

# Social Media 2022 Calendar

## (Orthopedic Practice)

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

### JANUARY

HAPPY  
NEW  
YEAR

### CONTENT

### HASHTAGS

- New Year's Day
- Weight Loss Awareness Month

- Happy New Year
- PT exercises in blog with photos and videos
- Exercises to keep you fit article

#newyear  
 #happynewyear  
 #weightloss  
 #gethealthy

### FEBRUARY



### CONTENT

### HASHTAGS

- Super Bowl (13)
- Valentine's Day (14)
- American Heart Month

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

#SuperBowl  
 #football  
 #ValentinesDay  
 #heartmonth  
 #love

### MARCH



### CONTENT

### HASHTAGS

- First day of Spring (20)
- National Nutrition Month
- March Madness
- AAOS Annual Meeting (22-26)

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

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

### APRIL



### CONTENT

### HASHTAGS

- Masters Golf Tournament (4-10)  
NBA playoffs
- Earth Day (22)

- Happy Earth Day
- Common golf injuries and treatment options blog
- Hand and wrist blog
- New technology in hand treatments
- US Masters article

#NBA  
 #earthday  
 #masters  
 #golf  
 #playoffs

## MAY



## CONTENT

## HASHTAGS

- NHL playoffs (2)
- National Nurse's Day (6)
- National Hospital Week (9-15)
- Mother's Day (8)
- Memorial Day (30)
- National Physical Fitness and Sports Month
- National Osteoporosis Awareness and Prevention Month
- Arthritis Awareness Month

- [Happy Memorial Day](#)
- [Happy Mother's Day](#)
- Feature patient testimonials (Moms)
- Common arthritis treatment options
- Hip replacement blog
- Preventing osteoporosis blog
- [Arthritis awareness month article from local foundation](#)

- #NHL
- #nursesday
- #hospitalweek
- #mothersday
- #family
- #memorialday
- #osteoporosis
- #skincancer
- #arthritis
- #arthritisawareness
- #physicalfitness
- #osteoporosismonth

## JUNE



## CONTENT

## HASHTAGS

- US Open Golf (16-19)
- Father's Day (19)
- Men's Health Week (second week) (13-19)
- Men's Health Month
- NBA Finals
- Scoliosis Awareness Month

- [Happy Father's Day](#)
- Feature patient testimonials (Dads)
- Treatment options for hip pain
- [Gardening tips from local nursery](#)

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

## JULY



## CONTENT

## HASHTAGS

- 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 article](#)

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

## AUGUST



## CONTENT

## HASHTAGS

- US Open Tennis (8/29-9/11)
- National Dog Day (26)
- Back to School

- Picture of your dog
- Elbow injuries blog
- Treating tennis elbow blog
- [Baseball article](#)

- #dogday
- #NationalDogDay
- #backtoschool

## SEPTEMBER



## CONTENT

## HASHTAGS

- Labor Day (6)
- 9/11 Remembrance
- US Open Tennis (8/29-9/11)
- Fall Prevention Day (22)
- NFL season starts

- [Happy Labor Day](#)
- [Patriot Day \(9/11\)](#)
- Student testimonial
- Risks of prostate cancer blog
- [First Day of Fall Article](#)

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

## OCTOBER



## CONTENT

## HASHTAGS

- MLB World Series
- Bone and Joint Health National Awareness Week (12-18)
- National Physical Therapy Month
- National Cat Day (29)

- Football sports injuries blog
- Preventing concussions blog
- Local high school team patient testimonial
- [Local football team article](#)
- [Local baseball team article](#)

#basebal  
#boneandjointhealth  
#physicaltherapy  
#catday

## NOVEMBER



## CONTENT

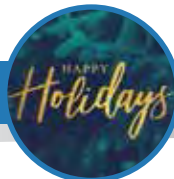
## HASHTAGS

- Veteran's Day (11)
- Thanksgiving (24)
- American Diabetes Month
- COPD Awareness Month
- National Nurse Practitioner Week (13-19)

- [Veteran's Day post](#)
- [Happy Thanksgiving](#)
- Veteran's day – Feature patient testimonials that have served in the military
- Regenerative Medicine Blog
- [Local holiday interest story](#)

#happythanksgiving  
#blessed  
#veterans

## DECEMBER



## CONTENT

## HASHTAGS

- National Influenza Vaccination Week (first full week of December)
- Happy Holidays
- National Handwashing Awareness Week (4-10)

- [Holiday Greeting](#)
- Patient testimonial in holiday setting
- Staff holiday photo
- [Local holiday interest story](#)

#happyholidays  
#InfluenzaVaccinationWeek  
#flushot  
#vaccination  
#washyourhands

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.