April 2018

@TwitterBusiness | business.twitter.com

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
April Fools' Day Easter 18.9M Tweet impressions'		UEFA Champions League: 1st leg →	Commonwealth Games →	The Masters Tournament →		World Health Day National Beer Day
8	9	10	11	12	13	14
WWE Wrestlemania		National Sibling Day UEFA Champions League: 2nd Leg →	National Pet Day NHL Stanley Cup Playoffs begins 31M Tweet impressions1		Coachella → 4.7M Tweet impressions¹	NBA Playoffs begin 62M Tweet impressions'
15	16	17	18	19	20	21
Country Music Awards	Boston Marathon RSA Conference	Channel Partners Conference →	Tribeca Film Festival →			The Queen's birthday 3.3M Tweet impressions1
22	23	24	25	26	27	28
Earth Day March for Science	St. George's Day			NFL Draft → 4.16B Tweet impressions¹	Stagecoach Music Festival →	
London Marathon				HFA's Annual Symposium →	Austin Food and Wine Festival →	
				Billboard Latin -Music Awards	WWE Payback	
29	30					
Annual Daytime Emmy Awards National Small Business Week →	Met Gala EMC World → 950K Tweet impressions¹					
DUSINESS WEEK →						

EVENTS LENGTHS

Country Music Awards	4/7-4/10	RSA Conference	4/16–4/20	UEFA Champions	4/3-4/4
Coachella	4/13-4/15 and 4/20-4/22	Channel Partners	4/17-4/20	League: Quarter-Finals 1st leg	
Tribeca Film Festival	4/18–4/29	HFA's Annual	4/26-4/29	•	
Stagecoach Music	4/27–4/29	Symposium		Commonwealth Games	4/4–4/15
Festival	4/21-4/29	National Small	4/29–5/5	The Masters tournament	4/5–4/8
Austin Food & Wine	4/27–4/30	Business Week		NFL Draft	4/26-4/28
Festival	7/21-7/00	EMC World	4/30–5/3		