

Healthcare Monthly Content Calendar

Catawba Memory & Day Support

A 30-day content plan for a senior day care provider focused on caregiver education, dementia-friendly engagement, social connection, and referral visibility.

Prepared for	Catawba Memory & Day Support
Prepared by	Provider Presence Strategies
Date	July 9, 2026
Monthly Focus	August 2026
Provider Type	Senior Care / Adult Day Support

Content positioning	Help families, caregivers, and referral partners understand how structured daytime support can provide safety, social connection, dementia-friendly engagement, and practical caregiver relief before they are ready to schedule a tour.
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Planning focus

This calendar organizes the month around educational, trust-building, local visibility, and referral-aware content so the provider can show up consistently across social media, Google Business Profile, and related content channels.

1. Monthly Content Strategy Overview

This calendar organizes one month of healthcare marketing content around clear themes, repeatable channels, and practical decision-support topics. The goal is to keep Catawba Memory & Day Support visible, current, trustworthy, and easier to understand across the places families and referral partners are already looking.

Priority	Content goal	Why it matters
Clarity	Explain who the center supports and when adult day care may be helpful.	Families often need plain-language guidance before they are ready to call.
Consistency	Maintain a steady rhythm across social media, Google Business Profile, and educational content.	A current presence reinforces that the provider is active and engaged.
Credibility	Use trust-building themes such as routines, caregiver relief, safety, social connection, and team warmth.	Senior care decisions require confidence and reassurance.
Visibility	Connect content to local search intent and referral partner questions.	Clearer content helps the provider become easier to find and easier to refer.

Core content pillars

Content pillar	Purpose	Example angles
Caregiver Relief	Show how daytime support can reduce stress and give families breathing room.	Respite, routines, caregiver guilt, tour readiness.
Dementia-Friendly Engagement	Position activities as purposeful, structured, and supportive.	Music, movement, reminiscence, social cues, calm routines.
Safety & Daily Structure	Explain what makes supervised day support different from being alone at home.	Daytime supervision, predictable schedule, hydration, meals, activity flow.
Social Connection	Highlight belonging, peer interaction, and meaningful participation.	Friendship, isolation, activity groups, member moments.
Referral Readiness	Make it easier for professionals to know who may benefit.	When to refer, signs a caregiver needs help, partner-friendly language.

2. 30-Day Content Calendar

The calendar below shows a recommended monthly rhythm across social media, Google Business Profile, blog/website content, and referral-facing messaging. Topics can be adjusted around real photos, center activities, community events, and internal approval needs.

Week	Primary theme	Social content focus	Google Business Profile update	Blog / website support	CTA
Week 1	What adult day care helps with	Introduce the value of structured day support for seniors and caregivers.	Post about safe daytime support and caregiver relief.	FAQ prompt: "Is adult day care right for my loved one?"	Schedule tour
Week 2	Dementia-friendly routines	Explain why consistent routines, activity, meals, and social cues matter.	Post about routine, engagement, and meaningful activities.	Blog: "How structured daytime support can help families managing memory changes"	Learn more
Week 3	Social connection and activity	Show how connection, movement, music, games, and group activities support quality of life.	Post about activities and social engagement.	Resource prompt: isolation and the benefits of daytime socialization.	Ask us
Week 4	Caregiver respite and referral fit	Help families and partners understand when to consider daytime support.	Post about caregiver relief and referral readiness.	Referral content: "When to refer a family to adult day support"	Request info
Month End	Trust and next steps	Recap the month with a warm trust-building message and tour reminder.	Post monthly recap with tour CTA.	Collect FAQs for next month's content plan.	Schedule visit

Monthly messaging anchor

Catawba Memory & Day Support gives families a clearer daytime support option: structured engagement for seniors, practical relief for caregivers, and a warmer path between staying home alone and needing a higher level of care.

3. Social Media Content Plan

These posts are designed to keep the provider current, helpful, and human. The mix balances education, service awareness, trust-building, community warmth, and clear calls to action.

#	Content type	Post concept	Caption focus	CTA
1	Educational	What is senior day care?	Explain adult day support in plain language for families comparing care options.	Learn more
2	Caregiver support	You do not have to wait for crisis	Normalize asking for help before exhaustion, isolation, or safety concerns escalate.	Call to talk through options
3	Activity spotlight	Purposeful activities, not just passing time	Frame activities as connection, routine, cognitive engagement, and joy.	See what a day looks like
4	Service awareness	Support for memory changes	Discuss dementia-friendly structure without making clinical claims.	Schedule tour
5	Trust-building	What families often ask before visiting	Answer common concerns: fit, schedule, meals, activities, and next steps.	Send us your questions
6	Community warmth	A place to belong during the day	Highlight socialization and the emotional value of not being alone.	Learn about the program
7	Referral partner	When a family may benefit from adult day support	Speak to care managers, therapists, discharge planners, and community partners.	Refer a family
8	Family decision support	Adult day care vs. staying home alone	Clarify how structured daytime support can fit into a family care plan.	Request info
9	Review/trust prompt	What peace of mind can look like	Encourage families to think about safety, engagement, and caregiver relief.	Schedule a conversation
10	Monthly recap	This month at Catawba	Summarize activities, themes, and the value of consistent support.	Book a tour

4. Google Business Profile & SEO Content Plan

Google Business Profile updates and SEO-informed content should reinforce the same core messages used across social media: who the provider helps, what the service supports, why it matters, and what the next step should be.

Google Business Profile updates

Wk	GBP post topic	Message focus	Suggested image direction	CTA
1	A safer daytime option for seniors	Introduce supervised daytime support, routine, meals, activity, and caregiver relief.	Bright activity room, welcoming entry, or branded graphic.	Call now
2	Dementia-friendly daily structure	Explain how predictable routines and meaningful activities support families.	Activity table, calendar graphic, or calm group activity.	Learn more
3	Social connection matters	Position the center as a place for engagement, conversation, and belonging.	Group activity, games, music, or community moment.	Schedule tour
4	When to consider adult day support	Help families recognize signs it may be time to explore daytime support.	Caregiver-focused image or simple educational graphic.	Request info

SEO-informed blog topics

Blog topic	Search / audience intent	Outline direction	Soft CTA
How structured daytime support can help families managing memory changes	Families searching for dementia day programs, respite, or senior day care options.	Define the challenge, explain routine and social engagement, describe caregiver relief, and clarify when to tour.	Talk with our team about fit.
Adult day care vs. staying home alone: what families should consider	Families comparing home routines, isolation, safety, respite, and care needs.	Compare safety, social connection, routine, caregiver bandwidth, and next-step questions.	Schedule a tour or request information.

5. Repurposing, Assets & Approval Workflow

A monthly calendar works best when the same message is repurposed across platforms instead of recreated from scratch. This keeps the voice consistent and makes the content easier for staff to review and approve.

Source item	Repurpose into	Purpose
SEO blog topic	2-3 social posts, 1 GBP post, FAQ snippet, referral talking point	Turn long-form education into shorter trust-building touchpoints.
Activity photos	Social posts, GBP photo updates, monthly recap graphic	Show warmth, activity, and a current in-center presence.
Common family questions	FAQ content, social Q&A posts, blog sections	Answer concerns before families are ready to call.
Referral partner questions	One-pager language, LinkedIn content, referral email angle	Make the provider easier to explain and refer to.

Asset and approval checklist

Asset needed	Use in calendar	Notes
10-15 approved activity photos	Social media and GBP	Use only photos cleared through the provider's internal consent process.
Tour/contact details	Calls to action	Keep phone, web form, address, and tour language consistent.
Program details	Educational and service posts	Confirm wording for schedule, meals, activities, transportation, and eligibility.
Referral contact process	Referral-focused posts	Clarify who referral partners should contact and what information is helpful.
Review/testimonial language	Trust-building content	Use approved excerpts only when permission and platform policies allow.

Implementation note

This calendar provides planning direction for content creation, posting, and review. Healthcare-related content should be reviewed through the provider's internal approval process when clinical, legal, consent, or compliance review is needed.

Provider Presence Strategies

Healthcare-specific visibility, content, search, referral, and AI support for providers that need to show up with greater clarity, consistency, and credibility.