

2016 SOCIAL MEDIA MARKETING CALENDAR



Manage your social media calendar easily with dates, events and ideas to help increase engagement.



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JANUARY 2016

SOCIAL POST IDEAS

- Promote an MLK Day of Service
- Post Weight Loss Tips and Health Recipes
- Participate in a Blood Drive for Blood Donor Month and suggest the idea to patients
- Encourage local NFL team pride through a team day, e.g. Broncos Day. Take photos and post and encourage patients to do the same.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				1 New Year's Day	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18 Martin Luther King Day	19 National Popcorn Day	20	21	22	23	24 Compliment Day
25	26	27	28	29	30	



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FEBRUARY 2016

SOCIAL POST IDEAS

- February is Heart Disease Awareness Month. Post Heart Healthy Tips.
- SuperBowl recipes and party ideas
- Valentine’s Day crafts
- Chinese New Year ideas
- Recipes for Mardi Gras

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1	2 Groundhog Day	3	4	5 Wear Red Day	6	7 Super Bowl
8 Chinese New Year	9 Mardi Gras	10	11	12 Lincoln’s Birthday	13	14 Valentine’s Day
15 President’s Day	16	17	18	19	20	21
22	23	24	25	26	27	28
29						



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MARCH 2016

SOCIAL POST IDEAS

- March is Reading Awareness Month. Post information about great children’s books or consider a give-away in your office of a great book.
- March is Women’s History so consider quotes from women or important moments in women’s history.
- St. Patrick’s Day traditions or recipes
- Easter décor and recipes
- Consider running a Spring promotion.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1	2 Read Across America Day	3	4 Employee Appreciation Day	5	6
7	8 International Women’s Day	9	10	11	12	13 Daylight Savings
14 3.14 Pi Day	15	16	17 St. Patrick’s Day	18	19	20 First Day of Spring
21	22	23 National Puppy Day	24	25	26	27 Easter Sunday
28	29	30	31			



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APRIL 2016

SOCIAL POST IDEAS

- April is Autism Awareness Month. Consider posts related to dental care for children/adults with autism.
- Post April Fools ideas
- Tax tips and advice for Tax Day
- Spring sports, e.g. mouth guard information
- Recipes for Passover
- World Health Day posts that include dental health information

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				1 April Fool's Day	2	3
4 Opening Day of MLB	5	6	7 World Health Day	8	9	10
11	12	13	14	15 Tax Day	16	17
18	19 National Library Workers Day	20	21	22 Earth Day & Passover	23	24
25	26	27 Admin. Professionals Day	28 Take Child to Work Day	29 Arbor Day	30	



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MAY 2016

SOCIAL POST IDEAS

- Asthma Awareness Month
- Recipes and ideas for Cinco de Mayo
- Mother's Day gift ideas
- Stroke Awareness Month information
- Memorial Day remembrance and Armed Forces Day acknowledgement
- Teacher Appreciation day gift ideas

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						1
2	3 Teacher Appreciation Day	4	5 Cinco de Mayo	6	7 Kentucky Derby	8 Mother's Day
9	10	11	12	13	14	15
16	17	18	19	20	21 Armed Forces Day	22
23 30 Memorial Day	24 31	25	26	27	28 National Burger Day	29



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JUNE 2016

SOCIAL POST IDEAS

- D-Day Remembrance posts
- Recipes for International Picnic Day or fun ideas for picnics
- Father's Day gift guide
- Graduation gift ideas or relevant posts

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1	2	3	4	5 Doughnut Day
6 D-Day	7	8	9	10	11	12
13	14 Flag Day	15	16	17	18 International Picnic Day	19 Father's Day
20 First Day of Summer	21	22	23	24	25	26
27	28	29	30			



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JULY 2016

SOCIAL POST IDEAS

- July 4th recipes and party ideas
- Summer safety tips
- Celebrate Parents Day with a discount for parents
- July is National Ice Cream Month; give away a coupon for free ice cream at a local shop from pool of those who like a post

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				1	2	3
4 Independence Day	5	6	7	8	9	10
11	12	13 National French Fry Day	14	15	16	17 National Ice Cream Day
18	19	20	21	22	23	24 Parents Day
25	26	27	28	29	30	31



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AUGUST 2016

SOCIAL POST IDEAS

- August is Children’s Eye Health Month
- Immunization Awareness Month
- Offer Back-to-School promotions or end of summer discounts
- Have a sand castle building contest where patients post photos of their sand castles and you pick a winner
- Give discount to senior citizens if applicable to your practice

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1	2	3	4	5	6	7 International Friendship Day
8	9	10	11	12	13 Left Handers Day	14
15 National Relaxation Day	16	17	18	19 World Humanitarian Day	20	21 Senior Citizens Day
22	23	24	25	26 Women’s Equality Day	27	28
29	30	31				



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SEPTEMBER 2016

SOCIAL POST IDEAS

- Hispanic Heritage Month
- National Preparedness Month
- Offer back to school discounts
- Host a School Supplies drive at your office
- Labor Day recipes and party ideas
- Back to school tips for parents and kids
- Recipes for Chocolate Day
- Fall recipes and decor

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1	2	3	4
5 Labor Day	6	7	8	9	10	11 Patriot Day
12	13 Chocolate Day	14	15	16	17	18
19	20	21 International Day of Peace	22 First day of Fall	23	24	25
26	27	28	29 National Coffee Day	30		



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OCTOBER 2016

SOCIAL POST IDEAS

- October is Fire Prevention Month
- Breast Cancer Awareness
- Offer specials for Columbus day
- Halloween décor and recipe ideas
- Tips for dental health during Halloween
- Host an Instagram contest
- Recipes for Taco Day

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					1	2
3 Rosh Hoshanah	4 Taco Day	5	6	7	8	9
10 Columbus Day	11	12 Yom Kippur	13	14	15	16
17 Boss's Day	18	19	20	21	22	23
24 31 Halloween	25	26	27	28	29	30



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NOVEMBER 2016

SOCIAL POST IDEAS

- National Novel Writing Month
- Native American Heritage Month
- Start a Thankful campaign
- Election Day reminders/events
- Thanksgiving recipes
- Host a Thanksgiving food drive
- Sandwich Day recipes

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1	2	3 Sandwich Day	4	5	6 Daylight Savings Ends
7	8 Election Day	9	10	11 Veteran's Day	12	13
14	15 America Recycles Day	16	17 Great America Smokeout	18	19	20
21	22	23	24 Thanksgiving	25 Black Friday	26 Small Business Saturday	27
28 Cyber Monday	29	30				



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DECEMBER 2016

SOCIAL POST IDEAS

- Holiday gift guides
- Holiday recipes and décor
- Run a Facebook or Instagram content/giveaway
- Holiday crafts for kids
- Indoor activities with kids
- List of holiday events in your local area
- Winter preparedness tips
- Reminder to use dental insurance before end of they year

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1 World AIDS Day	2	3	4 Cookie Day
5	6	7 Pearl Harbor Day	8	9	10 Human Rights Day	11
12	13	14	15	16	17	18
19	20	21 1 st Day of Winter	22	23	24 Hanukkah Starts/Christmas Eve	25 Christmas
26	27	28	29	30	31 New Year's Eve	



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