

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

Testimonial

Services

Quotes

Fun Fact

Other

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SUN	MON	TUE	WED	THU	FRI	SAT
			01	02 Service Highlight	03	04 Quote
05 Service Highlight	06	07 Testimonial	08 Community Shoutout	09	10 Service Highlight	11
12	13 Fun Fact	14 Did you know?	15	16	17 Quote	18
19	20	21 Service Highlight	22 Testimonial	23 Educational Video	24	25
26 Quote	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



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)