SOCIAL MEDIA MARKETING CALENDAR FOR PHYSICAL THERAPISTS

OCTOBER 2026

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	01 **NATIONAL PT & CHIRO HEALTH MONTH** Share a post to celebrate National PT Month & Chiropractic Health Month!	02 **NATIONAL BREAST CANCER AWARENESS MONTH** Highlight National Breast Cancer Awareness Month and encourage early detection and support!	03
04	05 **NATIONAL CHILD HEALTH DAY** Share how your clinic can help kids stay healthy or share a kid's health tip!	06 **TESTIMONIAL TUESDAY** Share a photo, graphic, or video of a patient's success story!	07 **ACTIVE AGING TIP** It's Active Aging Week! Share a tip to help your patients age actively!	08 **BRAIN TEASER** It's Active Aging Week! Share a fun brain teaser to get your patients thinking!	09 **SPOOKY FACT FRIDAY** Share a creepy fact that'll send a shiver down your patients' spines!	10
11	12 **MOTIVATION MONDAY** Share you or a team member's favorite quote or moment in time and why it inspires you!	13 **TIP TUESDAY** Share helpful tips on trick or treat safety or ways to rake leaves without hurting your back!	14 **"WORK OUT" WEDNESDAY** Share helpful exercises from helping joint pain to neck pain!	15	16 **FOODIE FRIDAY** Share the benefits of a fall food or share your team's fall favorites!	17
18	19	20 **TESTIMONIAL TUESDAY** Share a photo, graphic, or video of a patient's success story!	21 **SCHOOL BUS SAFETY TIPS** It's National School Bus Safety Week—share some tips for parents on school bus safety!	22 **TEAM THURSDAY** It's Team Thursday! Highlight a team member's skills and dedication to your clinic.	23 **SPOOKY FACT FRIDAY** Halloween is around the corner—share a fact that will blow minds!	24
25	26 **USE THEM OR LOSE THEM!** Post about end of year insurance deductibles!	27 **TIP TUESDAY** Share some sleep pattern tips for Falling back this weekend, November 3rd.	28 **WISDOM WEDNESDAY** Share the "Word of the Month" post to see if your patients can guess what you're describing!	29	30 **FALL BACK REMINDER!** Send out a reminder for Fall Back this Sunday, November 1st.	31 **HAPPY HALLOWEEN!** Celebrate Halloween with a fun post! Share costume ideas or spooky exercise tips!