

Sample Social Media 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
- Super Bowl article

HASHTAGS

- #newyear
- #happynewyear
- #weightloss
- #gethealthy

FEBRUARY



CONTENT

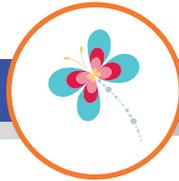
- Super Bowl (7)
- Valentine's Day (14)
- American Heart Month

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

HASHTAGS

- #SuperBowl
- #football
- #ValentinesDay
- #heartmonth
- #love

MARCH



CONTENT

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

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

HASHTAGS

- #healthyfoods
- #NNM
- #spring
- #AAOS
- #marchmadness

APRIL



CONTENT

- Masters Golf Tournament (4-10)
- NBA Playoffs (16)
- 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 (8)
- Memorial Day (30)
- 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

JUNE



CONTENT

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

AUGUST



CONTENT

- National Dog Day (26)
- Back to School
- 2016 Olympic Games in Rio de Janeiro(5-21)

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

HASHTAGS

- #dogday
- #NationalDogDay
- #backtoschool
- #Olympics

SEPTEMBER



CONTENT

- NFL season starts
- US Open Tennis (8/29-9/12)
- Labor Day (9/5)
- 9/11 Remembrance
- Fall Prevention Month

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

HASHTAGS

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

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

NOVEMBER



CONTENT

- Thanksgiving (11/24)
- American Diabetes Month

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

HASHTAGS

- #happythanksgiving
- #blessed

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.