

CALENDAR OF HOLIDAYS - 2023

Making the holidays profitable for your practice.

PURPOSE:

Provides ideas for social media posts and promotions.

PREPARATION:

Print out blank calendar and pull details of any preplanned events or trips that would effect y our calendar.

DATE	HOLIDAY	HASHTAG	PROMOTION
Sun, Jan 1	New Year's Day	#NewYearsDay;	New Year New you!
Tue, Jan 10	Golden Globes	#GoldenGlobes	
Wed, Jan 11	Human Trafficking Awareness Day	#HumanTraffickingAwarenessDay	
Sun, Jan 15	National Hat Day	#NationalHatDay	Photo op for sharing
Thur, Jan 19	Get to Know Your Customers Day	#GetToKnowYourCustomersDay	Special meet and greet? Inactives?
Mon, Jan 20	Martin Luther King Day	#MLKDay	
Sat, Jan 21	National Hugging Day	#NationalHuggingDay	
Mon, Jan 23	National Pie Day	#PieDay	
Tue, Jan 24	National Compliment Day	#NationalComplimentDay	
Sat, Jan 28	Data Privacy Day	#PrivacyAware	Credentialing HIPAA?
Fri, Jan 31	Backwards Day	#BackwardsDay	
ALL MONTH	Cervical Health Awareness Month		Great parternship opportunity

DATE	HOLIDAY	HASHTAGS	PROMOTION
Thur, Feb 2	Groundhog Day	#GroundhogDay	
Fri, Feb 3	National Bubble Gum Day	#BubbleGumDay	
Sat, Feb 4	World Cancer Day	#WorldCancerDay	
Tue, Feb 7	National Send a Card to a Friend Day	#SendACardToAFriendDay	Direct mail?
Sun, Feb 12	Super Bowl LIII	#SBLIII	
Tue, Feb 14	Valentine's Day	#ValentinesDay	
Fri, Feb 17	Random Acts of Kindness Day	#RandomActsOfKindnessDay	
Mon, Feb 20	Presidents Day	#PresidentsDay	
Mon, Feb 20	World Day of Social Justice	#SocialJusticeDay	
Mon, Feb 20	Love Your Pet Day	#LoveYourPetDay	
Tue, Feb 21	Mardi Gras	#MardiGras	
ALL MONTH	American Heart Month		Great parternship opportunity
ALL MONTH	Black History Month		

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Wed, Mar 1	National Peanut Butter Lover's Day	#PeanutButterLoversDay	
Fri, Mar 3	National Employee Appreciation Day	#EmployeeAppreciationDay	
Wed, Mar 8	International Women's Day	#BeBoldForChange	
Tue, Mar 10	Women & Girls HIV/AIDS Awareness Day	#NWGHAAD	
Sun, Mar 12	Daylight Savings	#DaylightSavings	
Sun, Mar 12	National Girl Scout Day	#GirlScoutDay	
Mon, Mar 13	National Napping Day	#NationalNappingDay	
Tue, Mar 14	Pi Day	#PiDay	
Fri, Mar 17	St. Patrick's Day	#StPatricksDay	
Sat, Mar 18	Awkward Moments Day	#NationalAwkwardMomentsDay	
Mon, Mar 20	First Day of Spring	#FirstDayofSpring	
Mon, Mar 20	International Day of Happiness	#InternationalDayofHappiness	
Thur, Mar 23	National Puppy Day	#NationalPuppyDay	
Thur, Mar 30	Doctor's Day	#NationalDoctorsDay	
Fri, Mar 31	Transgender Day of Visibility	#TDOV	
ALL MONTH	Women's History Month		

DATE	HOLIDAY	HASHTAG	PROMOTION
Sat, Apr 1	April Fools Day	#AprilFools	Youre getting Younger? Thats no joke.
Sun, Apr 2	World Autism Awareness Day	#WAAD	
Mon, Apr 3	Find a Rainbow Day	#FindARainbowDay	
Fri, Apr 7	World Health Day	#LetsTalk	
Mon, Apr 10	National Siblings Day	#NationalSiblingsDay	Bring in your sibling for discount
Sat, Apr 15	National Tax Day	#TaxDay	Get back more than a rebate
Sun, Apr 16	National Stress Awareness Day	#StressAwarenessDay	
Sun, Apr 16	Wear Your Pajamas to Work Day	#PJDay	Wear your pjs, share and tag
Thur, Apr 20	National Look-Alike Day	#NationalLookAlikeDay	
Sat, Apr 22	Earth Day	#EarthDay2018;	What are you doing to save the earth ?
Wed, Apr 26	National Administrative Professionals Day	#AdministrativeProfessionalsDay;	Recognize and Special offer for Admin Prof - Xeomin, Neocutis
Wed, Apr 26	Denim Day	#DenimDay	
Thur, Apr 27	Take Our Daughters & Sons to Work Day	#COUNTONME	
Fri, Apr 28	Arbor Day	#ArborDay;	Plant a tree somewhere and share your dedication - hands/radiesse
ALL MONTH	Child Abuse Prevention Month		

PROFILING YOUR PRACTICE CONT.

DATE	HOLIDAY	HASHTAG	PROMOTION
Mon, May 1	International Workers Day	#IntWorkersDay	
Tue, May 2	Thank a Teacher Day	#ThankATeacher	Thank you to teachers. Special facial & discount all week. Neocutis, ultrtherapy
Thur, May 4	International Firefighters Day	#InternationalFirefightersDay	
Fri, May 5	Cinco de Mayo	#CincoDeMayo; 555	5 Packages offered the week following.
Sat, May 6	National Nurses Day	#NursesDay	
Wed, May 10	National Receptionist Day	#NationalReceptionistDay	
Sun, May 14	Mother's Day	#MothersDay	
Fri, May 19	Endangered Species Day	#EndangeredSpeciesDay	
Wed, May 17	Day Against Homophobia & Transphobia	#IDAHOT2019	
Fri, May 26	Heat Awareness Day	#NoFryDay	
Sun, May 28	Hamburger Day	#NationalHamburgerDay	
Mon, May 29	Memorial Day	#MemorialDay	
Wed, May 31	World No-Tobacco Day	#NoTobacco	
ALL MONTH	National Pet Month		

DATE	HOLIDAY	HASHTAG	PROMOTION
Thur, Jun 1	International Children's Day	#ChildrensDay	
Fri, Jun 2	National Donut Day	#NationalDonutDay	Favorite doughnuts for staff.
Sun, Jun 4	Cheese Lovers Day	#CheeseLoversDay	
Sun, Jun 4	National Cancer Survivor's Day	#NCSD2019	
Thur, Jun 8	Best Friends Day	#BestFriendsDay	Bring in your bestie for treatment
Wed, Jun 14	World Blood Donor Day	#GiveBlood	
Sun, Jun 18	Father's Day	#FathersDay	
Wed, Jun 21	First Day of Summer	#FirstDayOfSummer	
Wed, Jun 21	National Selfie Day	#NationalSelfieDay	Photo op for sharing
Fri, Jun 23	Take Your Dog to Work Day	#TakeYourDogToWorkDay	Photo op for sharing
Tue, Jun 27	National Sunglasses Day	#NationalSunglassesDay	
ALL MONTH	LGBTQ Pride Month		