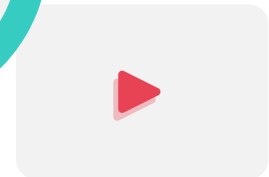
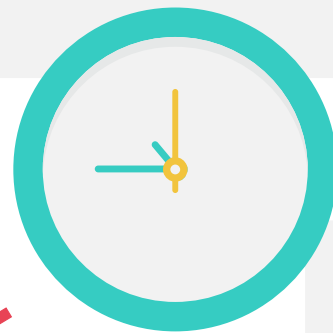
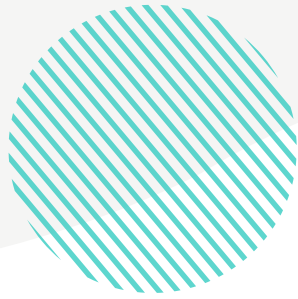


2023 *Social* CALENDAR



SOCIAL CALENDAR: *January* 2023

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 Vision Board Day I'm Not Going to Take It Anymore Day
8 Bubble Bath Day	9 Clean Off Your Desk Day Peculiar People Day	10	11 Take the Stairs Day	12	13	14 Dress Up Your Pet Day
15 Hat Day Bagel Day	16 Martin Luther King Jr. Day	17	18	19 Get to Know Your Customers Day Popcorn Day	20 Cheese Lover's Day	21
22	23 Pie Day	24 National Compliment Day	25	26 Green Juice Day	27 Chocolate Cake Day	28 National Fun at Work Day 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:

SOCIAL CALENDAR: *February* 2023

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2 Groundhog Day	3 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 Make a Friend Day
12 Super Bowl	13	14 Valentine's Day	15	16	17 Random Acts of Kindness Day	18 Drink Wine Day
19	20 Presidents Day Love Your Pet Day	21 Mardi Gras	22 Margarita Day	23 Chili Day Banana Bread Day	24	25
26 National Retro Day	27	28 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* 2023

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

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* 2023

SUN	MON	TUE	WED	THU	FRI	SAT
						1 April Fools' Day
2 Dental Hygienists Week World Autism Awareness Day	3	4	5	6 World Health Day	7	8
9 Easter	10 Siblings Day	11 Pet Day	12	13	14	15
16	17	18	19 Wear Your Pajamas to Work Day	20 Get to Know Your Customers Day High Five Day	21	22 Earth Day
23 World Book Day	24	25 Telephone Day	26 Administrative Professionals Day	27 Take Our Daughters and Sons to Work Day	28 National Superhero Day Arbor Day	29 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* 2023

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4 Star Wars Day	5 Cinco de Mayo	6 National Fitness Day Nurses Day
7 Root Canal Awareness Week	8 Have a Coke Day	9 National Teacher Appreciation Day	10 Root Canal Day Receptionist Day Clean Up Your Room Day	11	12	13 Apple Pie Day
14 Women's Health Week Mother's Day	15 International Day of Families	16 Love a Tree Day	17	18 International Museum Day	19 Pizza Party Day Bike to Work Day	20
21	22	23	24 Scavenger Hunt Day	25 Wine Day	26	27
28 International Burger Day	29 Memorial Day	30 National Creativity Day	31 Senior Health & Fitness Day National 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* 2023

SUN	MON	TUE	WED	THU	FRI	SAT
				1 Say Something Nice Day	2 Donut Day Leave The Office Early Day	3
4 National Cancer Survivors Day	5	6 Higher Education Day	7 Global Running 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	17
18 Father's Day	19 Juneteenth	20	21 Selfie Day International Yoga Day First Day of Summer	22	23 Take Your Dog to Work Day	24
25	26 Toothbrush Day	27 Micro-, Small & Medium-Sized Enterprises Day	28	29 Handshake Day	30 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* 2023

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 Ice Cream Day	17 World Emoji Day	18	19	20 Get to Know Your Customers Day	21	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* 2023

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 National Friendship Day	7	8 International Cat Day	9 Book Lovers Day	10	11	12
13 International Lefthanders 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* 2023

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

SOCIAL CALENDAR: *October* 2023

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 World Smile Day	7
8	9	10	11	12	13 Train Your Brain Day	14 Dessert Day
15	16 Boss' Day	17	18	19 Get to Know Your Customers Day	20	21
22	23	24	25	26 Pumpkin Day	27	28 Make a Difference Day
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* 2023

SUN	MON	TUE	WED	THU	FRI	SAT
			1 Brush Day	2	3 Sandwich Day	4 Candy Day
5 Daylight Savings Time	6 Nachos Day	7	8	9	10	11 Veterans Day
12	13 World Kindness Day	14 Spicy Guacamole Day	15 America Recycles Day	16	17	18
19 International Men's Day	20 Universal Children's Day	21 National Entrepreneurs Day	22	23 Thanksgiving	24 Flossing Day Black Friday	25 Small Business Saturday
26 Cake Day	27 Cyber Monday	28 Giving Tuesday	29	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* 2023

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	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	21 Crossword Puzzle Day First Day of Winter	22	23 Super Saturday
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:

Want captions and graphics to go with your calendar?

Introducing:

WEEKLY COACH

Turn social media into an easy task of plug-and-play with:

- 5 posts and videos
- 5 customizable captions
- Fresh marketing tips
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You get these goodies EVERY WEEK!

Only \$27 / mo. (normally \$97 / mo.) *Cancel anytime!*

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Sample captions

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"I've struggled for 10-11 years to find the time and creativity to post on social media. Now, it takes me maybe 10 minutes to post on three different sites – on Google, Instagram, and Facebook. Weekly Coach has allowed me to succeed in social media."

– Betsy Cord Portis, DAADOM