captions.	FOOTBALL	Confirmed
24 Jun – 25 Jul	**FIFA Women's World Cup, Brazil** Clubs with players called up: personal 'to Brazil' send-off content. Grassroots: 'first match' stories.	FOOTBALL	Confirmed
26 Jun – 18 Jul	**World Aquatics Championships, Budapest** Slow-motion technique clips; swimmers-of-your-club following the event.	SWIMMING	Confirmed
28 Jun – 11 Jul	**Wimbledon** Dress-code and tradition explainers; strawberries-and-courts content for tennis clubs.	TENNIS	Confirmed

Sources

Super Bowl LXI date and Six Nations
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Wikipedia — 2027 UEFA Champions League final
https://en.wikipedia.org/wiki/2027_UEFA_Champions_League_final

Men's Handball World Championship, 13–31 January 2027
Wikipedia — 2027 World Men's Handball Championship
https://en.wikipedia.org/wiki/2027_World_Men%27s_Handball_Championship

EHF Women's EURO, 3–20 December 2026
Wikipedia — 2026 European Women's Handball Championship
https://en.wikipedia.org/wiki/2026_European_Women%27s_Handball_Championship

Six Nations 2027 weekends
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EuroLeague Final Four, 28–30 May 2027
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LaLiga final day
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See why the best sports posts actually work.

Sports Content Playbook is a library of real posts from clubs, leagues and brands, with the hook, format and angle behind each one.

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