

# 2022

# Social

# CALENDAR



# SOCIAL CALENDAR: *January* 2022

SUN	MON	TUE	WED	THU	FRI	SAT
						1 New Year's Day
2 Personal Trainer Day	3	4 Trivia Day	5	6 Technology Day	7 I'm Not Going to Take It Anymore Day	8 Vision Board Day Bubble Bath Day
9	10 Peculiar People Day Clean Off Your Desk Day	11	12 Take the Stairs Day	13	14 Dress Up Your Pet Day	15 Hat Day Bagel Day
16	17 Martin Luther King Jr. Day	18 Popcorn Day	19	20 Cheese Lover's Day Get to Know Your Customers Day	21	22
23 Pie Day	24 National Compliment Day	25	26 Green Juice Day	27 Chocolate Cake Day	28 Data Privacy Day Fun at Work Day	29 Puzzle Day
30	31 Hot Chocolate Day					

## JANUARY IS:

Family Fit Lifestyle Month  
Mentoring Month

## ANYTIME POST IDEAS:

- Share your team's New Year's resolutions
- Share a silly joke or funny video
- Snap a photo of something that helps you get through your work day
- Team selfie! Snap a fun photo during your morning huddle

## OUR SOCIAL IDEAS:

---



---



---



---



---



---

# SOCIAL CALENDAR: *February* 2022

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
			Groundhog Day		Give Kids a Smile® Day World Cancer Day	
6	7	8	9	10	11	12
	Send a Card to a Friend Day		Toothache Day Pizza Day		Make a Friend Day	
13	14	15	16	17	18	19
Super Bowl	Valentine's Day			Random Acts of Kindness Day	Drink Wine Day	
20	21	22	23	24	25	26
Love Your Pet Day	Presidents Day	Margarita Day	Banana Bread Day	Chili Day		
27	28					
National Retro Day	Tooth Fairy Day					

## FEBRUARY IS:

**National Children's Dental Health Month**

**Pet Dental Health Awareness Month**

**American Heart Month**

**Black History Month**

## ANYTIME POST IDEAS:

- Give another business in the community a shout out
- Cross-promote with a local vet for Pet Dental Health Month
- Post last-minute appointment openings
- Give a virtual "high-five" to an employee who did a great job!

## OUR SOCIAL IDEAS:

---



---



---



---

# SOCIAL CALENDAR: *March* 2022

SUN	MON	TUE	WED	THU	FRI	SAT
		1 Mardi Gras Day	2 Read Across America Day	3 World Wildlife Day	4 Employee Appreciation Day Grammar Day	5
6 Dentist's Day Dental Assistants Recognition Week	7 National Be Heard Day	8 International Women's Day	9	10 Popcorn Lover's Day Pack Your Lunch Day	11	12
13 Daylight Savings	14 Pi Day Napping Day	15 World Consumer Rights Day	16	17 St. Patrick's Day	18 Awkward Moments Day National Sloppy Joe Day World Sleep Day	19 Let's Laugh Day Certified Nurses Day
20 World Oral Health Day International Day of Happiness 1st Day of Spring	21 National Common Courtesy Day	22 National Goof Off Day	23 Puppy Day	24 National Cocktail Day	25	26 Make Up Your Own Holiday Day
27	28 National Black Forest Cake Day	29	30 Doctor's Day National Take A Walk in the Park Day	31		

## MARCH IS:

National Nutrition Month  
Women's History Month

## ANYTIME POST IDEAS:

- Post your favorite healthy recipes throughout the month
- Post a common question w/ the answer + a link to a page on your website with more info
- Share a "behind the scenes" video
- Snap a selfie while doing one of your daily tasks

## OUR SOCIAL IDEAS:

---



---



---



---



---

# SOCIAL CALENDAR: *April* 2022

SUN	MON	TUE	WED	THU	FRI	SAT
					1 April Fools' Day	2 World Autism Awareness Day
3 Siblings Day	4 Dental Hygienists Week	5	6	7 World Health Day	8	9
10	11 Pet Day	12	13	14	15	16
17 Easter	18	19 Wear Your Pajamas to Work Day	20	21 High Five Day Get to Know Your Customers Day	22 Earth Day	23 World Book Day
24	25 Telephone Day	26	27 Administrative Professionals Day	28 National Superhero Day Take Our Daughters and Sons to Work Day	29 Arbor Day International Dance Day	30 Adopt a Shelter Pet Day

## APRIL IS:

**Oral Cancer Awareness Month**

**National Facial Protection Month**

**Youth Sports Safety Month**

**Stress Awareness Month**

## ANYTIME POST IDEAS:

Promote an oral cancer screening event

Post a photo of a patient with his/her sports mouth guard

Share an informal video tour of the office

Thank your followers!

Describe how you use reviews to improve the practice

## OUR SOCIAL IDEAS:

---



---



---

# SOCIAL CALENDAR: *May* 2022

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3 Teachers' Day	4 Star Wars Day	5 Cinco de Mayo	6 Nurses Day	7 Fitness Day
8 Mother's Day Have a Coke Day Women's Health Week	9	10	11 Root Canal Day	12	13	14
← Root Canal Awareness Week →		Clean Up Your Room Day	Receptionist Day		Apple Pie Day	
15 International Day of Families	16 Love a Tree Day	17	18 International Museum Day	19	20 Pizza Party Day Bike to Work Day	21
22	23	24 Scavenger Hunt Day	25 Wine Day	26 Senior Health + Fitness Day	27	28 International Burger Day
29 Paperclip Day	30 Memorial Day National Creativity Day	31 Smile Day World No-Tobacco Day				

## MAY IS:

- Save Your Tooth Month
- Global Employee Health and Fitness Month
- National Bike Month
- Better Sleep Month
- Skin Cancer Awareness Month

## ANYTIME POST IDEAS:

- Share your team's favorite ways to work out
- Tell people why you decided to become a dentist, orthodontist, hygienist, etc.
- Throwback Thursday - share childhood or college photos of the team
- Recommend a book you're loving right now

## OUR SOCIAL IDEAS:

---



---



---



---



---

# SOCIAL CALENDAR: *June* 2022

SUN	MON	TUE	WED	THU	FRI	SAT
			1 Running Day Say Something Nice Day	2 Leave The Office Early Day	3 Donut Day	4
5 Cancer Survivor's Day	6 Higher Education Day	7	8 World Oceans Day Best Friend Day	9	10	11
12 Peanut Butter Cookie Day	13 Kitchen Klutzes Day	14	15 Smile Power Day	16	17	18
19 Father's Day Juneteenth	20	21 Selfie Day International Yoga Day First Day of Summer	22	23	24 Take Your Dog to Work Day	25
26 Toothbrush Day	27 Micro-, Small-, & Medium-Sized Enterprises Day	28	29	30 Handshake Day Social Media Day		

## JUNE IS:

Migraine and Headache Awareness Month

Dental Smiles Month

## ANYTIME POST IDEAS:

Review a product your audience would be interested in

Link to a blog or profile your patients would love

Share an inspirational or funny quote related to dentistry

## OUR SOCIAL IDEAS:

---



---



---



---



---



---

# SOCIAL CALENDAR: *July* 2022

SUN	MON	TUE	WED	THU	FRI	SAT
					1 Postal Worker Day	2
3	4 Independence Day	5	6 World Kissing Day	7 World Chocolate Day	8	9
10	11	12	13	14 Mac and Cheese Day	15 Give Something Away Day	16
17 World Emoji Day Ice Cream Day	18	19	20	21 Get to Know Your Customers Day	22	23
24	25 Wine and Cheese Day	26	27	28	29	30 International Day of Friendship
31 National Mutt Day						

**JULY IS:**

- Parks and Recreation Month
- National Ice Cream Month

Time for back to school reminders!

**ANYTIME POST IDEAS:**

“On the go” - traveling to/from the office

Take a video of a unique piece of tech and describe how it benefits patients

Calendar of events in the practice or community

**OUR SOCIAL IDEAS:**

---



---



---



---



---



# SOCIAL CALENDAR: *August* 2022

SUN	MON	TUE	WED	THU	FRI	SAT
	1 World Wide Web Day	2 Coloring Book Day	3	4 Chocolate Chip Cookie Day	5 International Beer Day Work Like a Dog Day	6 Fresh Breath Day
7 Friendship Day	8 International Cat Day	9 Book Lovers Day	10	11	12	13 International Left-handers Day
14	15 Relaxation Day	16 Tell a Joke Day	17	18	19 World Photo Day	20
21	22 Tooth Fairy Day	23	24	25 Kiss and Make Up Day	26 Dog Day	27
28	29	30	31			

**AUGUST IS:**

Time for back to school reminders!

**ANYTIME POST IDEAS:**

- FAQ about a specific service
- Recommend your favorite restaurant
- Share your referral program details

**OUR SOCIAL IDEAS:**

---



---



---



---



---



---



---



---

# SOCIAL CALENDAR: *September* 2022

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
	Labor Day	Read a Book Day	Beer Lover's Day		Stand Up To Cancer Day Teddy Bear Day	World Beard Day
11	12	13	14	15	16	17
Patriot Day Grandparents Day						
18	19	20	21	22	23	24
Cheeseburger Day			International Day of Peace		First Day of Fall	Family Health and Fitness Day
25	26	27	28	29	30	
			Women's Health and Fitness Day Good Neighbor Day			

## SEPTEMBER IS:

Office Manager Appreciation Month

Childhood Cancer Awareness Month

National Self-Improvement Month

National Preparedness Month

**Gum Care Month**

Time to start reminding patients to use their unused insurance benefits before the end of the year!

## ANYTIME POST IDEAS:

Take a brief video testimonial from a patient

Re-share an older (but still relevant!) blog post

Share three reasons why you love what you do

## OUR SOCIAL IDEAS:

---



---



---

# SOCIAL CALENDAR: *October* 2022

SUN	MON	TUE	WED	THU	FRI	SAT
						1 International Coffee Day
2	3 Techies Day	4 Taco Day	5 Do Something Nice Day World Teachers' Day	6	7 World Smile Day	8
9	10	11	12	13 Train Your Brain Day	14 Dessert Day	15
16 Boss' Day	17	18	19	20 Get to Know Your Customers Day	21	22 Make a Difference Day
23	24	25	26 Pumpkin Day	27	28	29 Cat Day
30 Checklist Day	31 Halloween					

## OCTOBER IS:

**National Dental Hygiene Month**

**Breast Cancer Awareness Month**

**National Bullying Prevention Month**

Time to remind patients to use their unused insurance benefits before the end of the year!

## ANYTIME POST IDEAS:

Ask your peeps to follow you on another network

Share a post from an industry leader (ADA, AGD, AADOM, AACD, etc.)

Give a sneak peek of something new

## OUR SOCIAL IDEAS:

---



---



---



---



---



---

# SOCIAL CALENDAR: *November* 2022

SUN	MON	TUE	WED	THU	FRI	SAT
		1 Brush Day	2	3 Sandwich Day	4 Candy Day	5
6 Nachos Day Daylight Savings Time	7	8	9	10	11 Veterans Day	12
13 World Kindness Day	14 Spicy Guacamole Day	15 National Entrepreneurs Day America Recycles Day	16	17	18	19 International Men's Day
20 Universal Children's Day	21	22	23	24 Thanksgiving	25 Black Friday Flossing Day	26 Cake Day Small Business Saturday
27	28 Cyber Monday	29 Giving Tuesday	30			

## NOVEMBER IS:

**TMJ Awareness Month**

**Mouth Cancer Awareness Month**

**Diabetes Awareness Month**

**Lung Cancer Awareness Month**

## ANYTIME POST IDEAS:

With the holidays approaching, share any adjustments to your office schedule

Create a sense of urgency - final reminders for patients with unused insurance benefits to book before the end of the year

Promote teeth whitening for holiday gifts

Post what you're grateful for

## OUR SOCIAL IDEAS:

---



---



---

# SOCIAL CALENDAR: *December* 2022

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4 Cookie Day	5	6	7	8	9	10 Human Rights Day
11	12 Poinsettia Day	13	14	15	16 Chocolate Covered Anything Day	17 Super Saturday
18 Bake Cookies Day	19	20	21 Crossword Puzzle Day First Day of Winter	22	23	24 Christmas Eve
25 Christmas Day	26 Thank You Note Day	27	28 Card Playing Day	29	30	31 New Year's Eve

## DECEMBER IS:

Safe Toys and Gifts Month  
Hand Washing Awareness Month

## ANYTIME POST IDEAS:

With the holidays approaching, share any adjustments to your office schedule

Promote teeth whitening for holiday gifts

## OUR SOCIAL IDEAS:

---



---



---



---



---



---



---

If you liked this calendar, you'll LOVE...



Ready-to-use social media posts for dental practices

# WEEKLY COACH

Weekly Coach gives you grab-and-go social posts and fresh marketing ideas every week.

*Special Pricing: \$27 / mo.* (normally \$97 / mo.)

No long-term commitment required!

**SIGN UP NOW**



*Sample captions*

*Grab-and-go social posts*

*Timely marketing tips*

Let's break down what you're getting every week:  
(For only \$27 / mo.!)

- Five ready-made social post images or videos to post directly on your social media accounts.
- A marketing tip of the week to quickly implement into your practice.
- Marketing resources and education on SEO, website design, gaining reviews, Google updates, and more!
- A caption template for each social post.

