

CONTENT CALENDAR

1 1 Post a Photo of your Practice's space 2 Announce your Practice name + the area it'll be in 3 CTA Is there a name in your family that has meaning?	2 1 Post a short video of yourself 2 Talk about the "why" behind becoming a startup 3 CTA Do you own your own business?	3 1 Post a Photo of you in dental school 2 List 3 things you learned from a class or Professor 3 CTA What's something you remember from a college class?	4 1 Create an Instagram Reel of your morning routine 2 Document your morning routine and how it helps you mentally 3 CTA Give me your morning routine with emojis below!	5 1 Post a Photo of the blueprints for your office 2 Talk about a challenge in the building phase and how you're adjusting 3 CTA Anyone else been through a renovation?	6 1 Create a video of a team member flossing properly 2 Explain in detail the steps to floss and why it's important 3 CTA Are you a regular flosser or when you feel like it flosser?	7 1 Create a graphic with a quote on leadership 2 Talk about what you're looking for in your team 3 CTA Give me your best advice for hiring a solid team member.
8 1 Post a GIF 2 Talk about something happening this weekend 3 CTA Anyone else have weekend plans?	9 1 Post a Photo of a city landmark or well-known spot 2 Talk about the reason you chose this city for your practice 3 CTA Give me a thumbs up if you're around here or tag a friend who is!	10 1 Post a video of yourself 2 Answer the top 3 questions you get as a dentist. 3 CTA Drop your questions below!	11 1 Create a Boomerang of paperwork needed for your startup. 2 Be vulnerable about 1 positive and 1 negative instance in the process 3 CTA What's something going really well in your life right now?	12 1 Create a swipe-graphic with 5 slides (cover, 3 tips, closing slide) 2 List 3 things you want your patients to know for their first appointment 3 CTA What questions do you have about day 1 with us?	13 1 Post a Photo of the update to your space 2 Find your favorite corner of what the office will be and explain why. 3 CTA Everyone has a favorite spot, right?	14 1 Take a Photo of a page in one of your textbooks 2 Explain what a long or complicated-sounding term means and why it matters 3 CTA What's a term you've heard around a dental office you'd like clarity on?
15 1 Post an entertaining Reel 2 Choose a funny Reel trend you like and make it your own 3 CTA Could we use more or less dancing on this account?	16 1 Post a mockup of your logo design 2 Talk about the design process with your marketing company and show off your logo 3 CTA It's getting real, anyone else excited?	17 1 Record a video of a walkthrough 2 Go through your space on video explaining the layout of your office 3 CTA Who has a paint color suggestion	18 1 Post a Photo of tech in your office 2 Explain what the technology is for, how it's used, and why it helps your patient 3 CTA On a scale of 1-10 how excited would you be to use this on your friend?	19 1 Create a swipe-graphic with 7 slides (cover, 5 things, closing slide) 2 List 5 things your audience probably didn't know are bad for their teeth 3 CTA Did any of these surprise you?	20 1 Post a video of you and your team jumping outside the space 2 Announce your opening date and talk about how excited you are! 3 CTA Drop a few emojis below if you're as excited as we are.	

THE 1, 2, 3's OF A SOCIAL POST

- 1 CONTENT: The Photo or Video idea to Post
- 2 COPY: The words you're using for your caption, don't forget to create a hashtag for your Practice and add it to each one!
- 3 CTA: A Call-To-Action is something you want your audience to do - like, comment, or engage in some way

**STUDIO
EIGHTY EIGHT**