

# Social Media 2022 Calendar

## (General 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
- Cervical Health Awareness Month

- Happy New Year
- Diet and exercise blog
- Fitness tips blog
- Keeping New Year's resolutions 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
- Local event supporting cardiovascular health

#SuperBowl  
 #football  
 #ValentinesDay  
 #heartmonth  
 #love

### MARCH



### CONTENT

### HASHTAGS

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

- Symptoms of colon cancer blog
- Superfoods or healthy eating blog
- Spring allergies article

#healthyfoods  
 #NNM  
 #spring  
 #superfoods  
 #coloncancer

### APRIL



### CONTENT

### HASHTAGS

- Tax Day reminder (15)
- Earth Day (22)
- IBS Awareness/ Autism

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

#earthday  
 #golf

## MAY



## CONTENT

- 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
- National Melanoma/Skin Cancer Detection and Prevention Month
- Arthritis Awareness

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

## HASHTAGS

#nursesday  
#hospitalweek  
#mothersday  
#family  
#memorialday  
#osteoporosis  
#skincancer  
#arthritis

## JUNE



## CONTENT

- Father's Day (19)
- Men's Health Week (second week) (13-19)
- Men's Health Month

- [Happy Father's Day](#)
- Feature patient testimonials (Dads)
- [Gardening tips blog](#)

## HASHTAGS

#summer  
#fathersday  
#menshealthmonth  
#family

## JULY



## CONTENT

- Independence Day (4)

- [Happy Independence Day](#)
- Staff photo with flag
- Stay hydrated blog
- [Summer fitness tips article](#)

## HASHTAGS

#independenceday  
#summer

## AUGUST



## CONTENT

- Immunization Awareness Month
- National Dog Day (26)
- Back to School

- Picture of your dog
- Back to school article

## HASHTAGS

#dogday  
#NationalDogDay  
#backtoschool

## SEPTEMBER



## CONTENT

## HASHTAGS

- Labor Day (5)
- 9/11 Remembrance
- Ovarian Cancer Awareness Month
- PCOS Awareness Month/  
Gynecologic Cancer Awareness Month
- Prostate Cancer Awareness Month
- Fall Prevention Day (22)

- [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

- National Breast Cancer Awareness Month
- Halloween (31)
- National Physical Therapy Month
- National Physician Assistants Week (6-12)
- National Cat Day (29)

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

#breastcancer  
#breastcancerawareness  
#Halloween  
#physicaltherapy  
#catday

## NOVEMBER



## CONTENT

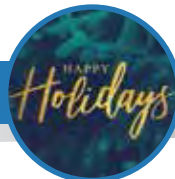
## HASHTAGS

- Veteran's Day (11)
- Great American Smokeout (17)
- Thanksgiving (24)
- American Diabetes Month
- COPD Awareness Month
- National Nurse Practitioner (13-19)

- [Veteran's Day post](#)
- [Happy Thanksgiving](#)
- Preventing diabetes blog
- Patient testimonials that have served in the military
- [Tips to stop smoking article](#)
- [Local holiday interest story](#)

#happythanksgiving  
#blessed  
#COPDawareness

## 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.