

2024  
*Social*  
CALENDAR





# SOCIAL CALENDAR: *January* 2024

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 Clean Off Your Desk Day Bubble Bath Day	9	10 Peculiar People Day	11 Take the Stairs Day	12	13 Vision Board Day
14 Dress Up Your Pet Day	15 Hat Day Bagel Day	16 Martin Luther King Jr. Day	17	18 Get to Know Your Customers Day	19 Popcorn Day	20 Cheese Lover's Day
21	22	23 Pie Day	24 Compliment Day	25	26 Dental Drill Appreciation Fun at Work Day Green Juice Day	27 Chocolate Cake Day
28 Data Privacy 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:**

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# SOCIAL CALENDAR: February 2024

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3 Patient Recognition Day Give Kids a Smile® Day
4 World Cancer Day	5	6	7 Send a Card to a Friend Day	8	9 Toothache Day Pizza Day	10
11 Super Bowl Make a Friend Day	12	13 Salute to Veteran Patients Mardi Gras	14 Valentine's Day	15	16	17 Random Acts of Kindness Day
18 Drink Wine Day	19 Family Day	20 Presidents Day Love Your Pet Day	21	22 Chili Day Margarita Day	23 Banana Bread Day	24
25	26	27 Retro Day	28 Tooth Fairy Day	29		

**FEBRUARY IS:**

National Children's Dental Health Month

Pet Dental Health Awareness Month

Gum Disease 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:**

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# SOCIAL CALENDAR: *March* 2024

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

### 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:

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# SOCIAL CALENDAR: *April* 2024

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

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# SOCIAL CALENDAR: *May* 2024

SUN	MON	TUE	WED	THU	FRI	SAT
			1 Share a Story Month May Day	2	3	4 Fitness Day Star Wars Day
5 Sleep Apnea Awareness Day Root Canal Awareness Week Cinco de Mayo	6 Nurses Day	7 Teacher Appreciation Day	8 Root Canal Day Receptionist Day Have a Coke Day	9	10 Small Business Day Clean Up Your Room Day	11 Eat What You Want Day
12 Women's Health Week Mother's Day	13 Apple Pie Day	14	15 International Day of Families	16 Love a Tree Day	17 Bike to Work Day Pizza Party Day	18 International Museum Day
19	20	21	22	23	24 Scavenger Hunt Day	25 Wine Day
26	27 Memorial Day	28 International Burger Day	29 Senior Health & Fitness Day	30 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:**

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# SOCIAL CALENDAR: June 2024

SUN	MON	TUE	WED	THU	FRI	SAT
						1 Say Something Nice Day
2 Cancer Survivors Day I Love My Dentist Day Leave The Office Early Day	3	4	5 Global Running Day	6 Thank You Day Higher Education Day	7 Donut Day	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 Father's Day	17 Eat Your Veggies Day	18	19 Juneteenth	20 First Day of Summer	21 Take Your Dog to Work Day Selfie Day International Yoga Day	22 Kissing Day
23	24	25	26	27 Handshake Day Micro-, Small & Medium-Sized Enterprises Day	28	29
30 Social Media Day						

## JUNE IS:

Migraine and Headache Awareness Month

Dental Smiles Month

Oral Health 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:

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# SOCIAL CALENDAR: *July* 2024

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 All American Pet Photo Day
14 Mac and Cheese Day	15 Give Something Away Day	16	17 World Emoji Day	18	19 International Retainer Day	20 Get to Know Your Customers Day
21 Ice Cream Day	22	23	24 Tell An Old Joke Day	25 Wine and Cheese Day	26	27
28 Parent's Day	29	30 International Day of Friendship	31 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:**

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# SOCIAL CALENDAR: August 2024

SUN	MON	TUE	WED	THU	FRI	SAT
				1 World Wide Web Day	2 International Beer Day Coloring Book Day	3
4 Friendship Day Chocolate Chip Cookie Day	5 Simplify Your Life Day Work Like a Dog Day	6 Fresh Breath Day	7	8 International Cat Day	9 Book Lovers Day	10
11 Align Your Teeth Day	12	13 International Lefthanders Day	14	15 Relaxation Day	16 Tell a Joke Day	17 Nonprofit Day
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 Sports Day	30	31

**AUGUST IS:**  
**Happiness Happens Month**

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:**

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# SOCIAL CALENDAR: *September* 2024

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

**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:**

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# SOCIAL CALENDAR: *October* 2024

SUN	MON	TUE	WED	THU	FRI	SAT
		1 International Coffee Day	2	3 Techies Day	4 World Smile Day Taco Day	5 Do Something Nice Day World Teachers' Day
6	7 Child Health Day	8	9	10	11	12
13 Train Your Brain Day	14 Dessert Day	15	16 Boss' Day	17 Get to Know Your Customers Day	18	19
20 Youth Confidence Day	21	22	23	24	25	26 Make a Difference Day 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:**

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# SOCIAL CALENDAR: *November* 2024

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

**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:**

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# SOCIAL CALENDAR: *December* 2024

SUN	MON	TUE	WED	THU	FRI	SAT
1	2 Cyber Monday	3 Giving Tuesday	4 Cookie Day	5	6	7
8	9	10 Human Rights Day	11	12	13	14
15	16 Chocolate Covered Anything Day	17	18 Bake Cookies Day	19	20 Ugly Sweater Day	21 Crossword Puzzle Day First Day of Winter Super Saturday
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:**

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Would you like to take social media off your plate?

*Introducing:*  
**Social Media Deluxe**

The social media management tool that posts on your behalf!

*Cohesive Branding*

Every social media post will be branded with your practice's colors and logo!



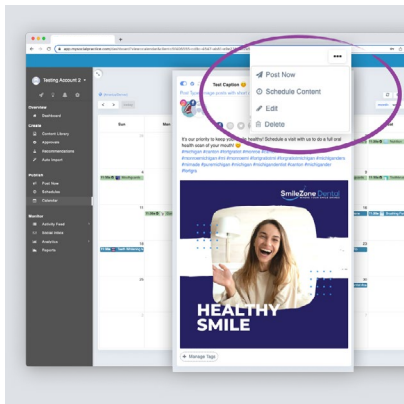
*Increase Local Reach*

Locally-targeted hashtags will be included in your social posts, so you can reach a wider audience!!



*More Control*

See what's scheduled and edit before your posts go live so you have peace of mind your brand is promoted correctly.



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