

# Sample Social Media 2021 Calendar

An Example of How an Orthopedic Practice Can Engage Patients Online

Color key for content provider:  
Blue: Your Practice Online Post  
Black: Practice Content  
Orange: Social Media Share

## JANUARY



## CONTENT

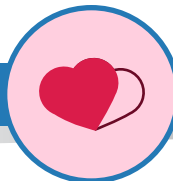
- New Year's Day
- Weight Loss Awareness Month

- Happy New Year
- PT exercises in blog with photos and videos
- Exercises to keep you fit article

## HASHTAGS

- #newyear
- #happynewyear
- #weightloss
- #gethealthy

## FEBRUARY



## CONTENT

- Super Bowl (7)
- Valentine's Day (14)
- American Heart Month

- Happy Valentine's Day – dinner for two drawing for patient testimonial submission
- Knee treatment options blog
- Super Bowl article

## HASHTAGS

- #SuperBowl
- #football
- #ValentinesDay
- #heartmonth
- #love

## MARCH



## CONTENT

- First day of Spring (20)
- National Nutrition Month
- March Madness

- Foot and ankle injuries in basketball blog
- Foot and ankle new technology blog
- Basketball March Madness article

## HASHTAGS

- #healthyfoods
- #NNM
- #spring
- #marchmadness
- #nutrition

## APRIL



## CONTENT

- Masters Golf Tournament (5-11)
- NBA playoffs
- Earth Day (22)
- NHL playoffs (8)

- Happy Earth Day
- Common golf injuries and treatment options blog
- Hand and wrist blog
- New technology in hand treatments
- US Masters article

## HASHTAGS

- #NBA
- #earthday
- #masters
- #golf
- #NHL
- #playoffs

## MAY



## CONTENT

- National Nurse's Day (6)
- Mother's Day (9)
- Memorial Day (31)
- Arthritis Awareness Month
- National Hospital Week (2-8)
- National Physical Fitness and Sports Month
- National Osteoporosis Awareness and Prevention Month

- [Happy Memorial Day](#)
- [Happy Mother's Day](#)
- Feature patient testimonials (Moms)
- Common arthritis treatment options
- Hip replacement blog
- Preventing osteoporosis blog
- [Arthritis awareness month article from local foundation](#)

## HASHTAGS

- #nursesday
- #arthritis
- #mothersday
- #family
- #hospitalweek
- #memorialday
- #arthritisawareness
- #physicalfitness
- #osteoporosismonth

## JUNE



## CONTENT

- US Open Golf (17-20)
- Father's Day (20)
- Men's Health Week (second week)
- Men's Health Month
- NBA Finals
- Scoliosis Awareness Month

- [Happy Father's Day](#)
- Feature patient testimonials (Dads)
- Treatment options for hip pain
- [Gardening tips from local nursery](#)

## HASHTAGS

- #summer
- #fathersday
- #menshealthmonth
- #usopen
- #family

## JULY



## CONTENT

- Independence Day (4)
- Juvenile Arthritis Awareness Month

- [Happy Independence Day](#)
- Staff photo with flag
- Shoulder injuries and treatment options
- Upper extremity blog
- [Baseball local team article](#)

## HASHTAGS

- #independenceday
- #summer
- #arthritis
- #juvenilearthritis

## AUGUST



## CONTENT

- AAOS Annual Meeting (8/31-9/4)
- US Open Tennis (8/30-9/7)
- National Dog Day (26)
- Back to School

- Picture of your dog
- Elbow injuries blog
- Treating tennis elbow blog
- [Baseball article](#)

## HASHTAGS

- #AAOS
- #dogday
- #NationalDogDay
- #backtoschool

## SEPTEMBER



## CONTENT

## HASHTAGS

- Labor Day (6)
- 9/11 Remembrance
- US Open Tennis (8/31-9/13)
- Fall Prevention Month
- NFL season starts

- Happy Labor Day
- Patriot Day Post (9/11)
- Local high school tennis player patient testimonial
- New technology for any ortho treatment
- Fall prevention tips blog
- Tennis US Open article
- Football local success story

- #NFL
- #LaborDay
- #USopen
- #neverforget
- #fallprevention

## OCTOBER



## CONTENT

## HASHTAGS

- MLB World Series
- Bone and Joint Health National Awareness Week
- National Physical Therapy Month
- National Cat Day (29)

- Football sports injuries blog
- Preventing concussions blog
- Local high school team patient testimonial
- Local football team article
- Local baseball team article

- #baseball
- #boneandjointhealth
- #physicaltherapy
- #catday

## NOVEMBER



## CONTENT

## HASHTAGS

- Veteran's Day (11)
- Thanksgiving (25)
- National Nurse Practitioner Week (7-13)

- Veteran's Day
- Happy Thanksgiving
- Veteran's day – Feature patient testimonials that have served in the military
- Regenerative Medicine Blog
- Local holiday interest story

- #happythanksgiving
- #blessed
- #veterans

## DECEMBER



## CONTENT

## HASHTAGS

- National Influenza Vaccination Week (first full week of December)
- Happy Holidays
- National Handwashing Awareness Week (5-11)

- Holiday Greeting
- Patient testimonial in holiday setting
- Staff holiday photo
- Local holiday interest story

- #happyholidays
- #InfluenzaVaccinationWeek
- #flushot
- #vaccination
- #washyourhands

This calendar is intended to provide ideas to help you create a personal social media posting schedule for your practice. Content and hashtags are suggestions for your consideration and do not necessarily guarantee results.