

**Clear to Launch Healthcare Marketing**

# **Social Media Calendar**

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**A monthly system for consistent, authentic patient engagement.**



# ORGANIC SOCIAL STARTS IN THE PRACTICE

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**The calendar gives structure. The practice creates the proof.**

- ✓ Real team photos and short in-office videos make content feel human.
- ✓ Patient moments can build trust when the practice has clear consent.
- ✓ Daily office activity, local events, and team culture cannot be faked from outside.
- ✓ The best monthly calendar gives prompts, but the practice supplies authenticity.

**Organic social works when it looks and sounds like the actual office.**

# WHAT PRACTICES RECEIVE EACH MONTH

A ready-to-use posting rhythm that keeps the practice consistent without making every post feel templated.

- ✓ Daily prompts mapped across the month.
- ✓ A weekly mix of educational, engagement, and team content.
- ✓ Supporting prompts for reviews, before and afters, local highlights, and holidays.

Examples from June: oral health tip, ask a question, team culture, procedure spotlight, patient review, before and after.

## JUNE 2026

Social Media Content Calendar

| SUN                | MON                     | TUE                  | WED                    | THU                       | FRI                  | SAT |
|--------------------|-------------------------|----------------------|------------------------|---------------------------|----------------------|-----|
|                    | 1<br>ORAL HEALTH TIP    | 2<br>ASK A QUESTION  | 3<br>TEAM / CULTURE    | 4<br>PROCEDURE SPOTLIGHT  | 5<br>PATIENT REVIEW  | 6   |
| 7                  | 8<br>ORAL HEALTH TIP    | 9<br>ASK A QUESTION  | 10<br>TEAM / SPOTLIGHT | 11<br>DENTAL MYTH VS FACT | 12<br>BEFORE & AFTER | 13  |
| 14                 | 15<br>MEN'S HEALTH WEEK | 16<br>ASK A QUESTION | 17<br>TEAM / CULTURE   | 18<br>PROCEDURE SPOTLIGHT | 19<br>PATIENT REVIEW | 20  |
| 21<br>FATHER'S DAY | 22<br>ORAL HEALTH TIP   | 23<br>ASK A QUESTION | 24<br>TEAM / SPOTLIGHT | 25<br>DENTAL MYTH VS FACT | 26<br>BEFORE & AFTER | 27  |
| 28                 | 29<br>ORAL HEALTH TIP   | 30<br>ASK A QUESTION |                        |                           |                      |     |

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# HOW TO USE THE CALENDAR

01

## Follow the weekly structure

Use the calendar to guide your weekly posts and maintain a mix of educational, engagement, and team content.

02

## Mix in supporting content

Add reviews, before and afters, local highlights, and seasonal posts to keep the month varied.

03

## Use real photos and videos

Prioritize authentic content from your office whenever possible.

04

## Stay consistent and plan ahead

Consistency matters more than perfection. Plan posts in advance and use the calendar to stay on track.

**HOW TO USE THE CALENDAR**

Follow this structure to stay consistent and get the most out of your content. This calendar helps you stay consistent, stay relevant, and connect with your patients. Use it as a guide - not a rulebook - and adjust based on your practice and goals.

- 1. Follow the weekly structure**  
Use the calendar to guide your weekly posts. Aim for a mix of educational, engagement, and team posts.
- 2. Mix in supporting content**  
Incorporate reviews, before and afters, local highlights, and seasonal posts throughout the month to add variety.
- 3. Use real photos and videos**  
Prioritize authentic content from your office whenever possible. Photos of your team, patients (with consent), and daily activity perform best.
- 4. Stay consistent and plan ahead**  
Consistency matters more than perfection. Plan your posts in advance and use the calendar to stay on track.

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**Use it as a guide, not a rulebook. Adjust based on the practice and goals.**

# CORE POSTS EVERY WEEK

Recommended weekly mix: 1 Educational + 1 Engagement + 1 Team.

1

Educational

## Build trust and authority

Oral health tip: "3 ways to prevent cavities between visits".

Dental myth vs fact: bleeding gums may signal gum disease.

Procedure spotlight: what happens during a dental implant procedure.

1

Engagement

## Drive interaction

Ask simple questions that are easy to answer.

Examples: "When was your last dental visit?" or "Coffee or tea - which do you prefer?"

1

Team

## Show personality

Feature a team member, share their role or fun facts, post team culture moments, and show behind-the-scenes office life.

# SUPPORTING POSTS ADD VARIETY

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**Recommended weekly mix: 1 to 2 supporting posts from any category below.**

## SOCIAL PROOF

### Show real patient experiences

Share a 5-star patient review or a before and after when appropriate.

Always get patient consent before posting photos.

## COMMUNITY

### Connect with the local audience

Feature a nearby business, tag them, or share around-town events happening in the community.

## EVENTS & PROMOS

### Stay relevant with timely content

Use holidays, awareness months, and office events. Keep promotions occasional so the feed does not become too sales-heavy.

# PRACTICE-LEVEL CONTENT EXAMPLES

The calendar works best when the office captures simple, real moments each week.

- ✓ A hygienist records a quick oral health tip between appointments.
- ✓ The front desk asks an easy question patients can answer in comments.
- ✓ The doctor explains what to expect from a common procedure.
- ✓ The team shares a birthday, outing, celebration, or day-in-the-life moment.
- ✓ The practice tags a favorite local coffee shop, business, or weekend event.

**CORE POST TYPES**

The posts you should use every week.

These are the foundational post types every practice should rotate through each week to educate patients, build trust, and stay top-of-mind.

**Recommended weekly mix: 1 Educational • 1 Engagement • 1 Team**

| <b>EDUCATIONAL</b><br>Build trust & authority   | <b>ENGAGEMENT</b><br>Drive interaction   | <b>TEAM</b><br>Show personality  |
|---|--|--|
| <b>Share helpful, easy-to-understand dental information.</b><br><b>EMAIL HEALTH TIP</b><br>Share simple tips to improve dental health.<br>"3 ways to prevent cavities between visits" | <b>Give engagement and start conversations with your audience.</b><br><b>ASK A QUESTION</b><br>Ask simple questions that are easy to answer.<br>"Whom do you feel dental visit?"<br>"Coffee or tea - which do you prefer?" | <b>Showcase your team and the personality behind your practice.</b><br><b>TEAM / SPOTLIGHT</b><br>Feature a team member and share their role or fun facts.<br>"Meet Holly, our hygienist!" |
| <b>Clear up common misconceptions.</b><br>"Many people think gum is normal, but it could be a sign of gum disease!"   |  | <b>TEAM / CULTURE</b><br>Share team moments, events, or daily life in the office.<br>Examples:<br>Office celebrations, birthdays, or team meetings.  |
| <b>PROCEDURE SPOTLIGHT</b><br>Explain treatments and set clear expectations.<br>"What happens during a dental root canal procedure?"  |  | <b>BEHIND THE SCENES</b><br>Show what a typical day looks like in your practice.<br>"A day in the life at our office!"   |

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Structure makes posting easier. Practice-level media makes it believable.

# READY TO LAUNCH?

Clear to Launch helps practices grow through smarter marketing, stronger systems, and clear direction.



## Corbin Burkard

National Marketing Advisor  
[Corbin@ClearToLaunch.com](mailto:Corbin@ClearToLaunch.com)

