

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

- New Year's Day
- Weight Loss Awareness Month

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

HASHTAGS

#newyear
#happynewyear
#weightloss
#gethealthy

FEBRUARY



CONTENT

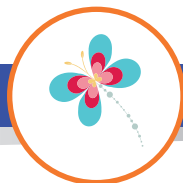
- Super Bowl (5)
- Valentine's Day (14)
- American Heart Month

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

HASHTAGS

#SuperBowl
#football
#ValentinesDay
#heartmonth
#love

MARCH



CONTENT

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

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

HASHTAGS

#healthyfoods
#NNM
#spring
#AAOS
#marchmadness
#nutrition

APRIL



CONTENT

- Masters Golf Tournament (6 - 9)
- NBA Playoffs (15)
- Earth Day (22)
- NHL playoffs

- 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

MAY



CONTENT

- 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

- 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



CONTENT

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

- 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



CONTENT

- Independence Day (4)
- Juvenile Arthritis Awareness Month

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

HASHTAGS

- #independenceday
- #summer
- #arthritis
- #juvenilearthritis

AUGUST



CONTENT

- National Dog Day (26)
- Back to School

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

HASHTAGS

- #dogday
- #NationalDogDay
- #backtoschool

SEPTEMBER



CONTENT

- Labor Day (4)
- 9/11 Remembrance
- US Open Tennis (8/28 - 9/10)
- Fall Prevention Month
- NFL season starts

- Happy Labor Day
- Tennis US Open
- Football local success
- Local high school tennis player patient testimonial
- New technology for any ortho treatment
- Fall prevention tips blog

HASHTAGS

- #NFL
- #LaborDay
- #USopen
- #backtoschool
- #neverforget
- #fallprevention

OCTOBER



CONTENT

- MLB World Series
- Bone and Joint Health National Awareness Week
- National Physical Therapy Month
- National Breast Cancer Awareness

- Football sports injuries blog
- Preventing concussions blog
- Local high school team patient testimonial
- Local football team article
- Local baseball team article

HASHTAGS

- #baseball
- #breastcancer
- #breastcancerawareness
- #boneandjointhealth
- #physicaltherapy

NOVEMBER



CONTENT

- Veteran's Day (11)
- Thanksgiving (23)

- Veteran's day – feature patient testimonials that have served in the military
- Happy Thanksgiving
- Local holiday interest story

HASHTAGS

- #happythanksgiving
- #blessed
- #diabetesmonth

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.