

# DENTAL SOCIAL MEDIA IDEAS FOR 2023

## YEAR-ROUND IDEAS

- 📌 Patient Reviews or Testimonials
- 📌 Before & After Photos
- 📌 Team Member Spotlight
- 📌 Dentist Q & A
- 📌 Treatment Spotlight
- 📌 Office Tour/Walkthrough
- 📌 Team Birthdays & Anniversaries
- 📌 Team Outings
- 📌 Debunk Common Dental Myths
- 📌 Day-in-the-Life Mini Vlog
- 📌 Volunteer Opportunities
- 📌 Continuing Education Events
- 📌 Conferences
- 📌 Sponsorships & Fundraisers
- 📌 Patient Smile Reveal
- 📌 Special Offers & Promotions
- 📌 Fun Facts About the Dentist
- 📌 Dental Tips Videos
- 📌 What to Expect at Your Appointment
- 📌 Appointment Openings
- 📌 Promote In-House Dental Plan

## HOLIDAYS & DENTAL HEALTH DAYS

### JANUARY

New Year's Day  
Martin Luther King Jr Day  
Blood Donor Month  
Drinking Straw Day

### FEBRUARY

Valentine's Day  
President's Day  
Children's Dental Health Month  
Gum Disease Awareness Month  
Black History Month  
Toothache Day  
Tooth Fairy Day

### MARCH

Daylight Savings  
St. Patrick's Day  
First Day of Spring  
World Oral Health Month  
Women's History Month  
Dental Assistant Week  
Dentist Day  
Employee Appreciation Day

### APRIL

April Fools Day  
Easter Sunday  
Tax Day  
Earth Day  
Oral Cancer Awareness Month  
Stress Awareness Month  
Dental Hygienist Week  
World Health Day

### MAY

Mother's Day  
Memorial Day  
Root Canal Awareness Week  
Receptionists Day  
World No-Tobacco Day

### JUNE

Father's Day  
First Day of Summer  
National Smile Month  
Migraine Awareness Month  
Toothbrush Day

### JULY

Independence Day  
UV Safety Awareness Month  
International Self-Care Day

### AUGUST

Dental Implant Month  
Fresh Breath Day  
Align Your Teeth Day  
Tooth Fairy Day

### SEPTEMBER

Labor Day  
Patriot Day  
First Day of Fall  
Gum Care Month  
Stand Up To Cancer Day  
Healthy Aging Month

### OCTOBER

Indigenous People's Day  
Halloween  
Orthodontic Health Month  
Dental Hygiene Month  
World Smile Day  
Boss's Day

### NOVEMBER

Candy Buy-Back  
Daylight Savings Ends  
Veterans Day  
Diwali  
Thanksgiving  
Diabetes Month  
Flossing Day  
UIDLI - Dental Benefits

### DECEMBER

Pearl Harbor Day  
Hanukkah  
First Day Of Winter  
Christmas  
UIDLI - Dental Benefits

