

## Social Media Calendar for Aesthetic Doctors & Dentists

<p><b>Monday</b>  <b>“Fun Day” Theme (Post 1)</b>            - Post a funny picture, meme, or quote. Promote one of your other social accounts. Post in early a.m.  <b>Procedure Education (Post 2)</b>            - Choose a procedure/ treatment to promote.            - Post a link to a YouTube video of yours, link to a news story, or custom promo graphic. Post at 11 p.m.</p>	<p><b>Tuesday</b>  <b>“Teaching Day” (Post 1)</b>            - Post an interesting article or video from the news or a medical/dental assoc. Post in early a.m.  <b>Procedure Education (Post 2)</b>            - Post a picture of you getting ready for a treatment &amp; info about it. Post at 11 p.m.            - Facebook interactions &amp; Twitter interactions with fans. Find local businesses to follow.</p>	<p><b>Wednesday</b>  <b>“Men’s Day” (Post 1)</b>            - Post something related to men’s health or issues. Post in early a.m.  <b>Procedure Education (Post 2)</b>            - Promote either a special you’re running, benefits of a procedure, or quote from a patient review. Post at 11 p.m.            - Pinterest: add pins to your boards and follow people back. Find local businesses to follow.</p>	<p><b>Thursday</b>  <b>“Health Day” (Post 1)</b>            - Post anything health related that is relevant to your specialty &amp; services. Post in the early a.m.  <b>Procedure Education (Post 2)</b>            - Infographic of breakdown of treatments performed in the past 6 months, male vs female, and quantity of 4 and 5 star patient reviews.            - Google+ interactions &amp; follow local businesses.</p>
<p><b>Friday</b>  <b>“Fitness Day” (Post 1)</b>            - Post advice, an inspirational quote, a custom graphic, or link to a healthy eating plan. Post at 9 p.m.  <b>Procedure Education (Post 2)</b>            - New blog post! Post at 11 p.m.</p>	<p><b>Saturday</b>  <b>“Beauty Day” (Post 1)</b>            - Link, photo, or pin from Pinterest. Include links to your other social accounts in your post to boost follows. Post at 9 p.m.  <b>Procedure Education (Post 2)</b>            - Upload a picture of you or your staff from the week. It’s important to be personal on social media! Post at 11 p.m.</p>	<p><b>Sunday</b>  <b>“Recipes” (Post 1)</b>            - Post a recipe from Pinterest that has LOTS of pins already. Post at 11 a.m.  <b>Procedure Education (Post 2)</b>            - If you’re doing two blog posts/week, this is a great day to promote on social media. Post at 10 p.m.            - Any videos produced this week should be uploaded to Facebook &amp; Google+.</p>	<p><b>How many posts per site:</b>            Facebook &amp; Google+: 2 posts per day. Twitter: 4-6 posts per day (am, mid afternoon, late night). Pinterest: pin any new blog posts &amp; new videos from YouTube, and add one pin to each of your boards at least 1x per week.             Duplicate this plan each week for best results!</p>