

Social Media Content Calendar for Patient Acquisition

[FROM DIGMED AGENCY]

Goal: Attract and retain patients
Social media channels: Instagram, Facebook, LinkedIn
Content pillars: Educational, Authority-building, Promotional

Date & Day	Platform	Post idea	Content pillar	Format	Visuals	Copy
Day 1		<p>Health Tip of the Day</p> <p>Share a simple yet valuable health tip related to your specialty (e.g., "Did you know that drinking enough water can improve your skin health? Stay hydrated!").</p>	Educational	Image + Caption		
Day 2		<p>Patient Success Story</p> <p>Highlight a patient's journey and positive outcomes (with their consent). Use quotes and photos to make the story more personal.</p>	Authority-building	Video		
Day 3		<p>Meet the Team</p> <p>Introduce a member of your healthcare team. Share their role, expertise, and what they love about working with patients.</p>	Authority-building	Video		

Day 4		<p>Educational Video</p> <p>Create a short video explaining a common health condition or treatment option offered by your clinic or hospital.</p>	Educational	Video		
Day 5		<p>Upcoming Event or Service</p> <p>Announce an upcoming event, webinar, or a new service your clinic is offering. Include details on how to participate or sign up.</p>	Authority-building	Image + Caption		
Day 6		<p>Patient FAQ</p> <p>Answer a frequently asked question that patients have about your services or a particular health concern.</p>	Educational	Carousel		
Day 7		<p>Behind the Scenes</p> <p>Share a behind-the-scenes look at your clinic, such as staff preparing for the day, a new piece of equipment, or a glimpse into the daily routine.</p>	Authority-building	Video		

Day 8		<p>Health Awareness Day</p> <p>Highlight a national or international health awareness day (e.g., World Heart Day) and provide tips or facts related to the topic.</p>	Educational	Image + Caption		
Day 9		<p>Testimonial Tuesday</p> <p>Share another patient testimonial, focusing on the care and support they received at your hospital.</p>	Authority-building	Video		
Day 10		<p>Common Myths Debunked</p> <p>Address and debunk a common health myth (e.g., "Myth: You should only drink water when you're thirsty. Fact: It's important to stay hydrated throughout the day").</p>	Educational	Carousel		
Day 11		<p>Service Spotlight</p> <p>Focus on a specific service offered by your clinic. Explain its benefits and why patients should consider it.</p>	Promotional	Image + Caption		
Day 12		<p>Healthy Recipe</p> <p>Share a simple, healthy recipe that patients with specific diseases can try at home. Include</p>	Educational	Image + Caption		

		nutritional information and health benefits.				
Day 13		<p>Quick Health Quiz</p> <p>Engage your audience with a fun and educational quiz related to health (e.g., "How much do you know about heart health?").</p>	Authority-building	Image		
Day 14		<p>Inspirational Quote</p> <p>Share an inspirational quote related to health, wellness, or patient care to motivate and uplift your audience.</p>	Authority-building	Image + Caption		
Day 15		<p>Patient Milestone</p> <p>Celebrate a significant milestone achieved by one of your patients, such as completing a treatment plan or recovering from surgery.</p>	Authority-building	Video		
Day 16		<p>From our doctors</p> <p>Let your doctors or specialists share the best health practices to take care of one's body.</p>	Educational	Video		
Day 17		<p>Say no to</p> <p>Advice & educate on saying to junk and processed foods and</p>	Educational	Image + Caption		

		encourage them to adopt a healthy diet.				
Day 18		<p>Fast & smooth healthcare</p> <p>Describe how your hospital is swift with intake and discharge processes unlike others.</p>	Promotional	Video		
Day 19		<p>What do we think about <viral spreading disease> ?</p> <p>Choose a trending topic about a particular seasonal disease or health issue & educate your audience on best practices to prevent them.</p>	Educational	Video		
Day 20		<p>Health tip of the day</p> <p>Share a useful health tip that'll help patients with fast recovery.</p>	Educational	Image + Caption		
Day 21		<p>Health challenge</p> <p>Conduct a 7 day challenge for your followers to take part in to grow your audience.</p>	Authority-building	Video + Image		
Day 22		<p>Interactive Poll</p> <p>Create a poll asking followers about their health habits, preferences, or opinions on healthcare-related topics (e.g., "How often do</p>	Authority-building	Image		

		you exercise per week?").				
Day 23		<p>Exercise Myth Busting</p> <p>Focus on busting common health myths, explaining why they're not true, and what the actual facts are.</p>	Educational	Carousel		
Day 24		<p>Staff Appreciation Post</p> <p>Highlight a staff member who has gone above and beyond in providing excellent care. Share their achievements and how you cherish them.</p>	Authority-building	Video		
Day 25		<p>Success Rate Statistics</p> <p>Share the success rates of a particular treatment or service you offer, providing data to back up your claims.</p>	Promotional	Image + Caption		
Day 26		<p>Wellness Tips</p> <p>Offer a list of wellness tips for maintaining good health and preventing common illnesses. These can be daily habits or lifestyle changes.</p>	Educational	Carousel		
Day 27		<p>Service Q&A Session</p> <p>Host a live Q&A session or an "Ask Me Anything" (AMA) session on a</p>	Promotional	Video		

		specific health topic or service you offer.				
Day 28		<p>Patient story</p> <p>Share a wildly successful story of a patient who was able to recover from a serious illness.</p>	Authority-building	Video		
Day 29		<p>Promo video</p> <p>Share a video of your hospital that shares your story, mission, vision and values.</p>	Promotional	Video		
Day 30		<p>Awards</p> <p>Celebrate an award or any recognition your hospitals or doctors have received on a national or international level.</p>	Promotional	Images		

ABOUT DIGMED:

Hey there!

Looking for a full-service digital marketing agency to boost patient acquisition and elevate your hospital’s brand online?

We are **DIGMED** - a close-knit team of experts specializing in scaling revenue for hospitals by leveraging both organic and performance marketing.

From content creation to video production and paid media, we take charge of your online marketing with tailored strategies to boost patient inquires and revenue.

Book a discovery call [<link>](#) with us to discuss how we can help you scale.

