

# Sample Social Media 2021 Calendar

An Example of How a General Practice or Hospital Can Engage Patients Online

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

## JANUARY



### CONTENT

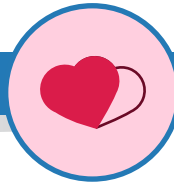
- New Year's Day
- Weight Loss Awareness Month
- Cervical Health Awareness Month

- [Happy New Year](#)
- Diet and exercise blog
- Fitness tips blog
- [Keeping New Year's resolutions 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
- Keeping your heart healthy blog
- [Super Bowl article](#)
- [Local event supporting cardiovascular health](#)

### HASHTAGS

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

## MARCH



### CONTENT

- First day of Spring (20)
- National Doctor's Day (30)
- National Nutrition Month
- Colon Cancer Awareness Month
- National Endometriosis Awareness Month

- Symptoms of colon cancer blog
- Superfoods or healthy eating blog
- [Spring allergies article](#)

### HASHTAGS

- #healthyfoods
- #NNM
- #spring
- #superfoods
- #coloncancer

## APRIL



### CONTENT

- Tax Day reminder (15)
- Earth Day (22)
- IBS Awareness/ Autism

- [Happy Earth Day](#)
- Golfing blog
- [Community Earth Day events](#)

### HASHTAGS

- #earthday
- #golf

## MAY



## CONTENT

- National Nurse's Day (6)
- National Hospital Week (2-8)
- Mother's Day (9)
- Memorial Day (31)
- National Physical Fitness and Sports Month
- National Osteoporosis Awareness and Prevention Month
- National Digestive Disease Awareness Month
- National Melanoma/Skin Cancer Detection and Prevention Month
- Arthritis Awareness

- [Happy Memorial Day](#)
- [Happy Mother's Day](#)
- Feature patient testimonials (Moms)
- Osteoporosis blog
- [Preventing skin cancer article](#)

## HASHTAGS

- #nursesday
- #hospitalweek
- #memorialday
- #mothersday
- #family
- #osteoporosis
- #skincancer
- #arthritis

## JUNE



## CONTENT

- Father's Day (20)
- Men's Health Week (second week)
- Men's Health Month

- [Happy Father's Day](#)
- Feature patient testimonials (Dads)
- [Gardening tips blog](#)

## HASHTAGS

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

## JULY



## CONTENT

- Independence Day (4)

- [Happy Independence Day](#)
- Staff photo with flag
- Stay hydrated blog
- [Summer fitness tips article](#)

## HASHTAGS

- #independenceday
- #summer

## AUGUST



## CONTENT

- Immunization Awareness Month
- National Dog Day (26)
- Back to School

- Picture of your dog
- Back to school article

## HASHTAGS

- #dogday
- #NationalDogDay
- #backtoschool

## SEPTEMBER



## CONTENT

## HASHTAGS

- Labor Day (6)
- 9/11 Remembrance
- Ovarian Cancer Awareness Month
- PCOS Awareness Month
- Gynecologic Cancer Awareness Month
- Prostate Cancer Awareness Month
- Fall Prevention Month

- Happy Labor Day
- Patriot Day (9/11)
- Student testimonial
- Risks of prostate cancer blog
- **First Day of Fall Article**

- #LaborDay
- #backtoschool
- #neverforget
- #PCOSawareness
- #cancerawareness
- #fallpreventionmonth

## OCTOBER



## CONTENT

## HASHTAGS

- National Breast Cancer Awareness
- Halloween (31)
- National Physical Therapy Month
- National Physician Assistants Week
- National Cat Day (29)

- Fall fitness tips
- Local breast cancer survivor testimonial
- **Breast cancer awareness events (5Ks and Fairs)**

- #breastcancer
- #breastcancerawareness
- #Halloween
- #physicaltherapy
- #catday

## NOVEMBER



## CONTENT

## HASHTAGS

- Veteran's Day (11)
- Great American Smokeout (19)
- Thanksgiving (25)
- American Diabetes Month
- COPD Awareness Month
- National Nurse Practitioner Week (7-13)

- **Veteran's Day post**
- **Happy Thanksgiving**
- Preventing diabetes blog
- Patient testimonials that have served in the military
- **Tips to stop smoking article**
- **Local holiday interest story**

- #happythanksgiving
- #blessed
- #COPDawareness

## 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.