The flag should be displayed on all days, and especially on the following days:

- New Year’s Day, January 1
- Inauguration Day, January 20
- Lincoln’s Birthday, February 12
- Washington’s Birthday, third Monday in February
- Easter Sunday (variable)
- Mother’s Day, second Sunday in May
- Armed Forces Day, third Saturday in May
- Memorial Day (half-staff until noon), the last Monday in May
- Flag Day, June 14
- Independence Day, July 4
- Labor Day, first Monday in September
- Constitution Day, September 17
- Columbus Day, second Monday in October
- Navy Day, October 27
- Veterans Day, November 11
- Thanksgiving Day, fourth Thursday in November
- Christmas Day, December 25
- Such other days as may be proclaimed by the President of the United States or the Governor of the State
- Statehood Day in Wisconsin, May 29
- State holidays

The following is a list of how to properly display the flag:

- It is the universal custom to display the flag only from sunrise to sunset on buildings and on stationary flagstaffs in the open. However, when a patriotic effect is desired, the flag may be displayed twenty-four hours a day if properly illuminated during the hours of darkness.
- When on display from a staff projecting from a building the union of the flag should be placed at the peak of the staff unless the flag is at half staff.
- When other flags are flying from the same halyard the U.S. Flag should always be at the peak.
- When on display over a street the flag should be suspended vertically with the union to the north in an east and west street or to the east in a north and south street.
- When on display or carried in a procession with other flags, the flag should be positioned to its own right. Also, it should be placed to the right of a speaker or staging area, while other flags are placed to the left.
- The flag should be at the center and at the highest point of the group when a number of flags of states, localities, or societies are grouped for display.
- When the flag is displayed either vertically or horizontally against a wall, the stars should be placed at the top of the flag’s right and the observer’s left.
- When the the flag is flown with flags of other nations they are to be displayed from separate staffs of the same height, and each should be of equal size. International law forbids the display of the flag of one nation to be flown above that of another nation during time of peace.

The following is a list of steps to properly fold the flag:

1. Fold the flag in half width-wise
2. Fold the flag in half width-wise again
3. Fold up a triangle, starting at the striped end ... and repeat ...
4. ... until only the end of the union is exposed.
5. Then fold down the square into a triangle and tuck inside the folds.