



# Social Media Content

## Sample Content

Copy for your social media captions.

Target Date	Observance	Seasonal Coverage Reminder Post	Health Observance Post	Cultural Observance Post
April 2025				
April 6-13	National Library Week			This week is <a href="#">National Library Week</a> . How long has it been since you visited yours?
April 15	Tax Day			Today is <a href="#">Tax Day</a> . Don't forget to check if you can get credit for medical expenses.
April 24	Take a Child to Work Day			Today is <a href="#">Take a Child to Work Day</a> . What are you most proud to share with your child at work?
May 2025				
May 2	Kentucky Derby			Who's watching the <a href="#">Kentucky Derby</a> this weekend? Do you have a favorite?

Target Date	Observance	Seasonal Coverage Reminder Post	Health Observance Post	Cultural Observance Post
May 2025 (cont'd)				
May 1	Women's Health Month	May is <a href="#">National Women's Health Month</a> . Check your health plan for details about seeing an OB-GYN vs seeing your PCP. Get those important screenings done.		
May 17	Preakness Stakes			The <a href="#">Preakness Stakes</a> are this weekend. (Check if running) Will the Derby winner take first again?
May	Mental Health Awareness Month	May is <a href="#">National Mental Health Awareness Month</a> . Remember, your health plan includes access to mental health services and tools.		
May	Arthritis Awareness Month		May is <a href="#">Arthritis Awareness Month</a> . Do you know the difference between osteoarthritis and rheumatoid arthritis?	
May	Better Sleep Month		May is <a href="#">Better Sleep Month</a> . What evening routine do you use to wind down and get ready to rest?	
May	National Stroke Awareness Month		May is <a href="#">National Stroke Awareness Month</a> . Do you know your risks? Or what to do if you think you are having a stroke?	
May 6-12	National Nurses' Week		This week is <a href="#">National Nurse's Week</a> . Tell the nurses you know you appreciate their hard work.	

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May 2025 (cont'd)				
May 11	Mother's Day			Don't forget to wish the moms in your life a Happy <a href="#">Mother's Day</a> this Sunday!
May 26	Memorial Day			<a href="#">Memorial Day</a> is around the corner. How do you honor those who served?
June 2025				
June	Men's Health Month		June is <a href="#">Men's Health Month</a> . Have you or the men in your life scheduled their annual physical yet?	
June	Alzheimer's and Brain Awareness Month		June is <a href="#">Alzheimer's and Brain Awareness Month</a> . Do you have a brain exercise routine to stay sharp?	
June 7	Belmont Stakes			The <a href="#">Belmont Stakes</a> is this weekend. Will there be a triple crown winner this year?
June 15	Father's Day			Happy <a href="#">Father's Day</a> to all the dad's and father figures out there! What's the best "Dad Joke" you've heard?
June 20	Summer Solstice			Soak in sunlight! Today is the <a href="#">Summer Solstice</a> , the day with the most daylight hours of the year.