

2026

Marketing & Social Media Calendar



Marketing Calendar

Your 2026 Planning Kick Start

Planning out your marketing activities in advance is a way to ensure your marketing is working to support your business goals. Whether it's driving bookings, growing a specialty service, or building awareness in your community, a clear marketing calendar ensures every marketing tactic you execute has a purpose that aligns with your business. It helps you stay ahead so you aren't scrambling last-minute to cross marketing off your to-do list and missing opportunities to connect with current and potential patients. It also ensures your messaging is consistent and on-brand.

Think of this calendar as a roadmap, not a checklist. Take what fits, skip what doesn't. Use the prompts and key dates to plan campaigns that align with your clinic's goals, connect with your ideal patients, and tailor your content to support your clinic's priorities.

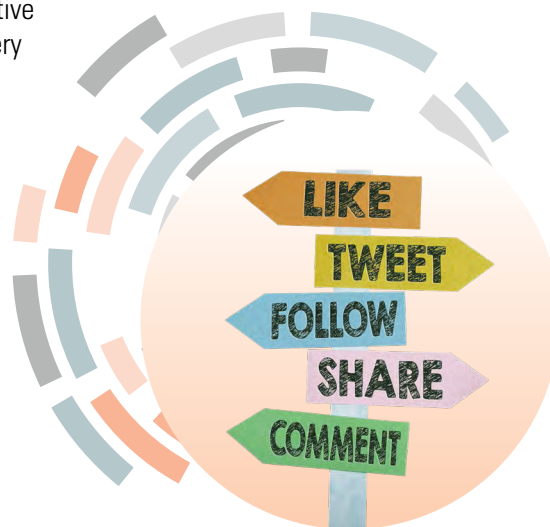
If you've used the calendar before, you'll notice new trends, tools, and content ideas for 2026. If this is your first time diving into this tool, start simple. Consistency matters more than doing it all!

How To Use This Tool

Plan by Quarter: Group campaigns seasonally so your content feels timely and so your team isn't scrambling last minute. Shorter campaigns are also fun (think one-week promos like Black Friday, or giveaways that are time-bound), but a quarterly foundation will help you stay focused.

Choose a Focus: Pull inspiration from the Supplier Incentive Programs or your own practice business goals. Not every campaign needs to be about a sale: you can highlight a service, encourage bookings, or support patient retention.

Make it Memorable: Use short, clear messaging and visuals that feel like you. Skip stock images and buzzwords or jargon. Stay aligned with your brand. When in doubt, aim for clean, real visuals, human tone, and a clear call to action.



Sample Campaign Calendar

This is what a year of campaigns could look like:

January - March

Campaign theme:

Incentive:

April - June

Campaign theme:

Incentive:

July - September

Campaign theme:

Incentive:

October - December

Campaign theme:

Incentive:

Trends to Carry into 2026

Marketing is always changing – platforms, algorithms, technology – and what worked two years ago might not resonate the same way now. Here are a few trends that are worth paying attention to if you want to reach your patients, especially in the younger demographics.

1. “The content that performs best isn’t always the most polished; it’s the most relatable.” *-Hootsuite*

Marketers are leaning into behind-the-scenes content, day-in-the-life videos, and “unfiltered” moments to help audiences connect with brands as human and authentic.

Action: Share a video of your front desk, a quick team picture, or a short video tour of your exam room.

2. “Video leads for ROI across owned and paid media.” *-HubSpot*

Video delivers the highest return on investment across every owned and paid channel, including social, email, and ads.

Action: Post simple reels or short videos introducing your team, explaining services, or answering common questions. Keep them under 60 seconds.

3. “Social Media is being used more for product discovery than search engines – especially by Gen Z.” *-HubSpot*

In a 2025 eMarketer survey, it found 64 per cent of Gen Z uses Instagram or TikTok to discover new brands, compared to 49 per cent using search engines.

Action: Make sure your practice is findable on Instagram. Optimize your bio, highlight your services, and use hashtags that match your location and specialty services.

4. “Influencers and creators are increasingly seen as essential partners – not just one-off campaigns.” *-Hootsuite*

Long-term creator partnerships are driving better results, especially when creators are aligned with brand values.

Action: Partner with a local figure – a fitness instructor, hairstylist, artist, minor sports team or well-known local coffee shop owner to cross-promote or do a simple giveaway.

5. “Customer service through social media is expected, not extra.” *-Hootsuite*

More than 50 per cent of consumers expect a response to their social media messages within 24 hours.

Action: Assign someone to check direct messages (DMs) and Facebook messages daily, even if it’s just once in the morning and once before closing.

6. “Artificial intelligence (AI) is helping marketers create faster, not better. Editing still matters.” *-HubSpot*

96 per cent of marketers who use generative AI still manually edit output before publishing.

Action: Use ChatGPT or Canva Magic Write to draft post ideas, but always tweak the copy to sound like your clinic.

7. “Marketers are shifting from volume to value: fewer posts, more impact.” *-Hootsuite*

Top-performing brands are scaling back on post frequency and focusing on what actually moves the needle.

Action: Post 2-3 times a week, but make those posts count. Focus on value: explain, educate, or entertain. Don’t just post to fill a calendar.

8. “Social teams are under pressure to prove business impact, not just engagement.” *-HubSpot*

Marketing teams are being asked to connect social media activity to tangible results like bookings and revenue.

Action: Start tracking which posts lead to clicks, bookings, or calls. If your Electronic Medical Record (EMR) or booking tool tracks sources, turn that on.

JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 New Year's Day	2	3
4 World Braille Day	5	6	7	8	9	10
11	12	13	14	15 Get to Know Your Customers Day	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Highlights

- Glaucoma Awareness Month
- New Year, New Benefits

Ideas

Just Starting Out:

Post one patient testimonial this month: a short quote with a friendly photo (with permission).

Already Doing It:

Create a "Patient of the Month" highlight series and schedule one each month for the rest of the year. Use a consistent template in Canva. Feeling even more adventurous? Turn this into a video series.

Top Tasks

FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4 ● World Cancer Day	5	6	7
8	9	10	11	12	13	14 ● Valentine's Day
15	16 ● Family Day	17	18	19	20	21
22	23	24	25	26	27	28

Highlights

- AMD & Low Vision Awareness Month

Ideas

Just Starting Out:

Record a 30-second video of a team member answering a simple question like, "How often should I get an eye exam?"

Already Doing It:

Launch a recurring "Eye Fact Friday" video series. Record four to five short, educational reels at once and schedule them weekly.

Top Tasks

MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8 International Women's Day	9	10	11	12	13	14
15	16	17 St. Patrick's Day	18	19	20	21
22	23 World Optometry Day	24	25	26	27	28
29	30 National Doctor's Day	31				

Highlights

- World Glaucoma Week: March 8-14
- National Nutrition Month
- Save Your Vision Month
- Workplace Eye Wellness Month

Ideas

Just Starting Out:

Post two to three photos in one carousel (e.g., your team, eyewear styles) instead of a single image.

Already Doing It:

Use Canva to create branded carousels with tips or "before vs. after" lens comparisons.

Top Tasks

APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3 ● Good Friday	4
5 ● Easter Sunday	6	7 ● World Health Day	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22 ● Earth Day ● Administrative Professionals Day	23	24 ● National Guide Dog Day	25
26	27	28	29	30		

Highlights

- Women's Eye Health & Safety Month
- Sports Eye Safety Month
- Presbyopia Awareness Month

Ideas

Just Starting Out:

Share a post celebrating a team member: a simple photo with one fun fact about them.

Already Doing It:

Record a "Day in the Life" reel following one team member (morning huddle, patients, favourite frames). Take it one step further? Plan for two "Day in the Life" reels each month.

Top Tasks

MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10 ● Mother's Day	11	12	13	14	15	16
17	18 ● Victoria Day	19	20	21 ● Global Accessibility Awareness Day	22	23
24 /31	25	26	27	28	29	30

Highlights

- Sun Awareness Week: May 4-10
- Myopia Awareness Week: May 18-24
- Vision Health Month

Ideas

Just Starting Out:

Ask your team: "What do patients compliment us on most?" Turn the answer into a post.

Already Doing It:

Poll your team and top patients. Turn answers into a positioning post series: "Why patients choose us," "What we're known for," "Why we stand out."

Top Tasks

JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6 ● National Health and Fitness Day ● National Eyewear Day
7	8	9	10	11	12	13
14	15	16	17	18	19	20 ● Nystagmus Awareness Day
21 ● Father's Day ● National Indigenous Peoples Day	22	23	24	25	26	27 ● International Sunglasses Day
28	29	30				

Highlights

- Cataract Awareness Month
- Pride Month

Ideas

Just Starting Out:





Post a team sunglasses selfie for International Sunglasses Day (June 27).

Already Doing It:

Host a "Sunglasses Style Showdown." Post staff photos in different frames and ask followers to vote using polls.

Top Tasks

JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1  Canada Day	2	3  Stay Out of the Sun Day	4
5  National Injury Prevention Day	6	7	8	9	10	11
12  Different Coloured Eye Day	13	14	15	16	17	18
19	20	21	22	23	24  International Self Care Day	25
26	27	28	29	30	31	

Highlights

- Eye Awareness Month
- UV Safety Awareness Month
- Eye Injury Prevention Month

Ideas

Just Starting Out:

Share one question you get often (e.g., "Do I need a referral?") and post a short, clear answer.

Already Doing It:

Create a frequently asked question (FAQ) carousel: five questions and answers in graphics, or record a short video. Pin the series or turn it into a FAQ blog post.

Top Tasks

AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 ● Civic Holiday	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19 ● World Humanitarian Day	20	21 ● National Senior Citizens Day	22
23 /30	24 /31	25	26	27	28	29

Highlights

- Contact Lens Health Week: August 17-21
- Children's Eye Health & Safety Month
- National Eye Exam Month
- Vision Learning Month

Ideas

Just Starting Out:

During Contact Lens Health Week, share one to two quick tips about lens care.

Already Doing It:

Plan a five-day "Contact Lens Health" campaign with daily posts — myth-busting, care tips, and product highlights.

Top Tasks

SEPTEMBER



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7 ● Labour Day	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29 ● World Heart Day	30 ● National Truth & Reconciliation Day			

Highlights

- Back-to-school
- Sports Eye Safety Month
- Cortical Visual Impairment (CVI) Awareness Month

Ideas

Just Starting Out:
Post one back-to-school tip for healthy screen habits.

Already Doing It:
Team up with a local chiropractor or physio for a “Healthy Eyes & Back” joint post or short video.

Top Tasks

OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8 World Sight Day	9	10 World Mental Health Day
11	12 Thanksgiving	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31 Halloween

Highlights

- Blindness Awareness Month
- Contact Lens Safety Month
- Home Eye Safety Month

Ideas

Just Starting Out:

Share two - three photos of Halloween eye looks and ask your followers to vote: "Safe or sketchy?"

Already Doing It:

Record your team members rating trending eye looks, explaining what's safe (or not safe).

Top Tasks

NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11 ● Remembrance Day	12	13 ● World Kindness Day	14 ● World Diabetes Day
15	16	17	18	19 ● International Men's Day	20	21
22	23	24	25	26	27 ● Black Friday	28 ● Small Business Saturday
29	30					

Highlights

- Diabetic Eye Disease Awareness Month
- Thyroid Eye Disease Awareness Week: November 10-16

Ideas

Just Starting Out:

Run a simple social media giveaway (like a free frame cleaning kit for one follower who comments)

Already Doing It:

Partner with a neighbourhood business for a bigger prize pack, with both pages cross-promoting the contest.

Top Tasks

DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Giving Tuesday	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24 Christmas Eve	25 Christmas Day	26 Boxing Day
27	28	29	30	31 New Year's Eve		

Highlights

- Gift of Sight Month
- Holiday Season
- Year-End Benefits

Ideas

Just Starting Out:

Post a “thank you” message with a team photo to wrap up the year.

Already Doing It:

Create a “Top 10 Moments of 2026” carousel or video reel showcasing team highlights, events, and your best-performing posts.

Top Tasks