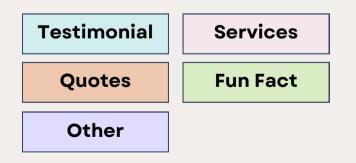
# 2025

# YOUR CHOSEN MONTH

#### **CONTENT GENERAL IDEAS**

- Weekly Tip
- Industry Update
- How-To Tutorial
- Team Highlight
- Fun Fact
- Customer Story
- Special Offer
- Q&A Session
- Thank You Note

#### **CONTENT TYPE**



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SUN	MON	TUE	WED	THU	FRI	SAT
			01	02 Service Highlight	03	04 <b>Quote</b>
05 <b>Service</b> Highlight	06	07 <b>Testimonial</b>	08 Community Shoutout	09	10 <b>Service</b> Highlight	11
12	13 <b>Fun Fact</b>	14 <b>Did you know?</b>	15	16	17 <b>Quote</b>	18
19	20	21 Service Highlight	22 Testimonial	23 Educational Video	24	25
26 <b>Quote</b>	27 In-office Promotions	28 Fun FAct	29	30	31 Interactive Story Poll	



# BREAKDOWN BY WEEK - PROMPTS AND TIPS TO HELP YOU CREATE A CALENDAR Dental

## Week 1

**Monday:** Welcome Post – "Happy Monday from [Clinic Name]! New to our page? We're proud to serve [City] with healthy smiles every day." (Photo of team or office)

**Wednesday:** Dental Tip – "Did you know you should change your toothbrush every 3 months? Here's why…" (Image of frayed vs. new toothbrush)

**Friday:** Behind-the-Scenes – Short video of sterilization area or prepping a treatment room ("Ever wonder what happens behind the scenes?")

## Week 3

**Monday:** Team Spotlight – Highlight a team member with a mini bio ("Meet Sarah, our amazing dental hygienist…")

**Wednesday:** Educational Video – 30-sec reel explaining the importance of flossing or fluoride

**Friday:** Community Shoutout – Mention a local business or event near your clinic

### Week 2

**Tuesday: Testimonial Tuesday –** Share a real patient review with a thank-you graphic

**Thursday:** Service Highlight – Zoom in on teeth whitening with before/after (or mock image if needed), include call to action

**Saturday:** Fun Fact or Quiz – "How many sets of teeth do humans get in a lifetime? A) 1 B) 2 C) 3" (Answer in comments later)

Week 4 Tuesday: FAQ Post – "Is dental cleaning covered by insurance?" or "How often should I get a checkup?"

**Thursday:** Promotion Reminder – "Still time to book your whitening before [event/season]!"

**Saturday:** Interactive Story – Poll: "Do you brush before or after breakfast?" or a smile rating scale (1–5)