JP MARKETING

CALENDAR + EXAMPLES

30 Days of Social Media Content Ideas for Dentists

A ready-to-use posting calendar, captions, and tips

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Why post on social at all?

Social media won't always bring in patients the same day. But it does 3 big things:

1. **Builds trust.** People check your Facebook or Instagram before they call.
2. **Keeps you top of mind.** When they need a dentist, they remember you.
3. **Feeds search.** Videos and posts can show up in Google, and people now search on TikTok, YouTube, and Instagram like they search on Google.

You don't need to be on every app. Pick **2**. For most dental offices, that's **Facebook + Instagram**, then add **TikTok or YouTube Shorts** if you like making videos.

Words to know

Word	What it means
Reel / Short	A short vertical video (under 90 seconds).
Carousel	A post with several photos or slides you swipe through.
Story	A post that disappears after 24 hours.
Hook	The first line or first 2 seconds that make people stop scrolling.
Engagement	Likes, comments, shares, and saves.
Batching	Making lots of posts at one time.

Your 5 content buckets

Rotate through these so you never run out of ideas:

Content bucket	What it is
Meet the team	Faces build trust. Show the people patients will meet.
Teach a tip	Quick tooth tips anyone can use.

Content bucket	What it is
Behind the scenes	Show your office, tools, and how you keep things clean.
Real results	Before/after and patient stories, only with written consent.
Fun and local	Holidays, Katy events, team fun.

Your 30-day posting calendar

Post 5 days a week if you can. 3 is fine too. Just be steady.

Day	Format	Idea
1	Video	Meet Dr. [Name] in 30 seconds
2	Photo	Our front desk team says hi
3	Reel	3 foods that stain your teeth
4	Carousel	What happens at your first visit (5 slides)
5	Story poll	Do you floss every day? Yes / Be honest
6	Video	Office tour
7	Photo	Patient review graphic (first name only)
8	Reel	Electric vs. manual toothbrush
9	Carousel	Invisalign vs. braces
10	Video	What to do if a tooth gets knocked out
11	Photo	Team lunch / fun moment
12	Reel	Dentist reacts to a TikTok tooth trend
13	Carousel	How implants work, step by step
14	Story	Q&A box: ask the dentist anything
15	Video	Kids' first visit: what it looks like
16	Photo	Before/after (with consent)
17	Reel	Myth or fact: sugar-free gum

Day	Format	Idea
18	Carousel	Signs you might need a root canal
19	Video	Hygienist shows how to floss right
20	Photo	Community event or sponsorship
21	Reel	How we make nervous patients comfy
22	Carousel	Insurance plans we take
23	Video	Patient testimonial (with consent)
24	Photo	New technology spotlight
25	Reel	Day in the life of a dental assistant
26	Carousel	Halloween candy ranking: best to worst for teeth
27	Video	Why we use digital X-rays
28	Photo	Staff anniversary
29	Reel	3 signs you grind your teeth at night
30	Video	Doctor answers the top question we get

Sample captions you can copy

> Did you know you should change your toothbrush every 3 months? Set a reminder on your phone right now. Your gums will thank you. #KatyDentist #DentalTips

> Nervous about the dentist? You're not alone. At Bright Smile we go slow, explain every step, and you can raise your hand for a break any time. Book a no-pressure visit. Link in bio.

> Meet Maria, our hygienist of 9 years! Her secret skill? Making kids laugh while she cleans their teeth. Say hi next time you're in!

How to make posts fast

1. **Batch it.** Pick one hour a week. Shoot 5 to 10 short videos and photos at once.
2. **Use your phone.** Good light + steady hands = good enough.
3. **Talk to one person.** Pretend you're explaining to one patient.
4. **Hook in 2 seconds.** Start videos with the most interesting part.
5. **Add captions on videos.** Lots of people watch with sound off.
6. **End with one simple ask.** Save this, share this, or book an appointment.

Easy video ideas (no fancy editing)

- Answer one question you get every week
- Show a 'before and after' (with permission)
- Introduce one team member
- Walk through your space or your work
- Bust one myth
- Share one quick tip
- React to a common mistake you see

Hashtags and location

- Use 3 to 5 hashtags. Mix local and topic tags, like #Katy and #DentistTips
- Tag your city in the post location (unless the post shows kids or private homes)
- Don't use 30 random hashtags

Rules for Dentists

> **Important:** Never share patient photos, names, or stories without written consent (HIPAA). Never reply to a review or comment with details about someone's care.

Turn posts into leads

- Put your booking link in your bio
- Pin your best review or offer to the top of your profile
- Reply to every comment and message within a day
- Turn your best posts into Google Business Profile posts too
- Use a free resource (like a checklist) to collect emails

Monthly checklist

- [ ] Planned the month's 20+ posts
- [ ] Batched videos and photos
- [ ] Scheduled posts (Meta Business Suite is free)
- [ ] Replied to all comments and messages
- [ ] Reused the top 4 posts on Google Business Profile
- [ ] Checked which posts got the most saves and shares

Common questions

Do I have to show my face?

No, but faces build trust fast. Even a short hello from the owner helps.

What if nobody likes my posts?

That's normal at first. Keep going for 90 days. Look at which posts get saves and shares, and make more like those.

Should I pay to boost posts?

Only your best posts, with a small budget, aimed at your local area.

Want us to do this for you?

JP Marketing helps local businesses show up on Google, Google Maps, and AI search tools like ChatGPT. We build the websites, write the pages, run the ads, and set up the follow-up.

Book a free strategy call at jpmarketing.co. We'll look at your site and your Google profile, and show you the 3 fastest wins for your business.

Rules on Google, Meta, and AI tools change a lot. This guide was last updated November 2026. It is general marketing info, not legal advice.