

Social Media 2024 Calendar

(General Practice)

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

JANUARY



CONTENT

HASHTAGS

- New Year's Day
- Weight Loss Awareness Month (21-27)
- Cervical Health Awareness Month(22-28)

- [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 (11)
- Valentine's Day (14)
- American Heart Month (1-29)

- Happy Valentine's Day – dinner for two drawing for patient testimonial submission
- Keeping your heart healthy blog
- [Super Bowl article](#)
- [Local event supporting cardiovascular health](#)

#SuperBowl
#football
#ValentinesDay
#heartmonth
#love

MARCH



CONTENT

HASHTAGS

- First day of Spring (19)
- National Doctor's Day (30)
- National Nutrition Month(1-31)
- Colon Cancer Awareness Month (1-31)
- National Endometriosis Awareness Month(1-31)

- 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 (1-30)

- [Happy Earth Day](#)
- Golfing blog
- [Community Earth Day events](#)

#earthday
#golf

MAY



CONTENT

HASHTAGS

- National Nurse's Day (6)
- National Hospital Week (12-18)
- Mother's Day (12)
- Memorial Day (27)
- National Physical Fitness and Sports Month(1-7)
- National Osteoporosis Awareness and Prevention Month(1)
- National Melanoma/Skin Cancer Detection and Prevention Month(6-12)
- Arthritis Awareness(20)

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

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

JUNE



CONTENT

HASHTAGS

- Father's Day (16)
- Men's Health Week (12-18)
- Men's Health Month (10-16)

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

#summer
#fathersday
#menshealthmonth
#family

JULY



CONTENT

HASHTAGS

- Independence Day (4)

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

#independenceday
#summer

AUGUST



CONTENT

HASHTAGS

- Immunization Awareness Month(1-31)
- National Dog Day (26)

- Picture of your dog
- Back to school article

#dogday
#NationalDogDay
#backtoschool



SEPTEMBER	CONTENT	HASHTAGS
<ul style="list-style-type: none">• Labor Day (2)• Back to School(7)• 9/11 Remembrance(11)• Ovarian Cancer Awareness Month(1-30)• PCOS Awareness Month/ Gynecologic Cancer Awareness Month(1)• Prostate Cancer Awareness Month(16-22)• Fall Prevention Day (22)	<ul style="list-style-type: none">• Happy Labor Day• Patriot Day (9/11)• Student testimonial• Risks of prostate cancer blog• First Day of Fall Article	<ul style="list-style-type: none">#LaborDay#backtoschool#neverforget#PCOSawareness#cancerawareness#fallpreventionmonth#backtoschool



OCTOBER	CONTENT	HASHTAGS
<ul style="list-style-type: none">• National Breast Cancer Awareness Month(1-31)• Halloween (31)• National Physical Therapy Month (1)• National Physician Assistant Week (6-12)• National Cat Day (29)	<ul style="list-style-type: none">• Fall fitness tips• Local breast cancer survivor testimonial• Breast cancer awareness events (5Ks and Fairs)	<ul style="list-style-type: none">#breastcancer#breastcancerawareness#Halloween#physicaltherapy#catday



NOVEMBER	CONTENT	HASHTAGS
<ul style="list-style-type: none">• Veteran's Day (11)• Great American Smokeout (16)• Thanksgiving (28)• American Diabetes Month(1-30)• COPD Awareness Month(1-30)• National Nurse Practitioner Week (10-16)	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">#happythanksgiving#blessed#COPDawareness



DECEMBER	CONTENT	HASHTAGS
<ul style="list-style-type: none">• National Influenza Vaccination Week (4-8)• Happy Holidays (25)• National Handwashing Awareness Week (2-8)	<ul style="list-style-type: none">• Holiday Greeting• Patient testimonial in holiday setting• Staff holiday photo• Local holiday interest story	<ul style="list-style-type: none">#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.