# Sample Social Media 2017 Calendar

An Example of How an Orthopedic Practice Can Engage Patients Online

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

### JANUARY

**CONTENT**
- Happy New Year
- Diet & Exercise – Share PT exercises in blog with photos and videos

**HASHTAGS**
- #newyear
- #happynewyear
- #weightloss
- #gethealthy

*New Year’s Day
* Weight Loss Awareness Month

### FEBRUARY

**CONTENT**
- Happy Valentine’s Day – dinner for two drawing for patient testimonial submission
- Knee treatment options – surgical and non surgical
- Super Bowl article

**HASHTAGS**
- #SuperBowl
- #football
- #ValentinesDay
- #heartmonth
- #love

*Super Bowl (5)
* Valentine’s Day (14)
* American Heart Month

### MARCH

**CONTENT**
- Basketball – March Madness
- Foot and Ankle injuries in basketball
- Foot and ankle new technology
- Basketball article

**HASHTAGS**
- #healthyfoods
- #NNM
- #spring
- #AAOS
- #marchmadness
- #nutrition

*AAOS (14 -18)
* First day of Spring (20)
* National Nutrition Month
* March Madness

### APRIL

**CONTENT**
- Happy Earth Day
- Common golf injuries and treatment options – wrist, shoulder and/or hip
- Hand and Wrist blog
- New technology in hand treatments
- US Masters article

**HASHTAGS**
- #NBA
- #earthday
- #masters
- #golf
- #NHL
- #playoffs

* Masters Golf Tournament (6 - 9)
* NBA Playoffs (15)
* Earth Day (22)
* NHL playoffs
### MAY
- National Nurse’s Day (6)
- Mother’s Day (14)
- Memorial Day (29)
- Arthritis Awareness Month
- National Physical Fitness and Sports Month
- National Osteoporosis Awareness and Prevention Month

**CONTENT**
- Happy Memorial Day
- Happy Mother’s Day
- Feature patient testimonials (Moms)
- Common arthritis treatment options
- Hips blog
- PRP blog
- Preventing osteoporosis blog
- Arthritis awareness month article from local foundation

**HASHTAGS**
- #arthritis
- #mothersday
- #family
- #memorialday
- #arthritisawareness
- #physicalfitness
- #osteoporosismonth

### JUNE
- US Open Golf (15-18)
- Father’s Day (18)
- Men’s Health Week (second week)
- Men’s Health Month
- NBA Finals
- Scoliosis Awareness Month

**CONTENT**
- Happy Father’s Day
- Feature patient testimonials (Dads)
- Foot and ankle blog
- Fishing image/article from local fishing spot
- Gardening tips from local nursery

**HASHTAGS**
- #summer
- #fathersday
- #menshealthmonth
- #usopen
- #family

### JULY
- Independence Day (4)
- Juvenile Arthritis Awareness Month

**CONTENT**
- Happy Independence Day
- Staff photo with flag
- Shoulder injuries and treatment options
- Upper extremity blog
- Baseball local team

**HASHTAGS**
- #independenceday
- #summer
- #arthritis
- #juvenilearthritis

### AUGUST
- National Dog Day (26)
- Back to School

**CONTENT**
- Picture of your dog
- Elbow injuries blog
- Tennis elbow
- Baseball

**HASHTAGS**
- #dogday
- #NationalDogDay
- #backtoschool
<table>
<thead>
<tr>
<th>SEPTEMBER</th>
<th>CONTENT</th>
<th>HASHTAGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Labor Day (4)</td>
<td>• Happy Labor Day</td>
<td>#NFL</td>
</tr>
<tr>
<td>• 9/11 Remembrance</td>
<td>• Tennis US Open</td>
<td>#LaborDay</td>
</tr>
<tr>
<td>• US Open Tennis (8/28 - 9/10)</td>
<td>• Football local success</td>
<td>#USOpen</td>
</tr>
<tr>
<td>• Fall Prevention Month</td>
<td>• Local high school tennis player patient testimonial</td>
<td>#backtoschool</td>
</tr>
<tr>
<td>• NFL season starts</td>
<td>• New technology for any ortho treatment</td>
<td>#neverforget</td>
</tr>
<tr>
<td></td>
<td>• Fall prevention tips blog</td>
<td>#fallprevention</td>
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</tbody>
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<thead>
<tr>
<th>OCTOBER</th>
<th>CONTENT</th>
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</thead>
<tbody>
<tr>
<td>• MLB World Series</td>
<td>• Football sports injuries blog</td>
<td>#baseball</td>
</tr>
<tr>
<td>• Bone and Joint Health National Awareness Week</td>
<td>• Preventing concussions blog</td>
<td>#breastcancer</td>
</tr>
<tr>
<td>• National Physical Therapy Month</td>
<td>• Local high school team patient testimonial</td>
<td>#breastcancerawareness</td>
</tr>
<tr>
<td>• National Breast Cancer Awareness</td>
<td>• Local football team article</td>
<td>#boneandjointhealth</td>
</tr>
<tr>
<td></td>
<td>• Local baseball team article</td>
<td>#physicaltherapy</td>
</tr>
</tbody>
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<thead>
<tr>
<th>NOVEMBER</th>
<th>CONTENT</th>
<th>HASHTAGS</th>
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</thead>
<tbody>
<tr>
<td>• Veteran’s Day (11)</td>
<td>• Veteran’s day – feature patient testimonials that have served in the military</td>
<td>#happythanksgiving</td>
</tr>
<tr>
<td>• Thanksgiving (23)</td>
<td>• Happy Thanksgiving</td>
<td>#blessed</td>
</tr>
<tr>
<td></td>
<td></td>
<td>#diabetesmonth</td>
</tr>
<tr>
<td></td>
<td>• Local holiday interest story</td>
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</tbody>
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<tr>
<th>DECEMBER</th>
<th>CONTENT</th>
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</thead>
<tbody>
<tr>
<td>• National Influenza Vaccination Week (first full week of December)</td>
<td>• Holiday Greeting</td>
<td>#happyholidays</td>
</tr>
<tr>
<td>• Happy Holidays</td>
<td>• Patient testimonial in holiday setting Staff holiday photo</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Local holiday interest story</td>
<td></td>
</tr>
</tbody>
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