

365 DAY

SOCIAL MEDIA ROADMAP FOR DENTAL PRACTICES

A full year of social media content ideas

JANUARY 2023 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 LEAVE US A REVIEW	4 WELLNESS WEDNESDAY	5 TRIVIA DAY	6 FAQ FRIDAY	7 CROSS PROMOTE SOCIAL PLATFORMS
8 NO FEAR HERE	9 BOOK RECOMMENDATIONS	10 TOOTH TIP TUESDAY	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 CALENDAR OF EVENTS	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 THROWBACK THURSDAY	27 MEMBERSHIP PLAN FAQ	28 NATIONAL FUN AT WORK DAY

PRESENTED BY **Roadside**



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 2023 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 LEAVE US A REVIEW	4 WELLNESS WEDNESDAY	5 TRIVIA DAY	6 FAQ FRIDAY	7 CROSS PROMOTE SOCIAL PLATFORMS
8 NO FEAR HERE	9 BOOK RECOMMENDATIONS	10 TOOTH TIP TUESDAY	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 CALENDAR OF EVENTS	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 THROWBACK THURSDAY	27 MEMBERSHIP PLAN FAQ	28 NATIONAL FUN AT WORK DAY
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

JANUARY 2023 Social Media Content Roadmap

SUGGESTED POST TOPICS	
SUN 01	New Year's Day
MON 02	Out in the community: Share a photo of you and your team in the community. It could be a team lunch, a fund run, etc.
TUE 03	Leave us a review: Provide a link to Google, Facebook, or another site where you want new reviews.
WED 04	Wellness Wednesday: Share a self-care recommendation, give health/wellness tips, share a workout routine, or promote another local wellness provider.
THU 05	Trivia Day: Share a multiple-choice question that's related to dental health and get people to answer.
FRI 06	FAQ Friday: Answer a common question (alternate between posts and videos).
SAT 07	Cross promote different social platforms: Ask followers to connect with you on another social platform you're active on (ie: Ask Instagram followers to connect with you on LinkedIn).
SUN 08	No fear here: Share how you help patients overcome their dental fears and feel comfortable with their experience. Be sure to use reassuring benefits-first language.
MON 09	Book recommendations: 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).
TUE 10	Tooth Tip Tuesday: Share a tip or fact that'll help your audience.
WED 11	Two truths and a lie: Have team members share two truths and a lie and invite your audience to guess the lie.
THU 12	Share a written review: 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!).
FRI 13	Dental meme, joke, or pun: Make 'em laugh!
SAT 14	Dress Up Your Pet Day: Share photos of team members' furry family members dressed up.
SUN 15	New in town: Share new patient special offers for those who may have recently moved into the area.
MON 16	True or False / Fact or Fiction: Share a fact or trivia item and ask your audience if it's true or false.

SUGGESTED POST TOPICS (CONTINUED)

TUE 17	Last-minute appointment opening: Post any last-minute appointments available this week.
WED 18	Calendar of events: Share upcoming events in the practice or community.
THU 19	Quote: Share an inspirational or funny quote and describe why you love it.
FRI 20	Insurance insights: Answer frequently asked questions about insurance.
SAT 21	Team selfie: Snap a group selfie during your morning huddle.
SUN 22	Show a before-and-after photo: 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 23	Ask a question: Ask your audience a question that relates to your business. Include a call to action and respond to comments.
TUE 24	One thing I've learned: Share something you've learned from an experience.
WED 25	Emergency dental tip: How to handle common dental emergencies (encourage audience to save for future reference).
THU 26	Throwback Thursday: Feature a throwback photo of the doc or team members.
FRI 27	Membership plan FAQ: Answer questions about your membership plan, if you have one.
SAT 28	National Fun at Work Day: Snap a group selfie during your morning huddle.
SUN 29	This or that: Pick two friendly "controversial" things to debate (example: Which Do You Prefer, Beach or Mountains?).
MON 30	Product review or recommendation: Review a product your audience would be interested in, like a new flavor of floss, an electric toothbrush, a water flosser, etc.
TUE 31	Share a case study video: 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

month review

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

FEBRUARY 2023 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 POLL: MULTIPLE CHOICE QUESTION	7 TOOTH TIP TUESDAY	8 HIGH-FIVE	9 TOOTHACHE DAY	10 FAQ FRIDAY	11 TRUE OR FALSE FACT OR FICTION
12 HEALTHY RECIPE	13 PROMOTE A SPECIAL OFFER	14 VALENTINE'S DAY	15 CONTINUING EDUCATION	16 ASK A QUESTION	17 SHARE A WRITTEN REVIEW	18 ASK A HYGIENIST LIVE
19 WE LOVE OUR PETS	20 POST-OP INSTRUCTIONS	21 DENTAL MEME, JOKE, OR PUN	22 WELLNESS WEDNESDAY	23 REFERRAL PROGRAM	24 BEHIND THE SCENES	25 QUOTE
26 PROMOTE A SERVICE	27 NO FEAR HERE	28 TOOTH FAIRY DAY				

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 2023 Social Media Content Roadmap

SUGGESTED POST TOPICS

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

SUGGESTED POST TOPICS (CONTINUED)

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

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 2023 CALENDAR

observances

National Nutrition Month

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

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 HEALTHY RECIPE	2 SHARE A TESTIMONIAL	3 EMPLOYEE APPRECIATION DAY HIGH-FIVE	4 HOW-TO VIDEO
5 TRUE OR FALSE FACT OR FICTION DENTAL ASSISTANTS RECOGNITION WEEK	6 DENTIST'S DAY	7 GET TO KNOW	8 BACKSTORY	9 BEHIND THE SCENES	10 FAQ FRIDAY	11 ONE THING I'VE LEARNED
12 BUST A COMMON MYTH OR BARRIER	13 SECOND OPINION	14 TOOTH TIP TUESDAY	15 PATIENT APPRECIATION	16 THIS OR THAT	17 PRODUCT REVIEW OR RECOMMENDATION	18 CALENDAR OF EVENTS
19 NEW IN TOWN	20 WORLD ORAL HEALTH DAY FIRST DAY OF SPRING	21 TEAM SELFIE	22 ONE THING I'VE LEARNED	23 NO FEAR HERE	24 FAQ FRIDAY	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 TWO TRUTHS AND A LIE	

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 2023 Social Media Content Roadmap

SUGGESTED POST TOPICS

WED 01	March is National Nutrition Month - Healthy recipe: Share a healthy recipe your audience will benefit from.
THU 02	Share a testimonial: 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.
FRI 03	Employee Appreciation Day - High-five: Give a virtual shout-out to a team member or the entire team.
SAT 04	How-to video: Record a video showing your audience how to do something (like how to brush or floss properly).
SUN 05	True or False / Fact or Fiction: Share a fact or trivia item and ask your audience if it's true or false.
MON 06	Dentist's Day - Backstory: Share why you got into medicine, why you're passionate about it, etc. This could be one big post or multiple small posts.
TUE 07	Dental Assistants Recognition Week - Get to know the dental assistants: Feature the dental assistants and share the value they bring to your office.
WED 08	Dental Assistants Recognition Week - Backstory: Share why a team member got into dental assisting, why they're passionate about it, etc.
THU 09	Dental Assistants Recognition Week - Behind the scenes Share what your office is doing to celebrate your assistants this week.
FRI 10	Dental Assistants Recognition Week - FAQ Friday: Answer top questions about dental assisting.
SAT 11	Dental Assistants Recognition Week - One thing I've learned: Have one of your assistants share something they've learned during their career.
SUN 12	Bust a common myth or barrier: Bust a misconception people have about your industry and explain why it's a myth or how you help them overcome said barrier.
MON 13	Second opinion: Offer a free consultation for a second opinion on a recommendation.
TUE 14	Tooth Tip Tuesday: Share a tip or fact that'll help your audience.
WED 15	Patient appreciation: Say "thank you" to your followers, patients, and community!
THU 16	This or that: Pick two friendly "controversial" things to debate (example: Which Do You Prefer, Beach or Mountains?).

SUGGESTED POST TOPICS (CONTINUED)

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

additional post ideas

month review

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

APRIL 2023 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 PROMOTE SPORTS MOUTH GUARDS
2 FAQ ORAL HEALTH DENTAL HYGIENISTS WEEK	3 ASK A QUESTION	4 GET TO KNOW	5 TEAM SELFIE	6 ASK THE HYGIENIST LIVE	7 FAQ FRIDAY	8 CONTINUING EDUCATION
9 QUOTE	10 WE LOVE OUR PETS	11 HOW-TO VIDEO	12 WELLNESS WEDNESDAY	13 SHARE A WRITTEN REVIEW	14 PROMOTE A SERVICE	15 POLL
16 BACKSTORY	17 BUST A COMMON MYTH OR BARRIER	18 TOOTH TIP TUESDAY	19 TRUE OR FALSE FACT OR FICTION	20 PRODUCT REVIEW OR RECOMMENDATION	21 LOCAL RECOMMENDATIONS	22 EARTH DAY VIDEO TOUR
23 ONE THING I'VE LEARNED	24 SHOW A BEFORE-AND-AFTER PHOTO	25 QUOTE	26 ADMINISTRATIVE PROFESSIONALS DAY GET TO KNOW	27 BOOK RECOMMENDATION	28 FAQ FRIDAY	29 VISIT OUR WEBSITE
30 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 2023 Social Media Content Roadmap

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

SUGGESTED POST TOPICS (CONTINUED)

MON 17	Bust a common myth or barrier: Bust a misconception people have about your industry and explain why it's a myth or how you help them overcome said barrier.
TUE 18	Tooth Tip Tuesday: Share a tip or fact that'll help your audience.
WED 19	True or False / Fact or Fiction: Share a fact or trivia item and ask your audience if it's true or false.
THU 20	Product review or recommendation: Review a product your audience would be interested in, like a new flavor of floss, an electric toothbrush, a water flosser, etc.
FRI 21	Local recommendations: 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 22	Earth Day - Video tour: Show a behind-the-scenes look at what your practice is doing to care for the environment - recycling, going paperless, etc.
SUN 23	One thing I've learned: Share something you've learned from an experience.
MON 24	Show a before-and-after photo: 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 25	Quote: Share an inspirational or funny quote and describe why you love it.
WED 26	Administrative Professionals Day - Get to know the administrative staff: Feature admin team members and share the value they bring to your office.
THU 27	Book recommendation: 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).
FRI 28	FAQ Friday: Answer a common question (alternate between posts and videos).
SAT 29	Visit our website: Highlight a specific page on your website and what users can gain from checking it out.
SUN 30	Feature a piece of technology: Share the benefits this technology brings to your audience. Include a call to action 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?					

MAY 2023 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 GET TO KNOW	5 MEMBERSHIP PLAN FAQ	6 NATIONAL FITNESS DAY
7 ASK A DR. LIVE	8 THIS OR THAT	9 NATIONAL TEACHER DAY	10 PATIENT APPRECIATION	11 NO FEAR HERE	12 ASK A HYGIENIST LIVE	13 HIGH-FIVE
14 MOTHER'S DAY	15 EMERGENCY DENTAL TIP	16 TOOTH TIP TUESDAY	17 LAST-MINUTE APPOINTMENT OPENING	18 TEAM SELFIE	19 SHARE A WRITTEN REVIEW	20 PROMOTE A SPECIAL OFFER
21 HEALTHY RECIPE	22 ONE THING I'VE LEARNED	23 TRUE OR FALSE FACT OR FICTION	24 WELLNESS WEDNESDAY	25 THROWBACK THURSDAY	26 GET TO KNOW	27 VIDEO TOUR
28 COMMUNITY EVENTS	29 MEMORIAL DAY	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 2023 Social Media Content Roadmap

SUGGESTED POST TOPICS

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

SUGGESTED POST TOPICS (CONTINUED)

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

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?					

JUNE 2023 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 FAQ FRIDAY	3 PROMOTE A SERVICE
4 BEHIND THE SCENES	5 DENTAL MEME, JOKE, OR PUN	6 TOOTH TIP TUESDAY	7 WELLNESS WEDNESDAY	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 HIGH-FIVE	17 THIS OR THAT
18 FATHER'S DAY	19 SECOND OPINION	20 WE LOVE OUR PETS	21 FIRST DAY OF SUMMER	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 2023 Social Media Content Roadmap

SUGGESTED POST TOPICS	
THU 01	Leave us a review: Provide a link to Google, Facebook, or another site where you want new reviews.
FRI 02	FAQ Friday: Answer a common question (alternate between posts and videos).
SAT 03	June is Dental Smiles Month - Promote a service: Share the benefits your service brings to your audience. Include a call to action to book a consultation.
SUN 04	Behind the scenes: Share a photo or video. This could be inside the office (team building event) or outside (family fun).
MON 05	Dental meme, joke, or pun: Make 'em laugh!
TUE 06	Tooth Tip Tuesday: Share a tip or fact that'll help your audience.
WED 07	June is Migraine and Headache Awareness Month: 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 08	Two truths and a lie: Have team members share two truths and a lie and invite your audience to guess the lie.
FRI 09	Local recommendations: 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 10	Share a written review: This could be from Google, Facebook, Yelp, or another site.
SUN 11	Calendar of events: Share upcoming events in the practice or community.
MON 12	Product review or recommendation: Review a product your audience would be interested in, like a new flavor of floss, an electric toothbrush, a water flosser, etc.
TUE 13	We love our pets: Share photos of team members' furry family members.
WED 14	Patient safety: Show what you do behind the scenes to keep everything sterilized and sanitary and how you keep patients safe and healthy.
THU 15	Smile Power Day - Promote a special offer: Free consultation, discount, etc.
FRI 16	High-five: Give a virtual shout-out to a team member.

SUGGESTED POST TOPICS (CONTINUED)

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

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month review

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

JULY 2023 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 LOCAL RECOMMENDATIONS	4 INDEPENDENCE DAY	5 WELLNESS WEDNESDAY	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 FAQ FRIDAY	15 GET TO KNOW
16 NEW IN TOWN	17 BUST A COMMON MYTH OR BARRIER	18 BEHIND THE SCENES	19 BOOK RECOMMENDATION	20 OFFICE UPDATES	21 SHOW A BEFORE-AND-AFTER PHOTO	22 FEATURE A PIECE OF TECHNOLOGY
23 HIGH-FIVE	24 HEALTHY RECIPE	25 TOOTH TIP TUESDAY	26 OUT IN THE COMMUNITY	27 THROWBACK THURSDAY	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

JULY 2023 Social Media Content Roadmap

SUGGESTED POST TOPICS

SAT 01	Back to School Appointment Reminders: Remind parents to book kids' appointments before the new school year starts.
SUN 02	Continuing education: Share a photo of you or your team participating in continuing education (virtual or in person!).
MON 03	Local recommendations: 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.
TUE 04	Independence Day
WED 05	Wellness Wednesday: 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	Ask a question: Ask your audience a question that relates to your business. Include a call to action and respond to comments.
FRI 07	One thing I've learned: Share something you've learned from an experience.
SAT 08	Team selfie: Snap a group selfie during your morning huddle.
SUN 09	Patient appreciation: Say "thank you" to your followers, patients, and community!
MON 10	Product review or recommendation: Review a product your audience would be interested in, like a new flavor of floss, an electric toothbrush, a water flosser, etc.
TUE 11	Share a case study video: 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.
WED 12	True or False / Fact or Fiction: Share a fact or trivia item and ask your audience if it's true or false.
THU 13	Promote a service: Share the benefits your service brings to your audience. Include a call to action to book a consultation.
FRI 14	FAQ Friday: Answer a common question (alternate between posts and videos).
SAT 15	Get to know a team member: Feature one team member and share what value they bring to your office.
SUN 16	New in town: Share new patient special offers for those who may have recently moved into the area.

SUGGESTED POST TOPICS (CONTINUED)

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

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?					

AUGUST 2023 CALENDAR

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

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 GET TO KNOW	2 DENTAL MEME, JOKE, OR PUN	3 EMERGENCY DENTAL TIP	4 BACKSTORY	5 ASK A DR. LIVE
6 FRESH BREATH DAY PRODUCT REVIEW OR RECOMMENDATION	7 ASK A QUESTION	8 LAST-MINUTE APPOINTMENT OPENING	9 WELLNESS WEDNESDAY	10 SHARE A WRITTEN REVIEW	11 FAQ FRIDAY	12 LEAVE US A REVIEW
13 VISIT OUR WEBSITE	14 QUOTE	15 WE LOVE OUR PETS	16 TELL A JOKE DAY DENTAL MEME, JOKE, OR PUN	17 COMMUNITY EVENTS	18 HIGH-FIVE	19 BUST A COMMON MYTH OR BARRIER
20 PROMOTE A SERVICE	21 POLL	22 TOOTH FAIRY DAY	23 SHARE A RESOURCE	24 SHARE A WRITTEN REVIEW	25 THIS OR THAT	26 PRODUCT REVIEW OR RECOMMENDATION
27 PATIENT SAFETY	28 QUOTE	29 TOOTH TIP TUESDAY	30 REFERRAL PROGRAM	31 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 2023 Social Media Content Roadmap

SUGGESTED POST TOPICS

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

SUGGESTED POST TOPICS (CONTINUED)

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

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?					

SEPTEMBER 2023 CALENDAR

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

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 USE IT OR LOSE IT	2 TRUE OR FALSE FACT OR FICTION
3 FEATURE A PIECE OF TECHNOLOGY	4 LABOR DAY	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 LEAVE US A REVIEW	12 GET TO KNOW	13 WELLNESS WEDNESDAY	14 HIGH-FIVE	15 FAQ FRIDAY	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 CONTINUING EDUCATION	23 FIRST DAY OF FALL
24 LOCAL RECOMMENDATIONS	25 BUST A COMMON MYTH OR BARRIER	26 TOOTH TIP TUESDAY	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 2023 Social Media Content Roadmap

SUGGESTED POST TOPICS

FRI 01	Use it or lose it: Remind patients to use their yearly benefits. This is a great campaign to run in September/October.
SAT 02	True or False / Fact or Fiction: Share a fact or trivia item and ask your audience if it's true or false.
SUN 03	Feature a piece of technology: Share the benefits this technology brings to your audience. Include a call to action to book a consultation.
MON 04	Labor Day
TUE 05	Insurance insights: Answer frequently asked questions about insurance.
WED 06	Read a Book Day - Book recommendation: Share a book you're currently reading and one tidbit you've learned from it.
THU 07	Membership plan FAQ: Answer questions about your membership plan, if you have one.
FRI 08	Video tour: 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!).
SAT 09	Post-Op instructions: Share post-op recommendations for common dental procedures.
SUN 10	Two truths and a lie: Have team members share two truths and a lie and invite your audience to guess the lie.
MON 11	Leave us a review: Provide a link to Google, Facebook, or another site where you want new reviews.
TUE 12	Get to know a team member: Feature one team member and share what value they bring to your office.
WED 13	Wellness Wednesday: 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 14	High-five: Give a virtual shout-out to a team member.
FRI 15	FAQ Friday: Answer a common question (alternate between posts and videos).
SAT 16	No fear here: 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)

SUN 17	We love our pets: Share photos of team members' furry family members.
MON 18	Promote a service: Share the benefits your service brings to your audience. Include a call to action to book a consultation.
TUE 19	Out in the community: Share a photo of you and your team in the community. It could be a team lunch, a fund run, etc.
WED 20	Cross promote different social platforms: Ask followers to connect with you on another social platform you're active on (ie: Ask Instagram followers to connect with you on LinkedIn).
THU 21	Patient appreciation: Say "thank you" to your followers, patients, and community!
FRI 22	Continuing education: Share a photo of you or your team participating in continuing education (virtual or in person!).
SAT 23	First Day of Fall
SUN 24	Local recommendations: 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 25	Bust a common myth or barrier: Bust a misconception people have about your industry and explain why it's a myth or how you help them overcome said barrier.
TUE 26	Tooth Tip Tuesday: Share a tip or fact that'll help your audience.
WED 27	One thing I've learned: Share something you've learned from an experience.
THU 28	Second opinion: Offer a free consultation for a second opinion on a recommendation.
FRI 29	Ask a question: Ask your audience a question that relates to your business. Include a call to action and respond to comments.
SAT 30	Calendar of events: 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 2023 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 HIGH-FIVE	5 EMERGENCY DENTAL TIP	6 WORLD SMILE DAY SHARE A CASE STUDY VIDEO	7 NEW IN TOWN
8 LOCAL RECOMMENDATIONS	9 TRUE OR FALSE FACT OR FICTION	10 TEAM SELFIE	11 WELLNESS WEDNESDAY	12 THROWBACK THURSDAY	13 FAQ FRIDAY	14 SHARE A PIECE OF EVERGREEN CONTENT
15 USE IT OR LOSE IT	16 BOSS' DAY BEHIND THE SCENES	17 PROMOTE A SERVICE	18 ONE THING I'VE LEARNED	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 2023 Social Media Content Roadmap

SUGGESTED POST TOPICS

SUN 01	Promote a special offer: Free consultation, discount, holiday offer, etc.
MON 02	Healthy recipe: Share a healthy recipe your audience will benefit from.
TUE 03	Ask Hygienist Live: Go live on Facebook or Instagram and answer top hygiene questions.
WED 04	High-five: Give a virtual shout-out to a team member.
THU 05	Emergency dental tip: How to handle common dental emergencies (encourage audience to save for future reference).
FRI 06	World Smile Day - Share a case study: Demonstrate how you've helped a patient's smile.
SAT 07	New in town: Share new patient special offers for those who may have recently moved into the area.
SUN 08	Local recommendations: 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 09	True or False / Fact or Fiction: Share a fact or trivia item and ask your audience if it's true or false.
TUE 10	Team selfie: Snap a group selfie during your morning huddle.
WED 11	Wellness Wednesday: 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	Throwback Thursday: Feature a throwback photo of the doc or team members.
FRI 13	FAQ Friday: Answer a common question (alternate between posts and videos).
SAT 14	Share a piece of evergreen content: Share a blog post or article that's always relevant.
SUN 15	Use it or lose it: Remind patients to benefit from their yearly benefits. This is a great campaign to run in September/October.
MON 16	Boss' Day - Behind the scenes: 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)

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

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?					

NOVEMBER 2023 CALENDAR

observances

TMJ Awareness Month

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

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 BRUSH DAY TOOTH TIP TUESDAY	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 FAQ FRIDAY	11 ONE THING I'VE LEARNED
12 PATIENT SAFETY	13 TWO TRUTHS AND A LIE	14 BUST A COMMON MYTH OR BARRIER	15 PRODUCT REVIEW OR RECOMMENDATION	16 ASK A QUESTION	17 GET TO KNOW	18 ASK A DR. LIVE
19 QUOTE	20 PROMOTE A SPECIAL OFFER	21 TOOTH TIP TUESDAY	22 HOLIDAY CLOSURES	23 THANKSGIVING	24 FLOSSING DAY HOW-TO VIDEO	25 PATIENT APPRECIATION
26 LOCAL RECOMMENDATIONS	27 BEHIND THE SCENES	28 ONE THING I'VE LEARNED	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 2023 Social Media Content Roadmap

SUGGESTED POST TOPICS

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

SUGGESTED POST TOPICS (CONTINUED)

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

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?					

DECEMBER 2023 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 FAQ FRIDAY	9 VIDEO TOUR
10 SECOND OPINION	11 PRODUCT REVIEW OR RECOMMENDATION	12 SHARE A TESTIMONIAL	13 WELLNESS WEDNESDAY	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 PATIENT APPRECIATION	25 CHRISTMAS DAY	26 TOOTH TIP TUESDAY	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
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DECEMBER 2023 Social Media Content Roadmap

SUGGESTED POST TOPICS

FRI 01	Out in the community: Share a photo of you and your team in the community. It could be a team lunch, a fund run, etc.
SAT 02	Membership plan FAQ: Answer questions about your membership plan, if you have one.
SUN 03	Promote a special offer: Free consultation, discount, holiday offer, etc.
MON 04	High-five: Give a virtual shout-out to a team member.
TUE 05	Emergency dental tip: How to handle common dental emergencies (encourage audience to save for future reference).
WED 06	Healthy recipe: Share a healthy recipe your audience will benefit from.
THU 07	Poll: Ask your audience a multiple-choice question that relates to your business.
FRI 08	FAQ Friday: Answer a common question (alternate between posts and videos).
SAT 09	Video tour: 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!).
SUN 10	Second opinion: Offer a free consultation for a second opinion on a recommendation.
MON 11	Product review or recommendation: Review a product your audience would be interested in, like a new flavor of floss, an electric toothbrush, a water flosser, etc.
TUE 12	Share a testimonial: 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.
WED 13	Wellness Wednesday: 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 14	This or that: Pick two friendly "controversial" things to debate (example: Which Do You Prefer, Beach or Mountains?).
FRI 15	Feature a piece of technology: Share the benefits this technology brings to your audience. Include a call to action to book a consultation.
SAT 16	Team selfie: Snap a group selfie during your morning huddle.

SUGGESTED POST TOPICS (CONTINUED)

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

additional post ideas

_____	_____	_____
_____	_____	_____
_____	_____	_____

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– Betsy Cord Portis, DAADOM