

12-Month Social Media
Content Calendar for
Dental Practices

2026

Social media is often the first place prospective patients go to learn about your practice and their health. **It's estimated that 90% of Americans use social media to search for health information.*

The challenge? Finding the time and fresh ideas when your to-do list is already overflowing.

That's where this social media calendar comes in. With a full year of content ideas, you'll always have inspiration to stay consistent, connect with patients, and keep your practice top of mind.

***Source:**
Healthcare Social Media for Consumer Informatics. 2019.
Consumer Informatics and Digital Health.
link.springer.com/chapter/10.1007/978-3-319-96906-0_4

JANUARY

SOCIAL MEDIA CONTENT

Theme: Planning for the New Year

Weekly Content Theme	Facebook	Instagram	*TikTok
Jan. 1–7: Preventative Care	Post: Resolution-themed tip for prioritizing oral health New Year's Day	Grid post: Oral health care tips for a fresh start	Ask Your Audience: What's your smile goal for 2025? Whiter teeth, straighter teeth, healthier gums?
Jan. 8-14: Regular Checkups	Post: Top three reasons to book your cleaning early in the year	Stories poll: Have you scheduled your 2026 cleaning yet?	POV: Patient scrambling after skipping appointments
Jan. 15-21: Early-Year Appointment Push	Post: Get a jump on your care this year by booking your appointment Martin Luther King Jr. Day	Grid post: Testimonial-style graphic	Q&A: Dentist answering common practice questions
Jan. 22-31: Winter Care Tips	Graphic: Winter habits that secretly damage your teeth (e.g., chewing ice)	Reel: Fun fact on tooth sensitivity	Hack: How to reduce tooth sensitivity in winter

FEBRUARY

SOCIAL MEDIA CONTENT

Theme: Gum Disease Awareness

Weekly Content Theme	Facebook	Instagram	*TikTok
Feb. 1–7: Intro to Gum Disease	Infographic: Early signs of gum disease	Stories quiz: What causes bleeding gums?	POV: Hygienist's face when you say you don't floss
Feb. 8-14: Heart Health Connection	Post: The link between gum health and heart health Valentine's Day	Reel: Valentine's Day with gum health tips	Red flag trend: If your gums bleed when brushing...
Feb. 15-21: Educational	Post: The different stages of gum disease	Carousel: Gingivitis vs. periodontitis	Explainer: Gingivitis symptoms to watch
Feb. 22-28: Prevention Tips	Checklist: Gum care habits	Reel: Daily gum care routine	Green flag trend: When patients gums don't bleed when flossing...

MARCH

SOCIAL MEDIA CONTENT

Theme: Nutrition and Oral Health

Weekly Content Theme	Facebook	Instagram	*TikTok
Mar. 1–7: Smile Friendly Foods	Post: Did you know crunchy fruits & veggies like apples and carrots help clean your teeth naturally?	Carousel: Top five foods for a healthier smile	Day in the life: Dentist showing a day of eating for a healthy smile
Mar. 8-14: Hidden Sugars in Foods	Post: Comparing the sugar content in soda vs. flavored water	Reel: Pour sugar cubes next to common drinks to visualize how much sugar they really have	POV: That face you make when you realize your favorite sports drink has 10 teaspoons of sugar
Mar. 15-21: Tips for Kids and Families	Post: Five popular snacks that pack a sugar punch (e.g., dried fruit and flavored yogurt)	Stories poll: What's your favorite healthy snack to pack for lunch? (e.g., apple slices, almond butter packs, or hummus)	Skit: Parent packing a sugary lunchbox, a dentist swaps in smile-friendly snacks.
Mar. 22-31: Hydration and Oral Health	Post: Water isn't just good for your body. It rinses away food, balances pH, and protects your teeth.	Carousel: Why water is the #1 drink for your teeth	ASMR: Pour ice-cold water into a glass with a text overlay that says "Better than soda for your smile"

APRIL

SOCIAL MEDIA CONTENT

Theme: Preventing Oral Cancer

Weekly Content Theme	Facebook	Instagram	*TikTok
Apr. 1–7: What's Oral Cancer?	<p>Post: Oral cancer affects X people each year. Early detection saves lives.</p> <p><i>*Include the source when using stats in your social posts.</i></p>	<p>Carousel: Signs & symptoms to know</p>	<p>Explainer skit: How your dentist checks for oral cancer symptoms during your cleaning</p>
Apr. 8-14: Risk Factors	<p>Post: Top five oral cancer risk factors</p>	<p>Stories quiz: Fact or myth: only smokers get oral cancer?</p>	<p>Post: Text overlay with risk factors popping up</p>
Apr. 15-21: The Importance of Screenings	<p>Post: Your dentist does more than check teeth. They check for oral cancer too. Schedule your routine checkup.</p>	<p>Reel: Hygienist showing quick exam steps</p>	<p>POV: Dentist doing oral cancer screening</p>
Apr. 22-30: Spreading Awareness	<p>Post: Help spread the word: oral cancer awareness saves lives</p>	<p>Testimonial-style post (patient story or general awareness quote)</p>	<p>Skit: Remind a family member to request their screening</p>

MAY

SOCIAL MEDIA CONTENT

Theme: Cosmetic Dentistry

Weekly Content Theme	Facebook	Instagram	*TikTok
May. 1–7: Cosmetic Dentistry 101	Post: Boost your smile confidence. Schedule a teeth whitening consult.	Carousel: Cosmetic options we offer (e.g. veneers and teeth whitening)	Split-screen comparison with pros and cons of veneers
May. 8-14: Teeth Whitening	Visual: Before/after whitening Mother's Day	Stories poll: Have you tried whitening your teeth?	Behind-the-scenes: Teeth whitening process
May 15-21: Invisalign/Aligners	Post: FAQs	Reel: Aligner routine	Skit: Braces struggles vs. aligners
May. 22-31: Veneers Highlight	Post: What to know about veneers Memorial Day	Carousel: Veneers facts	Explainer with green screen: Veneers process

JUNE

SOCIAL MEDIA CONTENT

Theme: Freshen Up for Summer

Weekly Content Theme	Facebook	Instagram	*TikTok
Jun. 1–7: Summer Kickoff	Post: Get your summer smile ready	Reel POV: First summer selfie after cleaning	ASMR: Hydration reminder
Jun. 8-14: Travel Dental Tips	Post: Oral health items to pack	Carousel: Travel dental kit	Hack: Floss during travel
Jun. 15-21: Healthy Habits	Post: Easy ways to keep cavities away Father's Day Juneteenth	Reel: Top five smile-friendly summer snacks	Explainer: What I pack for a cavity-free picnic
Jun. 22-30: Teeth Whitening	Post: Get your smile vacation-ready. Ask us about whitening options!	Carousel: Before and after whitening carousel (with consent)	Explainer with green screen: Teeth Whitening process

JULY

SOCIAL MEDIA CONTENT

Theme: "Gearing" Up For Sports

Weekly Content Theme	Facebook	Instagram	*TikTok
Jul. 1-7: Mouth Guard Awareness	<p>Post: Did you know athletes are 60x more likely to damage their teeth without a mouth guard? Protect your smile before the season starts!</p> <p><i>*Include the source when using stats in your social posts.</i></p> <p>July 4th</p>	<p>Carousel: Top three reasons to wear a mouth guard</p>	<p>ASMR: How a mouth guard is made using mouth guard molding sounds</p>
Jul. 8-14: Custom Mouth Guards	<p>Post: Custom mouth guards = comfort + better protection. Schedule your fitting today!</p>	<p>Stories poll: Do your kids wear a mouth guard?</p>	<p>Explainer: Custom mouth guard vs. store-bought</p>
Jul. 15-21: Emergency Care	<p>Post: What to do if a tooth gets knocked out</p>	<p>Reel: Hygienist showing quick exam steps</p>	<p>Tutorial: What to do when a tooth gets knocked out</p>
Jul. 22-31: Protecting Kids' Teeth	<p>Post: Remind your kid(s) to put their mouth guard in their sports bag</p>	<p>Testimonial-style post (patient story or general awareness quote)</p>	<p>Product demonstration: How to clean your mouth guard</p>



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AUGUST

SOCIAL MEDIA CONTENT

Theme: Going Back to School

Weekly Content Theme	Facebook	Instagram	*TikTok
Aug. 1-7: Back-to-School Checkups	Post: Reminder to book your routine checkup	Post: Book your back-to-school checkup	Carousel post: School checklist as a text overlay (e.g., dentist appointment scheduled, toothbrush replaced, etc.)
Aug. 8-14: Healthy Lunch Ideas	Post: Smile-friendly snack list	Carousel: Lunchbox swaps	Hack: Three fruit swaps to replace three sugary snacks
Aug 15-21: Teen Focus	Post: Braces and/or Invisalign care tips	Reel: Teen braces and/or Invisalign testimonials (with consent)	Skit: Braces struggles vs. aligners
Aug. 22-31: Mouth Guards	Post: Gear up with a guard!	Stories poll: Favorite sport?	Skit: Custom vs. store bought Mouth Guards

SEPTEMBER

SOCIAL MEDIA CONTENT

Theme: Dental Implants

Weekly Content Theme	Facebook	Instagram	*TikTok
Sept. 1–7: Implant Awareness Month	Post: What are implants? Labor Day	Carousel: What are implants?	Behind-the-scenes: What's the implant process like?
Sept. 8-14: Who's a Candidate?	FAQ: Am I eligible?	Stories: Q&A about implants	Myth bust trend: Implants don't set off airport scanners.
Sept 15-21: Benefits	Visual: Implants vs. dentures	Reel: Top three benefits of implants	Text overlay list: Three things implants fix
Sept. 22-31: Success Stories	Testimonial post	Carousel: Before and after visuals	Explainer: Difference between implants and dentures

OCTOBER

SOCIAL MEDIA CONTENT

Theme: Getting the Most Out of Benefits

Weekly Content Theme	Facebook	Instagram	*TikTok
Oct. 1–7: Expiring Benefits Intro	Post: Dental benefits reset soon	Reel: Animated countdown	POV: You forgot to use your benefits before they expire at the end of the year
Oct. 8-14: Covered Treatments	Post: What your insurance covers Indigenous People's Day	Carousel: Three covered treatments	Tutorial: How to check if you still have unused benefits
Oct. 15-21: Preventative Care	Post: Beat the holiday rush. Fall appointments available.	Reel: How to maximize your benefits	Hack: Retail store items you can spend flex dollars on
Oct. 22-31: Healthy Halloween	Post: What candy to eat in moderation and what to avoid Halloween	Testimonial-style post (patient story or general awareness quote)	Skit: Dentist ranking Halloween candy

NOVEMBER

SOCIAL MEDIA CONTENT

Theme: Eating for Oral Health

Weekly Content Theme	Facebook	Instagram	*TikTok
Nov. 1–7: TMJ Awareness	Post: November is TMJ Awareness Month! Here are five signs of TMJ disorder you shouldn't ignore.	Story poll: Ever catch yourself clenching your jaw?	Explainer: Dentist explaining how stress, teeth grinding, and posture can affect your jaw
Nov. 8-14: TMJ and Stress	Post: How stress and jaw pain are linked and what you can do about it	Reel: Dentist explaining how stress, teeth grinding, and posture can affect your jaw	Tutorial: Three easy jaw stretches you can try at home
Nov. 15-21: Holiday Season Prep	Post: The holidays are coming—schedule your cleaning now before the calendar fills up.	Reel: Get your smile ready for the holidays with a teeth whitening	Behind-the-scenes: Staff putting up decorations with a voiceover about booking appointments early
Nov. 22-30: Gratitude	Thanksgiving	Post: Gratitude	Throwback: Reflect on past Thanksgivings using Memory Lane sound and old photos

DECEMBER

SOCIAL MEDIA CONTENT

Theme: Having Healthy, Happy Holidays

Weekly Content Theme	Facebook	Instagram	*TikTok
Dec. 1–7: Final Countdown for Benefits	Post: Don't miss out on using your benefits! Book your appointment today.	Reel: Last chance to use your remaining HSA and FSA funds. Call today.	POV: Waiting until the last minute to schedule an appointment
Dec. 8-14: Holiday Survival	Post: Tips for keeping teeth healthy during the holidays	Carousel: Tips to keep your smile white	ASMR video: Dentists-approved holiday snacks
Dec. 15-21: Holiday Treats	Post: The naughty & nice list of holiday treats	Carousel: Naughty vs. nice foods that are great for your teeth vs. ones to enjoy in moderation	Skit: Dentist ranking holiday candies (Candy canes? Risky. Cheese plate? 10/10.)
Dec. 22-31: End of the year	Post: Thank you message to patients Christmas Eve Christmas Day New Year's Eve	Stories: Holiday dental trivia	Lip-syncing: Staff lip syncing to a holiday song

QUICK TIPS

- **Mix it up.** Share educational, entertaining, and promotional content so patients see your expertise and personality.
- **Stay consistent.** Aim for 2–3 posts a week on the channels you're most active on.
- **Focus on quality.** Don't post just to fill the calendar. Use our calendar as inspiration. Make sure it's useful, relevant, or engaging.
- **Plan ahead.** Schedule your posts a month in advance so you're not scrambling.
- **Use what you have.** Patient engagement systems often include ready-to-go templates for posts—take advantage of them.
- **Repurpose content.** A single post idea can work across multiple platforms (Facebook, Instagram, TikTok).
- **Engage back.** Reply to comments and messages to show patients you're listening and approachable.
- **Think about seasonality.** Holidays, awareness months, and local events are great content opportunities.
- **Watch what works.** Track which posts get the most engagement and use that to shape future content.
- **Highlight your specialties.** Social media isn't only for general practices. If you offer niche specialties (e.g., oral surgery), then you can create content around that.
- ***Stay current on trends.** TikTok trends change fast. Try current ones when possible, but don't be afraid to reuse past ideas.

For more helpful tips and tricks to market your dental practice, check out www.revenuewell.com/resources.