

APRIL '26

Social Media Content Calendar

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

			1 APRIL FOOLS' DAY	2 ASK A QUESTION	3 POST A REVIEW	4
5 EASTER SUNDAY	6 * ORAL CANCER AWARENESS MONTH	7 LOCAL BUSINESS SHOUTOUT	8 HIGHLIGHT A PRODUCT OR SERVICE	9 POST A REVIEW	10 LOCAL NEWS	11
12	13 * DENTAL HYGIENIST APPRECIATION WEEK	14 BEHIND THE SCENES	15 ASK A QUESTION	16 POST A REVIEW	17 BEFORE & AFTER	18
19	20 TEAM MEMBER HIGHLIGHT	21 AROUND TOWN	22 HYGIENE / ORAL HEALTH TIP	23 POST A REVIEW	24 BEHIND THE SCENES	25
26	27 HIGHLIGHT A PRODUCT OR SERVICE	28 BEFORE & AFTER	29 ASK A QUESTION	30 LOCAL BUSINESS SHOUTOUT		



*Fill in staff birthdays & anniversaries

*Preschedule posts using Buffer.com and create simple graphics on Canva.com

*Post 'around the office' content to Facebook & Instagram stories multiple times a week

ClearToLaunch.com

* EXAMPLE POST INSTRUCTIONS



April 13th: Dental Hygienist Appreciation Week

This is a great opportunity to introduce and highlight the dental hygienists in your practice. Use these days/week to tell your social media following about hygienists at the practice, who they are, what they do, and how much fun everyone has working with each other and seeing patients!

April: Oral Cancer Awareness Month

April is Oral Cancer Awareness Month, which is an opportunity to raise awareness and the need for early detection. Post oral cancer statistics and encourage followers to come in for screening.

HOW TO USE THE SOCIAL MEDIA CONTENT CALENDAR

Social media is a critical part of marketing your dental practice. Each social media post works to support all your other marketing efforts.

Done well (and consistently), social media is the most modern and effective way to stay top of mind with current patients.

It also provides a way for potential patients to get to know you and your practice's personality. They can get to know you and start to like/trust your practice before they've stepped inside or called the office.

“People do not buy goods and services. They buy relationships, stories, and magic.”

- Seth Godin

facebook

Instagram

LinkedIn



This calendar provides a guide for consistent, relevant, and engaging content for your practice.

The content ideas work very well for all social media platforms but most practices focus solely on Facebook & Instagram.

Once you've mastered Facebook & Instagram and have a solid marketing process in place, start utilizing other social media platforms.

Remember, people use social media for social purposes. They want to see entertaining, authentic, interesting, and useful content.

Ensure your content conveys the personality of the practice and uses authentic, real-life pictures, and videos as much as possible.

All pictures, videos, and graphics should be high quality. Do not post anything with pixelation or of low quality.

When using the content calendar and planning your posts, always remember to use this as a guide—let your creativity shine through.

Be creative and personalize/improvise content as you see fit.

TYPES OF SOCIAL MEDIA POSTS

* NOTES SPECIAL INSTRUCTIONS ON THE FOLLOWING PAGE

TEAM MEMBER BIRTHDAY / ANNIVERSARY (write these on the calendar)

Never miss an opportunity to show off a team member on their birthday or work anniversary.

NATIONAL HOLIDAYS/THEME DAYS (in red)

Include a picture/video relating to the holiday. Make sure the post is entertaining and engaging.

Example: On National Ice Cream day, post a picture of a staff member's favorite ice cream and ask your followers to comment their favorite flavor.

Example: On National Taco Day, post a picture of a taco from a local restaurant(tag them) and ask your followers to tag their favorite taco spot in the comments.

GIVEAWAY OPPORTUNITIES (in green)

We recommend a social media giveaway at least once per quarter. It gives your followers a reason to keep following and portrays you as a 'fun' practice. You should pay to promote/boost the giveaway to reach new people(or run a giveaway Ad). Always take the opportunity to promote your giveaway though email marketing too.

Many times other local businesses will give you products, services, or gift cards for free. In return, you promote them through your social media giveaway and email marketing.

Example: Family Fun Day Giveaway(Summer). Bundle food + entertainment(restaurant + dessert gift cards and professional sports tickets, mini-golf, movie tickets, local family entertainment business, amusement/water park, etc.) Ask your followers to share your post and comment their favorite Summer activity to enter. Draw the winner on FB/IG LIVE a week later. For specific instructions or insight on effectively running contests, contact us!

BEHIND THE SCENES (in blue)

Include a picture/video that portrays your culture/personality and what is happening in the practice on a daily basis.

People love 'behind the scenes' content. What interesting or entertaining things can you show them?

TYPES OF SOCIAL MEDIA POSTS

HIGHLIGHT A PRODUCT OR SERVICE (in blue)

Show and explain some of your favorite/recommend products or services in the office. This is an opportunity to film a short video explaining WHY you love a certain toothbrush or what to expect during a teeth whitening session.

ASK A QUESTION (in blue)

The social media algorithms favor accounts with higher rates of interaction. The best way to get interaction is by asking questions. Always include a relevant picture or video with your question.

Examples: We're having a pizza party at our office, next week! What's your favorite pizza place? Do you use a manual or electric toothbrush? Do you use traditional floss or floss picks? What's the last book you read? What's the best vacation you've been on? Without telling your age, what is something from your childhood that kids today wouldn't know about? What's the most money the tooth fairy brought you?

HYGIENE / ORAL HEALTH TIPS (in blue)

Include a relevant image or video. Make a list or share one tip/piece of information for better oral hygiene or overall oral health.

Examples: 6 Tips For Healthier Teeth & Gums, How To Avoid Bad Breath, etc.

POST A REVIEW (in blue)

Highlighting a recent review is a great way build trust with potential new patients and reinforce your relationship with current patients. Create a branded review graphic on Canva.com that you can use over and over again, just simply swap out the review each time.

TEAM MEMBER HIGHLIGHT (in blue)

People want to get to know and meet the people that work at the practice. Pick 1—2 team members to highlight each month. You can post a 'Get To Know NAME' Q&A or 3-5 sentences about the team member, their family, and hobbies. Include a picture or video of the team member.

TYPES OF SOCIAL MEDIA POSTS

LOCAL BUSINESS SHOUT OUT (in blue)

Post a relevant photo or video OR share a post by another local business. Tell your followers why you love going there or buying their product/service. This reinforces your position as a fixture in the community.

Example: Take the entire team out for lunch at a local restaurant and take a group picture. Post it on social media, tag the restaurant and tell your followers what you love to order.

AROUND TOWN (in blue)

Is there an event, festival, or Summer concert series happening? Share an article from a local news outlet or make your own list of upcoming things to do around town.

Example: Before the 4 of July, make a list of events in the area that your followers could go to during the holiday week.

BEFORE & AFTER (in blue)

Have you recently completed a 'smile makeover'? Post the before and after pictures from a recent cosmetic procedure and explain what you did to achieve their new look.

LOCAL NEWS (in blue)

What's happening locally? Is a new business moving in? Did the HS basketball team win state? Is a restaurant offering free dinner to first responders? Help spread positive, local news by sharing articles or making your own post about things happening locally.