**Facebook content calendar: [month]**

Here’s a simple template to plan out content for the month. The top one is an example of how to fill it in – using Facebook is a great way to promote patient portal availability.

| **Week 1: [dates]** | |
| --- | --- |
| **Image**  180228-my-indici-generic | **Date** Monday 12 November, 8.30pm  **Post** Patient portal promo  **Text**  Have you signed up for my indici? It’s our patient portal and it lets you book appointments, order repeat prescriptions, check lab results, view your history and communicate with us securely from any web-capable device. To register [add instructions and links as nec] |
| **Image** | **Date**  **Post**  **Text** |

| **Week 2: [dates]** | |
| --- | --- |
| **Image** | **Date**  **Post**  **Text** |
| **Image** | **Date**  **Post**  **Text** |

| **Week 3: [dates]** | |
| --- | --- |
| **Image** | **Date**  **Post**  **Text** |
| **Image** | **Date**  **Post**  **Text** |

| **Week 4: [dates]** | |
| --- | --- |
| **Image** | **Date**  **Post**  **Text** |
| **Image** | **Date**  **Post**  **Text** |