

Sample Social Media 2018 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

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

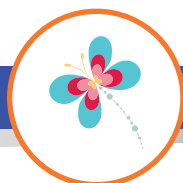
HASHTAGS

- Super Bowl (4)
- 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

- AAOS (6-10)
- First day of Spring (20)
- National Nutrition Month
- March Madness

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

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

APRIL



CONTENT

HASHTAGS

- Masters Golf Tournament (5-8)
- NBA Playoffs (14)
- Earth Day (22)
- NHL playoffs

- 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
#NHL
#playoffs

MAY



CONTENT

HASHTAGS

- National Nurse's Day (6)
- Mother's Day (13)
- Memorial Day (28)
- 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
- Hip replacement blog
- Preventing osteoporosis blog
- [Arthritis awareness month article from local foundation](#)

#arthritis
#mothersday
#family
#memorialday
#arthritisawareness
#physicalfitness
#osteoporosismonth

JUNE



CONTENT

HASHTAGS

- US Open Golf (14-17)
- Father's Day (17)
- Men's Health Week (second week)
- Men's Health Month
- NBA Finals
- Scoliosis Awareness Month

- [Happy Father's Day](#)
- Feature patient testimonials (Dads)
- Treatment options for hip pain
- [Fishing article from local park](#)
- [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

- 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 (3)
- 9/11 Remembrance
- US Open Tennis (8/27-9/9)
- Fall Prevention Month
- NFL season starts

- Happy Labor Day
- We will never forget
- Local high school tennis player patient testimonial
- New technology for any ortho treatment
- Fall prevention tips blog
- Tennis US Open article
- Football local success story

#NFL
#LaborDay
#USopen
#neverforget
#fallprevention

OCTOBER



CONTENT

HASHTAGS

- MLB World Series
- Bone and Joint Health National Awareness Week
- National Physical Therapy Month

- Football sports injuries blog
- Preventing concussions blog
- Local high school team patient testimonial
- Local football team article
- Local baseball team article

#baseball
#boneandjointhealth
#physicaltherapy

NOVEMBER



CONTENT

HASHTAGS

- Veteran's Day (11)
- Thanksgiving (22)

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

#happythanksgiving
#blessed
#veterans

DECEMBER



CONTENT

HASHTAGS

- 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

#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.