

Sample Social Media Calendar

An Example of How an OB/GYN or Fertility Practice Can Engage Patients Online

Color key for content provider:

Blue: Your Practice Online Post

Black: Practice Content

Orange: Social Media Share

JANUARY



CONTENT

HASHTAGS

- New Year's Day
- Weight Loss Awareness Month
- Cervical Health Awareness Month
- National Birth Defects Prevention Month

- Happy New Year
- How Diet & Exercise Affect Pregnancy blog
- Cervical health blog
- Cervical cancer article

#newyear
#happynewyear
#weightloss
#gethealthy
#cervicalhealth

FEBRUARY



CONTENT

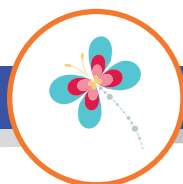
HASHTAGS

- Valentine's Day (14)
- Prenatal Infection Prevention Month

- Happy Valentine's Day – dinner for two drawing for patient testimonial submission
- Causes of Infertility
- Reduce the risk of prenatal infection article

#ValentinesDay
#heartmonth
#love

MARCH



CONTENT

HASHTAGS

- National Nutrition Month
- National Endometriosis Awareness Month

- Foods to Eat During Pregnancy blog
- How Nutrition Affects Fertility blog
- Endometriosis article

#healthyfoods
#NNM
#endometriosis

APRIL



CONTENT

HASHTAGS

- Infertility Awareness Week
- Earth Day (22)

- Happy Earth Day
- New Fertility Treatments
- Infertility article

#earthday
#infertilityawareness
#infertility

MAY



CONTENT

- National Nurse's Day (6)
- Mother's Day (8)
- Memorial Day (30)

- [Happy Memorial Day](#)
- [Happy Mother's Day](#)
- Patient testimonials (Moms)
- [Exercises during pregnancy article](#)

HASHTAGS

#mothersday
#family

JUNE



CONTENT

- Father's Day (19)
- Men's Health Week (second week)
- Men's Health Month

- [Happy Father's Day](#)
- Patient testimonials (Dads)
- Male Infertility blog
- [Gardening tips from local nursery](#)

HASHTAGS

#summer
#fathersday
#menshealthmonth
#family

JULY



CONTENT

- Independence Day (4)

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

HASHTAGS

#independenceday
#summer

AUGUST



CONTENT

- National Dog Day (26)
- Back to School

- Picture of your dog
- Common Misconceptions about Infertility blog

HASHTAGS

#dogday
#NationalDogDay
#backtoschool

SEPTEMBER



CONTENT

HASHTAGS

- Labor Day (9/5)
- 9/11 Remembrance
- Newborn Screening Awareness Month
- Ovarian Cancer Awareness Month
- PCOS Awareness Month

- [Happy Labor Day](#)
- Patient testimonial with PCOS
- How Ovarian Cancer Affects Fertility blog
- Getting Pregnant with PCOS blog
- [PCOS statistics article](#)

#LaborDay
#backtoschool
#neverforget

OCTOBER



CONTENT

HASHTAGS

- Breast Cancer Awareness Month
- Pregnancy and Infant Loss Awareness Month
- National Down Syndrome Awareness Month
- SIDS Awareness Month

- How Cancer Affects Plans of Conceiving blog
- Patient testimonial about miscarriage
- [Down Syndrome article](#)
- [Local 5K/events for breast cancer](#)

#breastcancer
#breastcancerawareness

NOVEMBER



CONTENT

HASHTAGS

- Thanksgiving (26)
- Veteran's Day

- [Happy Thanksgiving](#)
- Patient testimonials that have served in the military
- Coping With the Holidays blog
- [Local holiday interest story](#)

#happythanksgiving
#blessed
#thankavet

DECEMBER



CONTENT

HASHTAGS

- National Influenza Vaccination Week (first full week of December)
- Happy Holidays

- [Holiday Greeting](#)
- Staff holiday photo
- [Local holiday interest story](#)

#happyholidays

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.