

365 DAY

# SOCIAL MEDIA ROADMAP FOR DENTAL PRACTICES

A full year of social media content ideas

## JANUARY 2024 CALENDAR

● BEHIND THE SCENES ● TRUST-BUILDER ● PROMOTION ● AUTHORITY ● ENGAGEMENT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 NEW YEAR'S DAY	2 OUT IN THE COMMUNITY	3 WELLNESS WEDNESDAY	4 TRIVIA DAY	5 FAQ FRIDAY	6 LEAVE US A REVIEW
7 CROSS PROMOTE SOCIAL PLATFORMS	8 NO FEAR HERE	9 TOOTH TIP TUESDAY	10 BOOK RECOMMENDATIONS	11 TWO TRUTHS AND A LIE	12 SHARE A WRITTEN REVIEW	13 DENTAL MEME, JOKE, OR PUN
14 DRESS UP YOUR PET DAY	15 NEW IN TOWN	16 TRUE OR FALSE FACT OR FICTION	17 LAST MINUTE APPT. OPENING	18 NATIONAL GET TO KNOW YOUR CUSTOMERS DAY	19 QUOTE	20 INSURANCE INSIGHTS
21 TEAM SELFIE	22 BEFORE & AFTER PHOTO	23 ASK A QUESTION	24 ONE THING I'VE LEARNED	25 EMERGENCY DENTAL TIP	26 NATIONAL FUN DAY AT WORK	27 MEMBERSHIP PLAN FAQ
28	29	30 PRODUCT REVIEW	31 SHARE A CASE			



# How to use this **one-year** social media *roadmap*

Coming up with creative ideas for social media day in and day out — on top of the rest of your to-do list — the struggle is real!

This 365-day social media roadmap takes the guesswork out, saving you time and creative headaches!

In the following pages, you'll find social media ideas mapped out in five different categories:

BEHIND THE SCENES

TRUST-BUILDER

PROMOTION

AUTHORITY

ENGAGEMENT

Each month features a calendar outlining your content strategy as well as corresponding pages with more details for each post idea.

**PRO TIP:** Print the calendar pages and keep them visible on your desk or an inspiration board. Jot down any ideas you have for photos or videos to correspond with the topic ideas!

Additional **FREE** resources to create your social media content:



# JANUARY 2024 CALENDAR

● BEHIND THE SCENES    
 ● TRUST-BUILDER    
 ● PROMOTION    
 ● AUTHORITY    
 ● ENGAGEMENT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 NEW YEAR'S DAY	2 OUT IN THE COMMUNITY	3 WELLNESS WEDNESDAY	4 TRIVIA DAY	5 FAQ FRIDAY	6 LEAVE US A REVIEW
7 CROSS PROMOTE SOCIAL PLATFORMS	8 NO FEAR HERE	9 TOOTH TIP TUESDAY	10 BOOK RECOMMENDATIONS	11 TWO TRUTHS AND A LIE	12 SHARE A WRITTEN REVIEW	13 DENTAL MEME, JOKE, OR PUN
14 DRESS UP YOUR PET DAY	15 NEW IN TOWN	16 TRUE OR FALSE FACT OR FICTION	17 LAST MINUTE APPT. OPENING	18 NATIONAL GET TO KNOW YOUR CUSTOMERS DAY	19 QUOTE	20 INSURANCE INSIGHTS
21 TEAM SELFIE	22 BEFORE & AFTER PHOTO	23 ASK A QUESTION	24 ONE THING I'VE LEARNED	25 EMERGENCY DENTAL TIP	26 NATIONAL FUN DAY AT WORK	27 MEMBERSHIP PLAN FAQ
28 CALENDAR OF EVENTS	29 THIS OR THAT	30 PRODUCT REVIEW OR RECOMMENDATION	31 SHARE A CASE STUDY VIDEO			

*schedule*

FEED	(M)	(T)	(W)	(T)	(F)	(S)	(S)	STORY	(M)	(T)	(W)	(T)	(F)	(S)	(S)	LIVE	(M)	(T)	(W)	(T)	(F)	(S)	(S)
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# JANUARY 2024 Social Media Content Roadmap

SUGGESTED POST TOPICS	
MON   01	<b>New Year's Day</b>
TUE   02	<b>Out in the community:</b> Share a photo of you and your team in the community. It could be a team lunch, a fund run, etc.
WED   03	<b>Wellness Wednesday:</b> Share a self-care recommendation, give health/wellness tips, share a workout routine, or promote another local wellness provider.
THU   04	<b>Trivia Day:</b> Share a multiple-choice question that's related to dental health and get people to answer.
FRI   05	<b>FAQ Friday:</b> Answer a common question (alternate between posts and videos).
SAT   06	<b>Leave us a review:</b> Provide a link to Google, Facebook, or another site where you want new reviews.
SUN   07	<b>Cross promote different social platforms:</b> Ask followers to connect with you on another social platform you're active on (ie: Ask Instagram followers to connect with you on LinkedIn).
MON   08	<b>No fear here:</b> Share how you help patients overcome their dental fears and feel comfortable with their experience. Be sure to use reassuring benefits-first language.
TUE   09	<b>Tooth Tip Tuesday:</b> Share a tip or fact that'll help your audience.
WED   10	<b>Book recommendations:</b> Share a book you're currently reading and one tidbit you've learned from it (you could also recommend a blog, podcast, or other educational info resource).
THU   11	<b>Two truths and a lie:</b> Have team members share two truths and a lie and invite your audience to guess the lie.
FRI   12	<b>Share a written review:</b> This could be from Google, Facebook, Yelp, or another site. Make sure to comply to HIPAA regulations (don't confirm or deny treating the reviewer - just focus on their wonderful feedback!).
SAT   13	<b>Dental meme, joke, or pun:</b> Make 'em laugh!
SUN   14	<b>Dress Up Your Pet Day:</b> Share photos of team members' furry family members dressed up.
MON   15	<b>New in town:</b> Share new patient special offers for those who may have recently moved into the area.
TUE   16	<b>True or False / Fact or Fiction:</b> Share a fact or trivia item and ask your audience if it's true or false.

## SUGGESTED POST TOPICS (CONTINUED)

WED   17	<b>Last-minute appointment opening:</b> Post any last-minute appointments available this week.
THU   18	<b>National Get to Know Your Customers Day:</b> Post photo with the dentist/staff and a patient with three facts, i.e., 12 grandchildren, knows how to juggle, etc.
FRI   19	<b>Quote:</b> Share an inspirational or funny quote and describe why you love it.
SAT   20	<b>Insurance insights:</b> Answer frequently asked questions about insurance.
SUN   21	<b>Team selfie:</b> Snap a group selfie during your morning huddle.
MON   22	<b>Show a before-and-after photo:</b> In the caption, state what problem(s) the patient had, how you helped them, and include a call to action to book a consultation.
TUE   23	<b>Ask a question:</b> Ask your audience a question that relates to your business. Include a call to action and respond to comments.
WED   24	<b>One thing I've learned:</b> Share something you've learned from an experience.
THU   25	<b>Emergency dental tip:</b> How to handle common dental emergencies (encourage audience to save for future reference).
FRI   26	<b>National Fun at Work Day:</b> Snap a group selfie during your morning huddle.
SAT   27	<b>Membership plan FAQ:</b> Answer questions about your membership plan, if you have one.
SUN   28	<b>Calendar of events:</b> Share upcoming events in the practice or community.
MON   29	<b>This or that:</b> Pick two friendly "controversial" things to debate (example: Which Do You Prefer, Beach or Mountains?).
TUE   30	<b>Product review or recommendation:</b> Review a product your audience would be interested in, like a new flavor of floss, an electric toothbrush, a water flosser, etc.
WED   31	<b>Share a case study video:</b> Share a link to the video. In the caption, state what problem(s) the patient had, how you helped them, and include a CTA to book a consultation.

### *additional post ideas*

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_____	_____	_____
_____	_____	_____

### *month review*

	# OF FOLLOWS	# OF LINK CLICKS	# OF LIKES	# OF COMMENTS	COST OF ADS
How did you do this month?					

# FEBRUARY 2024 CALENDAR

## observances

National Children's Dental Health Month  
 Pet Dental Health Awareness Month

- BEHIND THE SCENES
- TRUST-BUILDER
- PROMOTION
- AUTHORITY
- ENGAGEMENT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 COMMUNITY EVENTS	2 LOCAL RECOMMENDATIONS	3 GET TO KNOW THE DOCTOR
4 FEATURE A PIECE OF TECHNOLOGY	5 SHARE A PIECE OF EVERGREEN CONTENT	6 TOOTH TIP TUESDAY	7 POLL: MULTIPLE CHOICE QUESTION	8 HIGH-FIVE	9 TOOTHACHE DAY	10 ASK A QUESTION
11 TRUE OR FALSE FACT OR FICTION	12 HEALTHY RECIPE	13 MARDI GRAS (HOLIDAY OFFER)	14 VALENTINE'S DAY	15 CONTINUING EDUCATION	16 FAQ FRIDAY	17 SHARE A WRITTEN REVIEW
18 ASK A HYGIENIST LIVE	19 WE LOVE OUR PETS	20 POST-OP INSTRUCTIONS	21 WELLNESS WEDNESDAY	22 DENTAL MEME, JOKE, OR PUN	23 REFERRAL PROGRAM	24 BEHIND THE SCENES
25 QUOTE	26 PROMOTE A SERVICE	27 NO FEAR HERE	28 TOOTH FAIRY DAY	29 BACKSTORY		

## schedule

FEED	M	T	W	T	F	S	S	STORY	M	T	W	T	F	S	S	LIVE	M	T	W	T	F	S	S
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# FEBRUARY 2024 Social Media Content Roadmap

## SUGGESTED POST TOPICS

THU   01	<b>Community events:</b> Share what's going on in the community or with other local businesses.
FRI   02	<b>Local recommendations:</b> Share your favorite local veterinary office and why you love them. Before sharing, ask if they'll offer your followers a special discount or freebie and ask them to reshare your post.
SAT   03	<b>Get to know the doctor:</b> Alternate between a professional and personal fact.
SUN   04	<b>Feature a piece of technology:</b> Share the benefits this technology brings to your audience. Include a call to action to book a consultation.
MON   05	<b>Share a piece of evergreen content:</b> Share a blog post or article that's always relevant, like an explanation of a treatment, dental condition, or common question.
TUE   06	<b>Tooth Tip Tuesday:</b> Share a dental care tip for parents and parents.
WED   07	<b>Poll:</b> Ask your audience a multiple-choice question that relates to your business.
THU   08	<b>High-five:</b> Give a virtual shout-out to a team member.
FRI   09	<b>Toothache Day:</b> Share an emergency dental tip (encourage audience to save for future reference).
SAT   10	<b>Ask a question:</b> Ask your audience a question that relates to your business. Include a call to action and respond to comments.
SUN   11	<b>True or False / Fact or Fiction:</b> Share a fact or trivia item and ask your audience if it's true or false.
MON   12	<b>Healthy recipe:</b> Share a healthy recipe your audience will benefit from.
TUE   13	<b>Mardi Gras (holiday offer):</b> Free consultation, discount, holiday offer, etc.
WED   14	<b>Valentine's Day</b>
THU   15	<b>Continuing education:</b> Share a photo of you or your team participating in continuing education (virtual or in person!).
FRI   16	<b>FAQ Friday:</b> Answer a common question (alternate between posts and videos).

## SUGGESTED POST TOPICS (CONTINUED)

SAT   17	<b>Share a written review:</b> This could be from Google, Facebook, Yelp, or another site.
SUN   18	<b>Ask Hygienist Live:</b> Go live on Facebook or Instagram and answer questions.
MON   19	<b>We love our pets:</b> Share photos of team members' furry family members.
TUE   20	<b>Post-Op instructions:</b> Share post-op recommendations for common dental procedures.
WED   21	<b>Wellness Wednesday:</b> Share a self-care recommendation, give health and wellness tips, share a workout routine, or promote another local wellness provider (spa, personal trainer, etc.).
THU   22	<b>Dental meme, joke, or pun:</b> Make 'em laugh!
FRI   23	<b>Referral program:</b> Share the details of your referral program.
SAT   24	<b>Behind the scenes:</b> Share a photo or video. This could be inside the office (team building event) or outside (family fun).
SUN   25	<b>Quote:</b> Share an inspirational or funny quote and describe why you love it.
MON   26	<b>Promote a service:</b> Share the benefits your service brings to your audience. Include a call to action to book a consultation.
TUE   27	<b>No fear here:</b> Share how you help patients overcome their dental fears and feel comfortable with their experience. Be sure to use reassuring benefits-first language.
WED   28	<b>Tooth Fairy Day</b>
THU   29	<b>Backstory:</b> Share why a team member got into dental assisting, why they're passionate about it, etc.

### *additional post ideas*

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### *month review*

	# OF FOLLOWS	# OF LINK CLICKS	# OF LIKES	# OF COMMENTS	COST OF ADS
How did you do this month?					



# MARCH 2024 CALENDAR

## observances

National Nutrition Month

- BEHIND THE SCENES
- TRUST-BUILDER
- PROMOTION
- AUTHORITY
- ENGAGEMENT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 EMPLOYEE APPRECIATION DAY HIGH-FIVE	2 SHARE A TESTIMONIAL
3 SHARE A SMILE DAY DENTAL ASSISTANTS RECOGNITION WEEK	4 HOW-TO VIDEO	5 TRUE OR FALSE FACT OR FICTION	6 DENTIST'S DAY	7 GET TO KNOW	8 BACKSTORY	9 BEHIND THE SCENES
10 PATIENT APPRECIATION	11 ONE THING I'VE LEARNED	12 TOOTH TIP TUESDAY	13 SECOND OPINION	14 BUST A COMMON MYTH OR BARRIER	15 FAQ FRIDAY	16 THIS OR THAT
17 PRODUCT REVIEW OR RECOMMENDATION	18 CALENDAR OF EVENTS	19 NEW IN TOWN FIRST DAY OF SPRING	20 WORLD ORAL HEALTH DAY	21 TEAM SELFIE	22 FAQ FRIDAY	23 NO FEAR HERE
24 ONE THING I'VE LEARNED	25 DENTAL MEME, JOKE, OR PUN	26 GET TO KNOW	27 HIGH-FIVE	28 LAST-MINUTE APPOINTMENT OPENING	29 SHARE A CASE STUDY VIDEO	30 EMERGENCY DENTAL TIP
31 EASTER SUNDAY						

## schedule

FEED	M	T	W	T	F	S	S	STORY	M	T	W	T	F	S	S	LIVE	M	T	W	T	F	S	S
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# MARCH 2024 Social Media Content Roadmap

## SUGGESTED POST TOPICS

FRI   01	<b>Employee Appreciation Day - High-five:</b> Give a virtual shout-out to a team member or the entire team.
SAT   02	<b>Share a testimonial:</b> A video testimonial or a thank you card from a patient. If it's not a publicly accessible testimonial (i.e. if it's a thank you card), be sure to leave off the patient's name for HIPAA compliance.
SUN   03	<b>Share a Smile Day:</b> Give a virtual shout-out to a team member or the entire team.
MON   04	<b>How-to video:</b> Record a video showing your audience how to do something (like how to brush or floss properly).
TUE   05	<b>True or False / Fact or Fiction:</b> Share a fact or trivia item and ask your audience if it's true or false.
WED   06	<b>Dentist's Day - Backstory:</b> Share why you got into medicine, why you're passionate about it, etc. This could be one big post or multiple small posts.
THU   07	<b>Get to know the dental assistants:</b> Feature the dental assistants and share the value they bring to your office.
FRI   08	<b>Backstory:</b> Share why a team member got into dental assisting, why they're passionate about it, etc.
SAT   09	<b>Behind the scenes</b> Share what your office is doing to celebrate your assistants this week.
SUN   10	<b>Patient appreciation:</b> Say "thank you" to your followers, patients, and community!
MON   11	<b>One thing I've learned:</b> Have one of your assistants share something they've learned during their career.
TUE   12	<b>Tooth Tip Tuesday:</b> Share a tip or fact that'll help your audience.
WED   13	<b>Second opinion:</b> Offer a free consultation for a second opinion on a recommendation.
THU   14	<b>Bust a common myth or barrier:</b> Bust a misconception people have about your industry and explain why it's a myth or how you help them overcome said barrier.
FRI   15	<b>FAQ Friday:</b> Answer top questions about dental assisting.
SAT   16	<b>This or that:</b> Pick two friendly "controversial" things to debate (example: Which Do You Prefer, Beach or Mountains?).

## SUGGESTED POST TOPICS (CONTINUED)

SUN   17	<b>Product review or recommendation:</b> Review a product your audience would be interested in, like a new flavor of floss, an electric toothbrush, a water flosser, etc.
MON   18	<b>Calendar of events:</b> Share upcoming events in the practice or community.
TUE   19	<b>New in town / First Day of Spring:</b> Share new patient special offers for those who may have recently moved into the area.
WED   20	<b>World Oral Health Day</b>
THU   21	<b>Team selfie:</b> Snap a group selfie during your morning huddle.
FRI   22	<b>FAQ Friday:</b> Answer a common question (alternate between posts and videos).
SAT   23	<b>No fear here:</b> Share how you help patients overcome their dental fears and feel comfortable with their experience. Be sure to use reassuring benefits-first language.
SUN   24	<b>One thing I've learned:</b> Share something you've learned from an experience.
MON   25	<b>Dental meme, joke, or pun:</b> Make 'em laugh!
TUE   26	<b>Get to know the doctor's family:</b> Share photos of the doc's family on vacation or doing something they love together.
WED   27	<b>High-five:</b> Give a virtual shout-out to a team member.
THU   28	<b>Last-minute appointment opening:</b> Post any last-minute appointments available this week.
FRI   29	<b>Share a case study video:</b> Share a link to the video. In the caption, state what problem(s) the patient had, how you helped them, and include a call to action to book a consultation.
SAT   30	<b>Emergency dental tip:</b> How to handle common dental emergencies (encourage audience to save for future reference).
SUN   31	<b>Easter Sunday</b>

### *additional post ideas*

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### *month review*

	# OF FOLLOWS	# OF LINK CLICKS	# OF LIKES	# OF COMMENTS	COST OF ADS
How did you do this month?					

# APRIL 2024 CALENDAR

## observances

Oral Cancer Awareness Month | National Facial Protection Month

- BEHIND THE SCENES
- TRUST-BUILDER
- PROMOTION
- AUTHORITY
- ENGAGEMENT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
	PROMOTE SPORTS MOUTH GUARDS	FAQ ORAL HEALTH	ASK A QUESTION	GET TO KNOW	FAQ FRIDAY	ASK THE HYGIENIST LIVE
7	8	9	10	11	12	13
TEAM SELFIE DENTAL HYGIENISTS WEEK	CONTINUING EDUCATION	QUOTE	WELLNESS WEDNESDAY	HOW-TO VIDEO	WE LOVE OUR PETS	SHARE A WRITTEN REVIEW
14	15	16	17	18	19	20
PROMOTE A SERVICE	POLL	TOOTH TIP TUESDAY	BUST A COMMON MYTH OR BARRIER	BACKSTORY	TRUE OR FALSE FACT OR FICTION	PRODUCT REVIEW OR RECOMMENDATION
21	22	23	24	25	26	27
LOCAL RECOMMENDATIONS	EARTH DAY VIDEO TOUR	ONE THING I'VE LEARNED	ADMINISTRATIVE PROFESSIONALS DAY GET TO KNOW	QUOTE	FAQ FRIDAY	BOOK RECOMMENDATION
28	28	30				
SHOW A BEFORE-AND-AFTER PHOTO	VISIT OUR WEBSITE	FEATURE A PIECE OF TECHNOLOGY				

## schedule

FEED	M	T	W	T	F	S	S	STORY	M	T	W	T	F	S	S	LIVE	M	T	W	T	F	S	S
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# APRIL 2024 Social Media Content Roadmap

SUGGESTED POST TOPICS	
MON   01	<b>April is National Facial Protection Month</b> Promote sports mouth guards. Include a call to action to book a consultation.
TUE   02	<b>April is Oral Cancer Awareness Month</b> - Answer a common question about oral cancer.
WED   03	<b>Ask a question:</b> Ask your audience a question that relates to your business. Include a call to action and respond to comments.
THU   04	<b>Get to know the hygienist(s):</b> Feature the hygiene team and share what value they bring to your office.
FRI   05	<b>FAQ Friday:</b> Answer common questions patients ask the hygienist(s).
SAT   06	<b>Ask the Hygienist Live:</b> Go live on Facebook or Instagram and answer questions.
SUN   07	<b>Dental Hygienists Week - Team selfie:</b> Snap a group selfie of the hygiene team.
MON   08	<b>Dental Hygienists Week - Continuing education:</b> Share a photo of your hygiene team participating in continuing education (virtual or in person!).
TUE   09	<b>Dental Hygienists Week - Quote:</b> Share an inspirational or funny quote and describe why you love it.
WED   10	<b>Dental Hygienists Week - Wellness Wednesday:</b> Share a self-care recommendation, give health and wellness tips, share a workout routine, or promote another local wellness provider (spa, personal trainer, etc.).
THU   11	<b>Dental Hygienists Week - How-to video:</b> Record a video showing your audience how to do something (like how to brush or floss properly).
FRI   12	<b>Dental Hygienists Week - We love our pets:</b> Share photos of team members' furry family members.
SAT   13	<b>Dental Hygienists Week - Share a written review:</b> This could be from Google, Facebook, Yelp, or another site.
SUN   14	<b>Promote a service:</b> Share the benefits your service brings to your audience. Include a call to action to book a consultation.
MON   15	<b>Poll:</b> Ask your audience a multiple-choice question that relates to your business.
TUE   16	<b>Tooth Tip Tuesday:</b> Share a tip or fact that'll help your audience.

## SUGGESTED POST TOPICS (CONTINUED)

WED   17	<b>Bust a common myth or barrier:</b> Bust a misconception people have about your industry and explain why it's a myth or how you help them overcome said barrier.
THU   18	<b>Backstory:</b> Share why you got into medicine, why you're passionate about it, etc. This could be one big post or multiple small posts.
FRI   19	<b>True or False / Fact or Fiction:</b> Share a fact or trivia item and ask your audience if it's true or false.
SAT   20	<b>Product review or recommendation:</b> Review a product your audience would be interested in, like a new flavor of floss, an electric toothbrush, a water flosser, etc.
SUN   21	<b>Local recommendations:</b> Share your favorite local businesses and why you love them. Before sharing, see if they'll offer your followers a special discount or freebie and ask them to reshare your post.
MON   22	<b>Earth Day - Video tour:</b> Show a behind-the-scenes look at what your practice is doing to care for the environment - recycling, going paperless, etc.
TUE   23	<b>One thing I've learned:</b> Share something you've learned from an experience.
WED   24	<b>Administrative Professionals Day - Get to know the administrative staff:</b> Feature admin team members and share the value they bring to your office.
THU   25	<b>Quote:</b> Share an inspirational or funny quote and describe why you love it.
FRI   26	<b>FAQ Friday:</b> Answer a common question (alternate between posts and videos).
SAT   27	<b>Book recommendation:</b> Share a book you're currently reading and one tidbit you've learned from it (you could also recommend a blog, podcast, or any other educational or informative resource).
SUN   28	<b>Show a before-and-after photo:</b> In the caption, state what problem(s) the patient had, how you helped them, and include a call to action to book a consultation.
MON   29	<b>Visit our website:</b> Highlight a specific page on your website and what users can gain from checking it out.
TUE   30	<b>Feature a piece of technology:</b> Share the benefits this technology brings to your audience. Include a call to action to book a consultation.

### *additional post ideas*


### *month review*

	# OF FOLLOWS	# OF LINK CLICKS	# OF LIKES	# OF COMMENTS	COST OF ADS
How did you do this month?					

# MAY 2024 CALENDAR

## observances

Save Your Tooth Month

- BEHIND THE SCENES
- TRUST-BUILDER
- PROMOTION
- AUTHORITY
- ENGAGEMENT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 SHARE A RESOURCE	2 LEAVE US A REVIEW	3 OUT IN THE COMMUNITY	4 NATIONAL FITNESS DAY:
5 MEMBERSHIP PLAN FAQ	6 ASK A DR. LIVE	7 NATIONAL TEACHER DAY	8 THIS OR THAT	9 ASK A HYGIENIST LIVE	10 PATIENT APPRECIATION	11 NO FEAR HERE
12 MOTHER'S DAY	13 HIGH-FIVE	14 TOOTH TIP TUESDAY	15 EMERGENCY DENTAL TIP	16 VIDEO TOUR	17 LAST-MINUTE APPOINTMENT OPENING	18 TEAM SELFIE
19 SHARE A WRITTEN REVIEW	20 PROMOTE A SPECIAL OFFER	21 HEALTHY RECIPE	22 WELLNESS WEDNESDAY	23 THROWBACK THURSDAY	24 ONE THING I'VE LEARNED	25 TRUE OR FALSE FACT OR FICTION
26 GET TO KNOW	27 MEMORIAL DAY	28 COMMUNITY EVENTS	29 GET TO KNOW	30 HIGH-FIVE	31 NATIONAL SMILE DAY NO FEAR HERE	

## schedule

FEED	M	T	W	T	F	S	S	STORY	M	T	W	T	F	S	S	LIVE	M	T	W	T	F	S	S
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# MAY 2024 Social Media Content Roadmap

## SUGGESTED POST TOPICS

WED   01	<b>May is Save Your Tooth Month - Share a resource:</b> Share a post from a professional association you're affiliated with that will provide value to your audience.
THU   02	<b>Leave us a review:</b> Provide a link to Google, Facebook, or another site where you want new reviews.
FRI   03	<b>Out in the community:</b> Share a photo of you and your team in the community. It could be a team lunch, a fund run, etc.
SAT   04	<b>National Fitness Day:</b> Share a workout routine or a photo of the doctor or a team member working out or doing something active.
SUN   05	<b>Membership plan FAQ:</b> Answer questions about your membership plan, if you have one.
MON   06	<b>Ask a Dr. Live:</b> Go live on Facebook or Instagram and answer questions.
TUE   07	<b>National Teacher Day:</b> Say "thank you" to the teachers in your community! (Do you have patients who are teachers? Mention them specifically!)
WED   08	<b>This or that:</b> Pick two friendly "controversial" things to debate (example: Which Do You Prefer, Beach or Mountains?).
THU   09	<b>Ask Hygienist Live:</b> Go live on Facebook or Instagram and answer questions.
FRI   10	<b>Patient appreciation:</b> Say "thank you" to your followers, patients, and community!
SAT   11	<b>No fear here:</b> Share how you help patients overcome their dental fears and feel comfortable with their experience. Be sure to use reassuring benefits-first language.
SUN   12	<b>Mother's Day</b>
MON   13	<b>High-five:</b> Give a virtual shout-out to a team member.
TUE   14	<b>Tooth Tip Tuesday:</b> Share a tip or fact that'll help your audience.
WED   15	<b>Emergency dental tip:</b> How to handle common dental emergencies (encourage audience to save for future reference).
THU   16	<b>Video tour:</b> Shoot a quick video tour of your office, or even the surrounding area or parking lot (for offices tucked away in buildings or office parks, this can be helpful for new patients!).



## SUGGESTED POST TOPICS (CONTINUED)

FRI   17	<b>Last-minute appointment opening:</b> Post any last-minute appointments available this week.
SAT   18	<b>Team selfie:</b> Snap a group selfie during your morning huddle.
SUN   19	<b>Share a written review:</b> This could be from Google, Facebook, Yelp, or another site.
MON   20	<b>Promote a special offer:</b> Free consultation, discount, holiday offer, etc.
TUE   21	<b>Healthy recipe:</b> Share a healthy recipe your audience will benefit from.
WED   22	<b>Wellness Wednesday:</b> Share a self-care recommendation, give health and wellness tips, share a workout routine, or promote another local wellness provider (spa, personal trainer, etc.).
THU   23	<b>Throwback Thursday:</b> Feature a throwback photo of the doc or team members.
FRI   24	<b>One thing I've learned:</b> Share something you've learned from an experience.
SAT   25	<b>True or False / Fact or Fiction:</b> Share a fact or trivia item and ask your audience if it's true or false.
SUN   26	<b>Get to know a team member:</b> Feature one team member and share what value they bring to your office.
MON   27	<b>Memorial Day</b>
TUE   28	<b>Community events:</b> Share what's going on in the community or with other local businesses.
WED   29	<b>Get to know the doctor:</b> Alternate between sharing a professional and personal fact.
THU   30	<b>High-five:</b> Give a virtual shout-out to a team member.
FRI   31	<b>National Smile Day - No fear here:</b> Share how you help patients feel comfortable getting the smile of their dreams. Be sure to use reassuring benefits-first language.

### *additional post ideas*


### *month review*

	# OF FOLLOWS	# OF LINK CLICKS	# OF LIKES	# OF COMMENTS	COST OF ADS
How did you do this month?					

# JUNE 2024 CALENDAR

## observances

Migraine and Headache Awareness Month | Dental Smiles Month

- BEHIND THE SCENES
- TRUST-BUILDER
- PROMOTION
- AUTHORITY
- ENGAGEMENT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 LEAVE US A REVIEW
2 DENTAL MEME, JOKE, OR PUN	3 PROMOTE A SERVICE	4 TOOTH TIP TUESDAY	5 WELLNESS WEDNESDAY	6 BEHIND THE SCENES	7 FAQ FRIDAY	8 TWO TRUTHS AND A LIE
9 LOCAL RECOMMENDATIONS	10 SHARE A WRITTEN REVIEW	11 CALENDAR OF EVENTS	12 PRODUCT REVIEW OR RECOMMENDATION	13 WE LOVE OUR PETS	14 PATIENT SAFETY	15 SMILE POWER DAY PROMOTE A SPECIAL OFFER
16 FATHER'S DAY	17 THIS OR THAT	18 HIGH-FIVE	19 SECOND OPINION	20 FIRST DAY OF SUMMER	21 BRING YOUR PET TO WORK DAY (WE LOVE PETS)	22 HOW-TO VIDEO
23 POLL	24 PROMOTE A SPECIAL OFFER	25 BUST A COMMON MYTH OR BARRIER	26 TOOTHBRUSH DAY THIS OR THAT	27 SHARE A PIECE OF EVERGREEN CONTENT	28 BEHIND THE SCENES	29 QUOTE
30 SOCIAL MEDIA DAY CROSS PROMOTE SOCIAL PLATFORMS						

## schedule

FEED	(M)	(T)	(W)	(T)	(F)	(S)	(S)	STORY	(M)	(T)	(W)	(T)	(F)	(S)	(S)	LIVE	(M)	(T)	(W)	(T)	(F)	(S)	(S)
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# JUNE 2024 Social Media Content Roadmap

SUGGESTED POST TOPICS	
SAT   01	<b>Leave us a review:</b> Provide a link to Google, Facebook, or another site where you want new reviews.
SUN   02	<b>Dental meme, joke, or pun:</b> Make 'em laugh!
MON   03	<b>June is Dental Smiles Month - Promote a service:</b> Share the benefits your service brings to your audience. Include a call to action to book a consultation.
TUE   04	<b>Tooth Tip Tuesday:</b> Share a tip or fact that'll help your audience.
WED   05	<b>June is Migraine and Headache Awareness Month:</b> Share a tip to help alleviate TMJ-related headaches. Share a self-care recommendation, give health and wellness tips, share a workout routine, or promote another local wellness provider (spa, personal trainer, etc.)
THU   06	<b>Behind the scenes:</b> Share a photo or video. This could be inside the office (team building event) or outside (family fun).
FRI   07	<b>FAQ Friday:</b> Answer a common question (alternate between posts and videos).
SAT   08	<b>Two truths and a lie:</b> Have team members share two truths and a lie and invite your audience to guess the lie.
SUN   09	<b>Local recommendations:</b> Share your favorite local businesses and why you love them. Before sharing, see if they'll offer your followers a special discount or freebie and ask them to reshare your post.
MON   10	<b>Share a written review:</b> This could be from Google, Facebook, Yelp, or another site.
TUE   11	<b>Calendar of events:</b> Share upcoming events in the practice or community.
WED   12	<b>Product review or recommendation:</b> Review a product your audience would be interested in, like a new flavor of floss, an electric toothbrush, a water flosser, etc.
THU   13	<b>We love our pets:</b> Share photos of team members' furry family members.
FRI   14	<b>Patient safety:</b> Show what you do behind the scenes to keep everything sterilized and sanitary and how you keep patients safe and healthy.
SAT   15	<b>Smile Power Day - Promote a special offer:</b> Free consultation, discount, etc.
SUN   16	<b>Father's Day</b>

## SUGGESTED POST TOPICS (CONTINUED)

MON   17	<b>This or that:</b> Pick two friendly “controversial” things to debate (example: Which Do You Prefer, Beach or Mountains?).
TUE   18	<b>High-five:</b> Give a virtual shout-out to a team member.
WED   19	<b>Second opinion:</b> Offer a free consultation for a second opinion on a recommendation.
THU   20	<b>First Day of Summer</b>
FRI   21	<b>We love our pets:</b> Share photos of team members’ furry family members.
SAT   22	<b>How-to video:</b> Record a video showing your audience how to do something (like how to brush or floss properly).
SUN   23	<b>Poll:</b> Ask your audience a multiple-choice question that relates to your business.
MON   24	<b>Promote a special offer:</b> Free consultation, discount, holiday offer, etc.
TUE   25	<b>Bust a common myth or barrier:</b> Bust a misconception people have about your industry and explain why it’s a myth or how you help them overcome said barrier.
WED   26	<b>Toothbrush Day - This or that:</b> Pick two friendly “controversial” things to debate (example: electric toothbrush or traditional toothbrush?).
THU   27	<b>Share a piece of evergreen content:</b> Share a blog post or article that’s always relevant.
FRI   28	<b>Behind the scenes:</b> Share a photo or video. This could be inside the office (team building event) or outside (family fun).
SAT   29	<b>Quote:</b> Share an inspirational or funny quote and describe why you love it.
SUN   30	<b>Social Media Day - Cross promote different social platforms:</b> Ask followers to connect with you on another social platform you’re active on (i.e.: ask Instagram followers to connect with you on LinkedIn).

### *additional post ideas*

_____	_____	_____
_____	_____	_____
_____	_____	_____

### *month review*

	# OF FOLLOWS	# OF LINK CLICKS	# OF LIKES	# OF COMMENTS	COST OF ADS
How did you do this month?					

# JULY 2024 CALENDAR

● BEHIND THE SCENES    
 ● TRUST-BUILDER    
 ● PROMOTION    
 ● AUTHORITY    
 ● ENGAGEMENT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 BACK TO SCHOOL APPOINTMENT REMINDERS	2 CONTINUING EDUCATION	3 WELLNESS WEDNESDAY	4 INDEPENDENCE DAY	5 LOCAL RECOMMENDATIONS	6 ASK A QUESTION
7 ONE THING I'VE LEARNED	8 TEAM SELFIE	9 PATIENT APPRECIATION	10 PRODUCT REVIEW OR RECOMMENDATION	11 SHARE A CASE STUDY VIDEO	12 TRUE OR FALSE FACT OR FICTION	13 PROMOTE A SERVICE
14 BOOK RECOMMENDATION	15 GET TO KNOW	16 NEW IN TOWN	17 BUST A COMMON MYTH OR BARRIER	18 BEHIND THE SCENES	19 FAQ FRIDAY	20 OFFICE UPDATES
21 SHOW A BEFORE-AND-AFTER PHOTO	22 FEATURE A PIECE OF TECHNOLOGY	23 TOOTH TIP TUESDAY	24 HEALTHY RECIPE	25 THROWBACK THURSDAY	26 OUT IN THE COMMUNITY	27 HIGH-FIVE
28 ASK HYGIENIST LIVE	29 THIS OR THAT	30 INSURANCE INSIGHTS	31 CALENDAR OF EVENTS			

*schedule*

FEED	M	T	W	T	F	S	S	STORY	M	T	W	T	F	S	S	LIVE	M	T	W	T	F	S	S
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# JULY 2024 Social Media Content Roadmap

## SUGGESTED POST TOPICS

MON   01	<b>Back to School Appointment Reminders:</b> Remind parents to book kids' appointments before the new school year starts.
TUE   02	<b>Continuing education:</b> Share a photo of you or your team participating in continuing education (virtual or in person!).
WED   03	<b>Wellness Wednesday:</b> Share a self-care recommendation, give health and wellness tips, share a workout routine, or promote another local wellness provider (spa, personal trainer, etc.).
THU   04	<b>Independence Day</b>
FRI   05	<b>Local recommendations:</b> Share your favorite local businesses and why you love them. Before sharing, see if they'll offer your followers a special discount or freebie and ask them to reshare your post.
SAT   06	<b>Ask a question:</b> Ask your audience a question that relates to your business. Include a call to action and respond to comments.
SUN   07	<b>One thing I've learned:</b> Share something you've learned from an experience.
MON   08	<b>Team selfie:</b> Snap a group selfie during your morning huddle.
TUE   09	<b>Patient appreciation:</b> Say "thank you" to your followers, patients, and community!
WED   10	<b>Product review or recommendation:</b> Review a product your audience would be interested in, like a new flavor of floss, an electric toothbrush, a water flosser, etc.
THU   11	<b>Share a case study video:</b> Share a link to the video. In the caption, state what problem(s) the patient had, how you helped them, and include a call to action to book a consultation.
FRI   12	<b>True or False / Fact or Fiction:</b> Share a fact or trivia item and ask your audience if it's true or false.
SAT   13	<b>Promote a service:</b> Share the benefits your service brings to your audience. Include a call to action to book a consultation.
SUN   14	<b>Book recommendation:</b> Share a book you're currently reading and one tidbit you've learned from it (you could also recommend a blog, podcast, or any other educational or informative resource).
MON   15	<b>Get to know a team member:</b> Feature one team member and share what value they bring to your office.
TUE   16	<b>New in town:</b> Share new patient special offers for those who may have recently moved into the area.

## SUGGESTED POST TOPICS (CONTINUED)

WED   17	<b>Bust a common myth or barrier:</b> Bust a misconception people have about your industry and explain why it's a myth or how you help them overcome said barrier.
THU   18	<b>Behind the scenes:</b> Share a photo or video. This could be inside the office (team building event) or outside (family fun).
FRI   19	<b>FAQ Friday:</b> Answer a common question (alternate between posts and videos).
SAT   20	<b>Office updates:</b> This could include new hours, new services, new team members, etc.
SUN   21	<b>Show a before-and-after photo:</b> In the caption, state what problem(s) the patient had, how you helped them, and include a call to action to book a consultation.
MON   22	<b>Feature a piece of technology:</b> Share the benefits this technology brings to your audience. Include a call to action to book a consultation.
TUE   23	<b>Tooth Tip Tuesday:</b> Share a tip or fact that'll help your audience.
WED   24	<b>Healthy recipe:</b> Share a healthy recipe your audience will benefit from.
THU   25	<b>Throwback Thursday:</b> Feature a throwback photo of the doc or team members.
FRI   26	<b>Out in the community:</b> Share a photo of you and your team in the community. It could be a team lunch, a fund run, etc.
SAT   27	<b>High-five:</b> Give a virtual shout-out to a team member.
SUN   28	<b>Ask Hygienist Live:</b> Go live on Facebook or Instagram and answer questions.
MON   29	<b>This or that:</b> Pick two friendly "controversial" things to debate (example: Which Do You Prefer, Beach or Mountains?).
TUE   30	<b>Insurance insights:</b> Answer frequently asked questions about insurance.
WED   31	<b>Calendar of events:</b> Share upcoming events in the practice or community.

### *additional post ideas*

_____	_____	_____
_____	_____	_____
_____	_____	_____

### *month review*

	# OF FOLLOWS	# OF LINK CLICKS	# OF LIKES	# OF COMMENTS	COST OF ADS
How did you do this month?					

# AUGUST 2024 CALENDAR

● BEHIND THE SCENES    
 ● TRUST-BUILDER    
 ● PROMOTION    
 ● AUTHORITY    
 ● ENGAGEMENT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
				GET TO KNOW	DENTAL MEME, JOKE, OR PUN	EMERGENCY DENTAL TIP
4	5	6	7	8	9	10
BACKSTORY	ASK A DR. LIVE	FRESH BREATH DAY PRODUCT REVIEW OR RECOMMENDATION	WELLNESS WEDNESDAY	LAST-MINUTE APPOINTMENT OPENING	ASK A QUESTION	SHARE A WRITTEN REVIEW
11	12	13	14	15	16	17
TELL A JOKE DAY DENTAL MEME, JOKE, OR PUN	LEAVE US A REVIEW	VISIT OUR WEBSITE	QUOTE	WE LOVE OUR PETS	FAQ FRIDAY	COMMUNITY EVENTS
18	19	20	21	22	23	24
HIGH-FIVE	BUST A COMMON MYTH OR BARRIER	PROMOTE A SERVICE	POLL	TOOTH FAIRY DAY	SHARE A RESOURCE	SHARE A WRITTEN REVIEW
25	26	27	28	29	30	31
THIS OR THAT	PRODUCT REVIEW OR RECOMMENDATION	TOOTH TIP TUESDAY	QUOTE	PATIENT SAFETY	REFERRAL PROGRAM	BEHIND THE SCENES

*schedule*

FEED	M	T	W	T	F	S	S	STORY	M	T	W	T	F	S	S	LIVE	M	T	W	T	F	S	S



# AUGUST 2024 Social Media Content Roadmap

## SUGGESTED POST TOPICS

THU   01	<b>Get to know the doctor:</b> Alternate between sharing a professional and personal fact.
FRI   02	<b>Dental meme, joke, or pun:</b> Make 'em laugh!
SAT   03	<b>Emergency dental tip:</b> How to handle common dental emergencies (encourage audience to save for future reference).
SUN   04	<b>Backstory:</b> Share why you got into medicine, why you're passionate about it, etc. This could be one big post or multiple small posts.
MON   05	<b>Ask a Dr. Live:</b> Go live on Facebook or Instagram and answer questions.
TUE   06	<b>Fresh Breath Day - Product review or recommendation:</b> Review a product that can help patients enjoy fresher breath.
WED   07	<b>Wellness Wednesday:</b> Share a self-care recommendation, give health and wellness tips, share a workout routine, or promote another local wellness provider (spa, personal trainer, etc.).
THU   08	<b>Last-minute appointment opening:</b> Post any last-minute appointments available this week.
FRI   09	<b>Ask a question:</b> Ask your audience a question that relates to your business. Include a call to action and respond to comments.
SAT   10	<b>Share a written review:</b> This could be from Google, Facebook, Yelp, or another site.
SUN   11	<b>Tell a Joke Day - Dental meme, joke, or pun:</b> Make 'em laugh!
MON   12	<b>Leave us a review:</b> Provide a link to Google, Facebook, or another site where you want new reviews.
TUE   13	<b>Visit our website:</b> Highlight a specific page on your website and what users can gain from checking it out.
WED   14	<b>Quote:</b> Share an inspirational or funny quote and describe why you love it.
THU   15	<b>We love our pets:</b> Share photos of team members' furry family members.
FRI   16	<b>FAQ Friday:</b> Answer a common question (alternate between posts and videos).

## SUGGESTED POST TOPICS (CONTINUED)

SAT   17	<b>Community events:</b> Share what's going on in the community or with other local businesses.
SUN   18	<b>High-five:</b> Give a virtual shout-out to a team member.
MON   19	<b>Bust a common myth or barrier:</b> Bust a misconception people have about your industry and explain why it's a myth or how you help them overcome said barrier.
TUE   20	<b>Promote a service:</b> Share the benefits your service brings to your audience. Include a call to action to book a consultation.
WED   21	<b>Poll:</b> Ask your audience a multiple-choice question that relates to your business.
THU   22	<b>Tooth Fairy Day</b>
FRI   23	<b>Share a resource:</b> Share a post from a professional association you're affiliated with that will provide value to your audience.
SAT   24	<b>Share a written review:</b> This could be from Google, Facebook, Yelp, or another site.
SUN   25	<b>This or that:</b> Pick two friendly "controversial" things to debate (example: Which Do You Prefer, Beach or Mountains?).
MON   26	<b>Product review or recommendation:</b> Review a product your audience would be interested in, like a new flavor of floss, an electric toothbrush, a water flosser, etc.
TUE   27	<b>Tooth Tip Tuesday:</b> Share a tip or fact that'll help your audience.
WED   28	<b>Quote:</b> Share an inspirational or funny quote and describe why you love it.
THU   29	<b>Patient safety:</b> Show what you do behind the scenes to keep everything sterilized and sanitary and how you keep patients safe and healthy.
FRI   30	<b>Referral program:</b> Share the details of your referral program.
SAT   31	<b>Behind the scenes:</b> Share a photo or video. This could be inside the office (team building event) or outside (family fun).

### *additional post ideas*

_____	_____	_____
_____	_____	_____
_____	_____	_____

### *month review*

	# OF FOLLOWS	# OF LINK CLICKS	# OF LIKES	# OF COMMENTS	COST OF ADS
How did you do this month?					

# SEPTEMBER 2024 CALENDAR

● BEHIND THE SCENES    
 ● TRUST-BUILDER    
 ● PROMOTION    
 ● AUTHORITY    
 ● ENGAGEMENT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 USE IT OR LOSE IT	2 LABOR DAY	3 FEATURE A PIECE OF TECHNOLOGY	4 TRUE OR FALSE FACT OR FICTION	5 INSURANCE INSIGHTS	6 READ A BOOK DAY BOOK RECOMMENDATION	7 MEMBERSHIP PLAN FAQ
8 VIDEO TOUR	9 POST-OP INSTRUCTIONS	10 TWO TRUTHS AND A LIE	11 WELLNESS WEDNESDAY	12 GET TO KNOW	13 FAQ FRIDAY	14 HIGH-FIVE
15 LEAVE US A REVIEW	16 NO FEAR HERE	17 WE LOVE OUR PETS	18 PROMOTE A SERVICE	19 OUT IN THE COMMUNITY	20 CROSS PROMOTE SOCIAL PLATFORMS	21 PATIENT APPRECIATION
22 FIRST DAY OF FALL	23 CONTINUING EDUCATION	24 TOOTH TIP TUESDAY	25 BUST A COMMON MYTH OR BARRIER	26 LOCAL RECOMMENDATIONS	27 ONE THING I'VE LEARNED	28 SECOND OPINION
29 ASK A QUESTION	30 CALENDAR OF EVENTS					

*schedule*

FEED	M	T	W	T	F	S	S	STORY	M	T	W	T	F	S	S	LIVE	M	T	W	T	F	S	S
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# SEPTEMBER 2024 Social Media Content Roadmap

## SUGGESTED POST TOPICS

SUN   01	<b>Use it or lose it:</b> Remind patients to use their yearly benefits. This is a great campaign to run in September/October.
MON   02	<b>Labor Day</b>
TUE   03	<b>Feature a piece of technology:</b> Share the benefits this technology brings to your audience. Include a call to action to book a consultation.
WED   04	<b>True or False / Fact or Fiction:</b> Share a fact or trivia item and ask your audience if it's true or false.
THU   05	<b>Insurance insights:</b> Answer frequently asked questions about insurance.
FRI   06	<b>Read a Book Day - Book recommendation:</b> Share a book you're currently reading and one tidbit you've learned from it.
SAT   07	<b>Membership plan FAQ:</b> Answer questions about your membership plan, if you have one.
SUN   08	<b>Video tour:</b> Shoot a quick video tour of your office, or even the surrounding area or parking lot (for offices tucked away in buildings or office parks, this can be helpful for new patients!).
MON   09	<b>Post-Op instructions:</b> Share post-op recommendations for common dental procedures.
TUE   10	<b>Two truths and a lie:</b> Have team members share two truths and a lie and invite your audience to guess the lie.
WED   11	<b>Wellness Wednesday:</b> Share a self-care recommendation, give health and wellness tips, share a workout routine, or promote another local wellness provider (spa, personal trainer, etc.).
THU   12	<b>Get to know a team member:</b> Feature one team member and share what value they bring to your office.
FRI   13	<b>FAQ Friday:</b> Answer a common question (alternate between posts and videos).
SAT   14	<b>High-five:</b> Give a virtual shout-out to a team member.
SUN   15	<b>Leave us a review:</b> Provide a link to Google, Facebook, or another site where you want new reviews.
MON   16	<b>No fear here:</b> Share how you help patients overcome their dental fears and feel comfortable with their experience. Be sure to use reassuring benefits-first language.

## SUGGESTED POST TOPICS (CONTINUED)

TUE   17	<b>We love our pets:</b> Share photos of team members' furry family members.
WED   18	<b>Promote a service:</b> Share the benefits your service brings to your audience. Include a call to action to book a consultation.
THU   19	<b>Out in the community:</b> Share a photo of you and your team in the community. It could be a team lunch, a fund run, etc.
FRI   20	<b>Cross promote different social platforms:</b> Ask followers to connect with you on another social platform you're active on (ie: Ask Instagram followers to connect with you on LinkedIn).
SAT   21	<b>Patient appreciation:</b> Say "thank you" to your followers, patients, and community!
SUN   22	<b>First Day of Fall</b>
MON   23	<b>Continuing education:</b> Share a photo of you or your team participating in continuing education (virtual or in person!).
TUE   24	<b>Tooth Tip Tuesday:</b> Share a tip or fact that'll help your audience.
WED   25	<b>Bust a common myth or barrier:</b> Bust a misconception people have about your industry and explain why it's a myth or how you help them overcome said barrier.
THU   26	<b>Local recommendations:</b> Share your favorite local businesses and why you love them. Before sharing, see if they'll offer your followers a special discount or freebie and ask them to reshare your post.
FRI   27	<b>One thing I've learned:</b> Share something you've learned from an experience.
SAT   28	<b>Second opinion:</b> Offer a free consultation for a second opinion on a recommendation.
SUN   29	<b>Ask a question:</b> Ask your audience a question that relates to your business. Include a call to action and respond to comments.
MON   30	<b>Calendar of events:</b> Share upcoming events in the practice or community.

### *additional post ideas*


### *month review*

	# OF FOLLOWS	# OF LINK CLICKS	# OF LIKES	# OF COMMENTS	COST OF ADS
How did you do this month?					

# OCTOBER 2024 CALENDAR

## observances

National Dental Hygiene Month

- BEHIND THE SCENES
- TRUST-BUILDER
- PROMOTION
- AUTHORITY
- ENGAGEMENT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 PROMOTE A SPECIAL OFFER	2 HEALTHY RECIPE	3 ASK HYGIENIST LIVE	4 WORLD SMILE DAY SHARE A CASE STUDY VIDEO	5 EMERGENCY DENTAL TIP
6 HIGH-FIVE	7 NEW IN TOWN	8 LOCAL RECOMMENDATIONS	9 WELLNESS WEDNESDAY	10 THROWBACK THURSDAY	11 TRUE OR FALSE FACT OR FICTION	12 TEAM SELFIE
13 ONE THING I'VE LEARNED	14 SHARE A PIECE OF EVERGREEN CONTENT	15 USE IT OR LOSE IT	16 BOSS' DAY BEHIND THE SCENES	17 PROMOTE A SERVICE	18 FAQ FRIDAY	19 QUOTE
20 BEHIND THE SCENES	21 PRODUCT REVIEW OR RECOMMENDATION	22 THIS OR THAT	23 BOOK RECOMMENDATION	24 BACKSTORY	25 SHARE A WRITTEN REVIEW	26 POLL
27 DENTAL MEME, JOKE, OR PUN	28 ASK HYGIENIST LIVE	29 BUST A COMMON MYTH OR BARRIER	30 CALENDAR OF EVENTS	31 HALLOWEEN		

## schedule

FEED	M	T	W	T	F	S	S	STORY	M	T	W	T	F	S	S	LIVE	M	T	W	T	F	S	S
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# OCTOBER 2024 Social Media Content Roadmap

## SUGGESTED POST TOPICS

TUE   01	<b>Promote a special offer:</b> Free consultation, discount, holiday offer, etc.
WED   02	<b>Healthy recipe:</b> Share a healthy recipe your audience will benefit from.
THU   03	<b>Ask Hygienist Live:</b> Go live on Facebook or Instagram and answer top hygiene questions.
FRI   04	<b>World Smile Day - Share a case study:</b> Demonstrate how you've helped a patient's smile.
SAT   05	<b>Emergency dental tip:</b> How to handle common dental emergencies (encourage audience to save for future reference).
SUN   06	<b>High-five:</b> Give a virtual shout-out to a team member.
MON   07	<b>New in town:</b> Share new patient special offers for those who may have recently moved into the area.
TUE   08	<b>Local recommendations:</b> Share your favorite local businesses and why you love them. Before sharing, see if they'll offer your followers a special discount or freebie and ask them to reshare your post.
WED   09	<b>Wellness Wednesday:</b> Share a self-care recommendation, give health and wellness tips, share a workout routine, or promote another local wellness provider (spa, personal trainer, etc.).
THU   10	<b>Throwback Thursday:</b> Feature a throwback photo of the doc or team members.
FRI   11	<b>True or False / Fact or Fiction:</b> Share a fact or trivia item and ask your audience if it's true or false.
SAT   12	<b>Team selfie:</b> Snap a group selfie during your morning huddle.
SUN   13	<b>One thing I've learned:</b> Share something you've learned from an experience.
MON   14	<b>Share a piece of evergreen content:</b> Share a blog post or article that's always relevant.
TUE   15	<b>Use it or lose it:</b> Remind patients to benefit from their yearly benefits. This is a great campaign to run in September/October.
WED   16	<b>Boss' Day - Behind the scenes:</b> Share a photo or video of the boss. This could be inside the office (team building event) or outside (family fun).

## SUGGESTED POST TOPICS (CONTINUED)

THU   17	<b>Promote a service:</b> Share the benefits your service brings to your audience. Include a call to action to book a consultation.
FRI   18	<b>FAQ Friday:</b> Answer a common question (alternate between posts and videos).
SAT   19	<b>Quote:</b> Share an inspirational or funny quote and describe why you love it.
SUN   20	<b>Behind the scenes:</b> Share a photo or video. This could be inside the office (team building event) or outside (family fun).
MON   21	<b>Product review or recommendation:</b> Review a product your audience would be interested in, like a new flavor of floss, an electric toothbrush, a water flosser, etc.
TUE   22	<b>This or that:</b> Pick two friendly “controversial” things to debate (example: Which Do You Prefer, Beach or Mountains?).
WED   23	<b>Book recommendation:</b> Share a book you’re currently reading and one tidbit you’ve learned from it (you could also recommend a blog, podcast, or any other educational or informative resource).
THU   24	<b>Backstory:</b> Share why you got into medicine, why you’re passionate about it, etc. This could be one big post or multiple small posts.
FRI   25	<b>Share a written review:</b> This could be from Google, Facebook, Yelp, or another site.
SAT   26	<b>Poll:</b> Ask your audience a multiple-choice question that relates to your business.
SUN   27	<b>Dental meme, joke, or pun:</b> Make ‘em laugh!
MON   28	<b>Ask Hygienist Live:</b> Go live on Facebook or Instagram and answer questions.
TUE   29	<b>Bust a common myth or barrier:</b> Bust a misconception people have about your industry and explain why it’s a myth or how you help them overcome said barrier.
WED   30	<b>Calendar of events:</b> Share upcoming events in the practice or community.
THU   31	<b>Halloween</b>

### *additional post ideas*

_____	_____	_____
_____	_____	_____
_____	_____	_____

### *month review*

	# OF FOLLOWS	# OF LINK CLICKS	# OF LIKES	# OF COMMENTS	COST OF ADS
How did you do this month?					



# NOVEMBER 2024 CALENDAR

*observances*

TMJ Awareness Month

- BEHIND THE SCENES
- TRUST-BUILDER
- PROMOTION
- AUTHORITY
- ENGAGEMENT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 BRUSH DAY	2 PROMOTE A SERVICE
3 HIGH FIVE	4 NO FEAR HERE	5 COMMUNITY EVENTS	6 OFFICE UPDATES	7 LAST-MINUTE APPOINTMENT OPENING	8 SHARE A RESOURCE	9 TRUE OR FALSE FACT OR FICTION
10 PRODUCT REVIEW OR RECOMMENDATION	11 ONE THING I'VE LEARNED	12 PATIENT SAFETY	13 TWO TRUTHS AND A LIE	14 BUST A COMMON MYTH OR BARRIER	15 FAQ FRIDAY	16 ASK A QUESTION
17 GET TO KNOW	18 ASK A DR. LIVE	19 TOOTH TIP TUESDAY	20 PROMOTE A SPECIAL OFFER	21 HOLIDAY CLOSURES	22 FLOSSING DAY HOW-TO VIDEO	23 QUOTE
24 ONE THING I'VE LEARNED	25 PATIENT APPRECIATION	26 LOCAL RECOMMENDATIONS	27 BEHIND THE SCENES	28 THANKSGIVING	29 REFERRAL PROGRAM	30 WE LOVE OUR PETS

*schedule*

FEED	M	T	W	T	F	S	S	STORY	M	T	W	T	F	S	S	LIVE	M	T	W	T	F	S	S
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# NOVEMBER 2024 Social Media Content Roadmap

## SUGGESTED POST TOPICS

FRI   01	<b>Brush Day:</b> Share a brushing tip or fact that'll help your audience.
SAT   02	<b>Promote a service:</b> Share the benefits TMJ treatment brings to your audience. Include a call to action to book a consultation.
SUN   03	<b>High-five:</b> Give a virtual shout-out to a team member.
MON   04	<b>No fear here:</b> Share how you help patients overcome their dental fears and feel comfortable with their experience. Be sure to use reassuring benefits-first language.
TUE   05	<b>Community events:</b> Share what's going on in the community or with other local businesses.
WED   06	<b>Office updates:</b> This could include new hours, new services, new team members, etc.
THU   07	<b>Last-minute appointment opening:</b> Post any last-minute appointments available this week.
FRI   08	<b>Share a resource:</b> Share a post from a professional association you're affiliated with that will provide value to your audience.
SAT   09	<b>True or False / Fact or Fiction:</b> Share a fact or trivia item and ask your audience if it's true or false.
SUN   10	<b>Product review or recommendation:</b> Review a product your audience would be interested in, like a new flavor of floss, an electric toothbrush, a water flosser, etc.
MON   11	<b>One thing I've learned:</b> Share something you've learned from an experience.
TUE   12	<b>Patient safety:</b> Show what you do behind the scenes to keep everything sterilized and sanitary and how you keep patients safe and healthy.
WED   13	<b>Two truths and a lie:</b> Have team members share two truths and a lie and invite your audience to guess the lie.
THU   14	<b>Bust a common myth or barrier:</b> Bust a misconception people have about your industry and explain why it's a myth or how you help them overcome said barrier.
FRI   15	<b>FAQ Friday:</b> Answer a common question (alternate between posts and videos).
SAT   16	<b>Ask a question:</b> Ask your audience a question that relates to your business. Include a call to action and respond to comments.

## SUGGESTED POST TOPICS (CONTINUED)

SUN   17	<b>Get to know a team member:</b> Feature one team member and share what value they bring to your office.
MON   18	<b>Ask a Dr. Live:</b> Go live on Facebook or Instagram and answer questions.
TUE   19	<b>Tooth Tip Tuesday:</b> Share a tip or fact that'll help your audience.
WED   20	<b>Promote a special offer:</b> Free consultation, discount, holiday offer, etc.
THU   21	<b>Holiday closures:</b> Post any upcoming schedule changes.
FRI   22	<b>Flossing Day - How-to video:</b> Record a video showing your audience how to floss.
SAT   23	<b>Quote:</b> Share an inspirational or funny quote and describe why you love it.
SUN   24	<b>One thing I've learned:</b> Share something you've learned from an experience.
MON   25	<b>Patient appreciation:</b> Say "thank you" to your followers, patients, and community!
TUE   26	<b>Local recommendations:</b> Share your favorite local businesses and why you love them. Before sharing, see if they'll offer your followers a special discount or freebie and ask them to reshare your post.
WED   27	<b>Behind the scenes:</b> Share a photo or video. This could be inside the office (team building event) or outside (family fun).
THU   28	<b>Thanksgiving</b>
FRI   29	<b>Referral program:</b> Share the details of your referral program.
SAT   30	<b>We love our pets:</b> Share photos of team members' furry family members.

### *additional post ideas*


### *month review*

	# OF FOLLOWS	# OF LINK CLICKS	# OF LIKES	# OF COMMENTS	COST OF ADS
How did you do this month?					

# DECEMBER 2024 CALENDAR

● BEHIND THE SCENES    
 ● TRUST-BUILDER    
 ● PROMOTION    
 ● AUTHORITY    
 ● ENGAGEMENT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 OUT IN THE COMMUNITY	2 MEMBERSHIP PLAN FAQ	3 PROMOTE A SPECIAL OFFER	4 HIGH-FIVE	5 EMERGENCY DENTAL TIP	6 HEALTHY RECIPE	7 POLL
8 PRODUCT REVIEW OR RECOMMENDATION	9 VIDEO TOUR	10 SECOND OPINION	11 WELLNESS WEDNESDAY	12 SHARE A TESTIMONIAL	13 FAQ FRIDAY	14 THIS OR THAT
15 FEATURE A PIECE OF TECHNOLOGY	16 TEAM SELFIE	17 BOOK RECOMMENDATION	18 TRUE OR FALSE FACT OR FICTION	19 HOLIDAY CLOSURES	20 PROMOTE A SERVICE	21 FIRST DAY OF WINTER
22 BUST A COMMON MYTH OR BARRIER	23 SHARE A PIECE OF EVERGREEN CONTENT	24 TOOTH TIP TUESDAY	25 CHRISTMAS DAY	26 PATIENT APPRECIATION	27 QUOTE	28 DENTAL MEME, JOKE, OR PUN
29 VISIT OUR WEBSITE	30 BEHIND THE SCENES	31 NEW YEAR'S EVE				

*schedule*

FEED	(M)	(T)	(W)	(T)	(F)	(S)	(S)	STORY	(M)	(T)	(W)	(T)	(F)	(S)	(S)	LIVE	(M)	(T)	(W)	(T)	(F)	(S)	(S)

# DECEMBER 2024 Social Media Content Roadmap

## SUGGESTED POST TOPICS

SUN   01	<b>Out in the community:</b> Share a photo of you and your team in the community. It could be a team lunch, a fund run, etc.
MON   02	<b>Membership plan FAQ:</b> Answer questions about your membership plan, if you have one.
TUE   03	<b>Promote a special offer:</b> Free consultation, discount, holiday offer, etc.
WED   04	<b>High-five:</b> Give a virtual shout-out to a team member.
THU   05	<b>Emergency dental tip:</b> How to handle common dental emergencies (encourage audience to save for future reference).
FRI   06	<b>Healthy recipe:</b> Share a healthy recipe your audience will benefit from.
SAT   07	<b>Poll:</b> Ask your audience a multiple-choice question that relates to your business.
SUN   08	<b>Product review or recommendation:</b> Review a product your audience would be interested in, like a new flavor of floss, an electric toothbrush, a water flosser, etc.
MON   09	<b>Video tour:</b> Shoot a quick video tour of your office, or even the surrounding area or parking lot (for offices tucked away in buildings or office parks, this can be helpful for new patients!).
TUE   10	<b>Second opinion:</b> Offer a free consultation for a second opinion on a recommendation.
WED   11	<b>Wellness Wednesday:</b> Share a self-care recommendation, give health and wellness tips, share a workout routine, or promote another local wellness provider (spa, personal trainer, etc.).
THU   12	<b>Share a testimonial:</b> This could be a video testimonial or a thank you card. If it's not a publicly accessible testimonial (i.e. thank you card), be sure to leave off the patient's name for HIPAA compliance.
FRI   13	<b>FAQ Friday:</b> Answer a common question (alternate between posts and videos).
SAT   14	<b>This or that:</b> Pick two friendly "controversial" things to debate (example: Which Do You Prefer, Beach or Mountains?).
SUN   15	<b>Feature a piece of technology:</b> Share the benefits this technology brings to your audience. Include a call to action to book a consultation.
MON   16	<b>Team selfie:</b> Snap a group selfie during your morning huddle.

## SUGGESTED POST TOPICS (CONTINUED)

TUE   17	<b>Book recommendation:</b> Share a book you're currently reading and one tidbit you've learned from it (you could also recommend a blog, podcast, or any other educational or informative resource).
WED   18	<b>True or False / Fact or Fiction:</b> Share a fact or trivia item and ask your audience if it's true or false.
THU   19	<b>Holiday closures:</b> Post any upcoming schedule changes.
FRI   20	<b>Promote a service:</b> Share the benefits your service brings to your audience. Include a call to action to book a consultation.
SAT   21	<b>First Day of Winter</b>
SUN   22	<b>Bust a common myth or barrier:</b> Bust a misconception people have about your industry and explain why it's a myth or how you help them overcome said barrier.
MON   23	<b>Share a piece of evergreen content:</b> Share a blog post or article that's always relevant.
TUE   24	<b>Tooth Tip Tuesday:</b> Share a tip or fact that'll help your audience.
WED   25	<b>Christmas Day</b>
THU   26	<b>Patient appreciation:</b> Say "thank you" to your followers, patients, and community!
FRI   27	<b>Quote:</b> Share an inspirational or funny quote and describe why you love it.
SAT   28	<b>Dental meme, joke, or pun:</b> Make 'em laugh!
SUN   29	<b>Visit our website:</b> Highlight a specific page on your website and what users can gain from checking it out.
MON   30	<b>Behind the scenes:</b> Share a photo or video. This could be inside the office (team building event) or outside (family fun).
TUE   31	<b>New Year's Eve</b>

### *additional post ideas*

_____	_____	_____
_____	_____	_____
_____	_____	_____

### *month review*

	# OF FOLLOWS	# OF LINK CLICKS	# OF LIKES	# OF COMMENTS	COST OF ADS
How did you do this month?					

# ARE YOU SICK OF SOCIAL MEDIA?

*Introducing:*

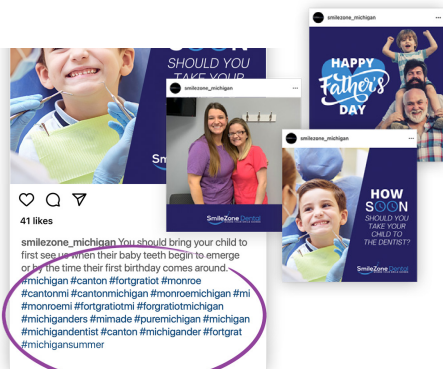
# Social Connect

POWERED BY ROADSIDE DENTAL MARKETING

The platform that puts social media on autopilot.

## *Never think of new ideas*

We'll hand you the ideas, scripts, and frameworks of what makes killer content your patients want to consume.

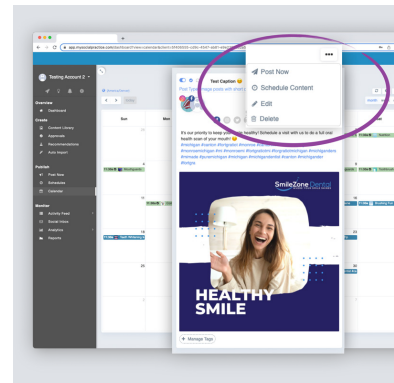


## *Never create graphics + captions*

We'll create the posts, captions, and hashtags all focused on reaching and resonating with your community.

## *Never post your posts*

We'll take care of all the posting and scheduling. You just focus on taking care of your patients.



Look good on social media without it becoming a time suck.

GET SOCIAL CONNECT