

Sample Social Media 2017 Calendar

An Example of How a General Practice or Hospital Can Engage Patients Online

Color key for content provider:
Blue: Your Practice Online Post
Black: Practice Content
Orange: Social Media Share

JANUARY



CONTENT

- New Year's Day
- Weight Loss Awareness Month
- Cervical Health Awareness Month

- Happy New Year
- Diet and exercise blog
- Fitness tips blog
- Keeping New Year's resolutions article

HASHTAGS

#newyear
#happynewyear
#weightloss
#gethealthy

FEBRUARY



CONTENT

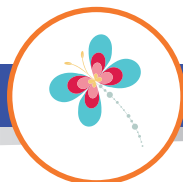
- Super Bowl (5)
- Valentine's Day (14)
- American Heart Month

- Happy Valentine's Day – dinner for two drawing for patient testimonial submission
- Heart healthy recipes blog
- Super Bowl article
- Local event supporting cardiovascular health

HASHTAGS

#SuperBowl
#football
#ValentinesDay
#heartmonth
#love

MARCH



CONTENT

- First day of Spring (20)
- National Doctor's Day (30)
- National Nutrition Month
- Colon Cancer Awareness Month
- National Endometriosis Awareness Month

- Basketball article
- Spring cleaning is good for your health blog
- Superfoods That Your Body Needs blog

HASHTAGS

#healthyfoods
#NNM
#spring
#superfoods

APRIL



CONTENT

- Tax Day reminder (15)
- Earth Day (22)

- Happy Earth Day
- Golfing blog
- Community Earth Day events

HASHTAGS

#earthday
#golf

MAY



CONTENT

- National Nurse's Day (6)
- Mother's Day (14)
- Memorial Day (29)
- National Physical Fitness and Sports Month
- National Osteoporosis Awareness and Prevention Month

- Happy Memorial Day
- Happy Mother's Day
- Feature patient testimonials (Moms)
- Spring allergies article

HASHTAGS

- #mothersday
- #family
- #memorialday

JUNE



CONTENT

- Father's Day (18)
- Men's Health Week (second week)
- Men's Health Month

- Happy Father's Day
- Feature patient testimonials (Dads)
- Gardening tips from local nursery

HASHTAGS

- #summer
- #fathersday
- #menshealthmonth
- #family

JULY



CONTENT

- Independence Day (4)

- Happy Independence Day
- Staff photo with flag
- Summer fitness blog

HASHTAGS

- #independenceday
- #summer

AUGUST



CONTENT

- National Dog Day (26)
- Back to School

- Picture of your dog

HASHTAGS

- #dogday
- #NationalDogDay
- #backtoschool

SEPTEMBER



CONTENT

- Labor Day (4)
- 9/11 Remembrance
- Ovarian Cancer Awareness Month
- PCOS Awareness Month
- Gynecologic Cancer Awareness Month
- Prostate Cancer Awareness Month
- Fall Prevention Month

- Happy Labor Day
- Student testimonial
- Local 9/11 events

HASHTAGS

- #LaborDay
- #backtoschool
- #neverforget
- #PCOSawareness
- #cancerawareness
- #fallpreventionmonth

OCTOBER



CONTENT

- National Breast Cancer Awareness
- Halloween (31)
- National Physical Therapy Month
- National Physician Assistants Week

- Fall fitness tips
- Local breast cancer survivor testimonial
- Breast cancer awareness events (5Ks and Fairs)

HASHTAGS

- #breastcancer
- #breastcancerawareness
- #Halloween

NOVEMBER



CONTENT

- Veteran's Day (11)
- Great American Smokeout (19)
- Thanksgiving (23)
- American Diabetes Month
- COPD Awareness Month

- Happy Thanksgiving
- Tips to stop smoking blog
- Patient testimonials that have served in the military
- Local holiday interest story

HASHTAGS

- #happythanksgiving
- #blessed
- #COPDawareness

DECEMBER



CONTENT

- National Influenza Vaccination Week (first full week of December)
- Happy Holidays

- Holiday Greeting
- Patient testimonial in holiday setting
- Staff holiday photo
- Local holiday interest story

HASHTAGS

- #happyholidays

This calendar is intended to provide ideas to help you create a personal social media posting schedule for your practice. Content and hashtags are suggestions for your consideration and do not necessarily guarantee results.