

Sample Social Media 2018 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

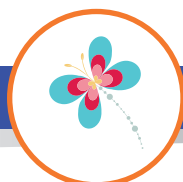
- Super Bowl (4)
- Valentine's Day (14)
- American Heart Month

- 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

- Colon cancer blog
- Spring cleaning is good for your health blog
- Superfoods blog
- Spring allergies article

HASHTAGS

- #healthyfoods
- #NNM
- #spring
- #superfoods

APRIL



CONTENT

- Tax Day reminder (17)
- 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 (13)
- Memorial Day (28)
- National Physical Fitness and Sports Month
- National Osteoporosis Awareness and Prevention Month
- National Digestive Disease Awareness Month
- National Melanoma/Skin Cancer Detection and Prevention Month

- Happy Memorial Day
- Happy Mother's Day
- Feature patient testimonials (Moms)
- Preventing skin cancer blog
- Osteoporosis article

HASHTAGS

- #mothersday
- #family
- #memorialday

JUNE



CONTENT

- Father's Day (17)
- 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 (3)
 - 9/11 Remembrance
 - Ovarian Cancer Awareness Month
 - PCOS Awareness Month
 - Gynecologic Cancer Awareness Month
 - Prostate Cancer Awareness Month
 - Fall Prevention Month
- Happy Labor Day
 - We will never forget
 - Student testimonial
 - Risks of prostate cancer blog
 - 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 (15)
 - Thanksgiving (22)
 - American Diabetes Month
 - COPD Awareness Month
- Happy Thanksgiving
 - Tips to stop smoking blog
 - Preventing diabetes 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.