SOCKET SCIENCE

Post ideas and key dates

1. Education

- How to brush with braces
- Why flossing matters
- What causes tooth sensitivity

2. Meet the team

- A day with our hygienist
- How we sterilise instruments
- Meet our newest team member

3. Treatment explained

- Root canal treatment step by step
- How an implant is placed
- How aligners move teeth

4. Community and questions

- Your questions answered
- Local school or sports event
- Opening hours and how to book

Key dates

- 20 March: World Oral Health Day (FDI)
- 7 April: World Health Day (WHO)
- Back to school: children's check-ups and mouthguards
- Holiday season: sugar, snacks and routines

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Dental social media content calendar

Month: January Year: _____

Week	Theme	Date	Topic	Format	Done
1	Education			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
2	Meet the team			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
3	Treatment explained			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
4	Community and questions			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐

Notes: what brought questions or bookings this month?

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Dental social media content calendar

Month: February Year: _____

Week	Theme	Date	Topic	Format	Done
1	Education			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
2	Meet the team			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
3	Treatment explained			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
4	Community and questions			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐

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Dental social media content calendar

Month: March Year: _____

Week	Theme	Date	Topic	Format	Done
1	Education			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
2	Meet the team			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
3	Treatment explained			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
4	Community and questions			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐

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Dental social media content calendar

Month: April Year: _____

Week	Theme	Date	Topic	Format	Done
1	Education			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
2	Meet the team			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
3	Treatment explained			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
4	Community and questions			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐

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Dental social media content calendar

Month: May Year: _____

Week	Theme	Date	Topic	Format	Done
1	Education			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
2	Meet the team			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
3	Treatment explained			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
4	Community and questions			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐

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Dental social media content calendar

Month: June Year: _____

Week	Theme	Date	Topic	Format	Done
1	Education			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
2	Meet the team			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
3	Treatment explained			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
4	Community and questions			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐

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Dental social media content calendar

Month: July Year: _____

Week	Theme	Date	Topic	Format	Done
1	Education			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
2	Meet the team			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
3	Treatment explained			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
4	Community and questions			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐

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Dental social media content calendar

Month: August Year: _____

Week	Theme	Date	Topic	Format	Done
1	Education			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
2	Meet the team			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
3	Treatment explained			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
4	Community and questions			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐

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Dental social media content calendar

Month: September Year: _____

Week	Theme	Date	Topic	Format	Done
1	Education			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
2	Meet the team			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
3	Treatment explained			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
4	Community and questions			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐

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Dental social media content calendar

Month: October Year: _____

Week	Theme	Date	Topic	Format	Done
1	Education			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
2	Meet the team			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
3	Treatment explained			Reel · Carousel · Story · Post	☐
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				Reel · Carousel · Story · Post	☐
4	Community and questions			Reel · Carousel · Story · Post	☐
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				Reel · Carousel · Story · Post	☐

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Dental social media content calendar

Month: November Year: _____

Week	Theme	Date	Topic	Format	Done
1	Education			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
2	Meet the team			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
3	Treatment explained			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
4	Community and questions			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐

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Dental social media content calendar

Month: December Year: _____

Week	Theme	Date	Topic	Format	Done
1	Education			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
2	Meet the team			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
3	Treatment explained			Reel · Carousel · Story · Post	☐
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				Reel · Carousel · Story · Post	☐
4	Community and questions			Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐
				Reel · Carousel · Story · Post	☐

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