

# March Social Media

# CONTENT CALENDAR



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	25	26	27	28	<b>1 Dental Myths Busted!</b>  Choose a popular myth about Invisalign/oral health and set the record straight	<b>2 Before &amp; After</b>  Highlight a successful Invisalign/cosmetic bonding patient case (with consent)
<b>3 World Wildlife Day</b>  Discuss how sustainability impacts dental practices (eco-friendly initiatives, biodegradable products, etc.) Or share some fun animal teeth facts	<b>4 Meet The Team</b>  Spotlight a team member and their role in the practice	<b>5 The Evolution of (Name)</b>  A throwback post showing how the clinic has grown and evolved over the years	<b>6 5 Things Your Dentist Wishes You Knew</b>  Share general insights about oral health, habits, and misconceptions	<b>7 Educational Post</b>  Why straight teeth matter beyond aesthetics (oral health benefits of Invisalign)	<b>8 International Women's Day</b>  Celebrate women in dentistry by highlighting female team members, share inspiring stories	<b>9 A Day In The Life At (Name)</b>  A fun, behind-the-scenes reel or carousel showing the team in action
<b>10 FAQ Post</b>  Answer a common Invisalign or teeth whitening question	<b>11 Testimonial Tuesday</b>  Share a 5-star review from an Invisalign or bonding patient	<b>12 3 Common Smile Concerns</b>  Instead of making it personal for your audience, highlight common smile issues and how appropriate treatments can help	<b>13 Reels Trend</b>  Join a trending Instagram/TikTok sound and make it dental-related	<b>14 Invisalign vs. Braces: Which Would You Choose?</b>  A direct comparison carousel or video showcasing key differences between the two	<b>15 Dental Myths Busted #2!</b>  Debunk another common misconception about Invisalign or whitening	<b>16 Before &amp; After #2!</b>  Highlight a successful Invisalign/cosmetic bonding patient case (with consent)
<b>17 St. Patricks Day</b>  Fun team content (e.g., "Lucky smiles" theme, green outfits in the practice) or lighthearted ways to tie in oral hygiene and maintenance tips.	<b>18 Book your check-up reminder</b>  Encourage appointment bookings with a friendly reminder	<b>19 Our Playlist</b>  Share the team's favourite songs for a productive workday or morning motivation	<b>20 World Oral Health Day and First Day Of Spring</b>  Talk about fresh starts and how Invisalign can be a confidence boost	<b>21 Smile Reveal</b>  Highlight a successful cosmetic bonding patient case by filming their new smile reveal (with consent)	<b>22 Spring Cleaning For Your Smile</b>  Discuss the importance of professional cleanings & hygiene visits	<b>23 Team Takeover</b>  Let a team member share a day in their life via stories or a reel
<b>24 What to Expect at Your First Invisalign Consultation</b>  Step-by-step breakdown of the Invisalign consultation process	<b>25 Dental Trivia</b>  Quick and fascinating insights about teeth and oral health designed to be engaging and sharable	<b>26 The Truth About Whitening</b>  Break down the difference between in-office vs. at-home treatments	<b>27 Tell Us Your Best Dental Joke</b>  A lighthearted reel asking your team to tell you their favorite (and cringiest) dental puns	<b>28 Meet The Team: Fun Facts</b>  Share three unexpected facts about a team member in a carousel or video	<b>29 What I Wish I Knew Before Starting</b>  A patient or team member shares key insights	<b>30 Mother's Day</b>  Promote treatments like teeth whitening or Invisalign as thoughtful gifts
<b>31 March Highlight Reel/Carousel</b>  Recap your best posts & key moments from March						

