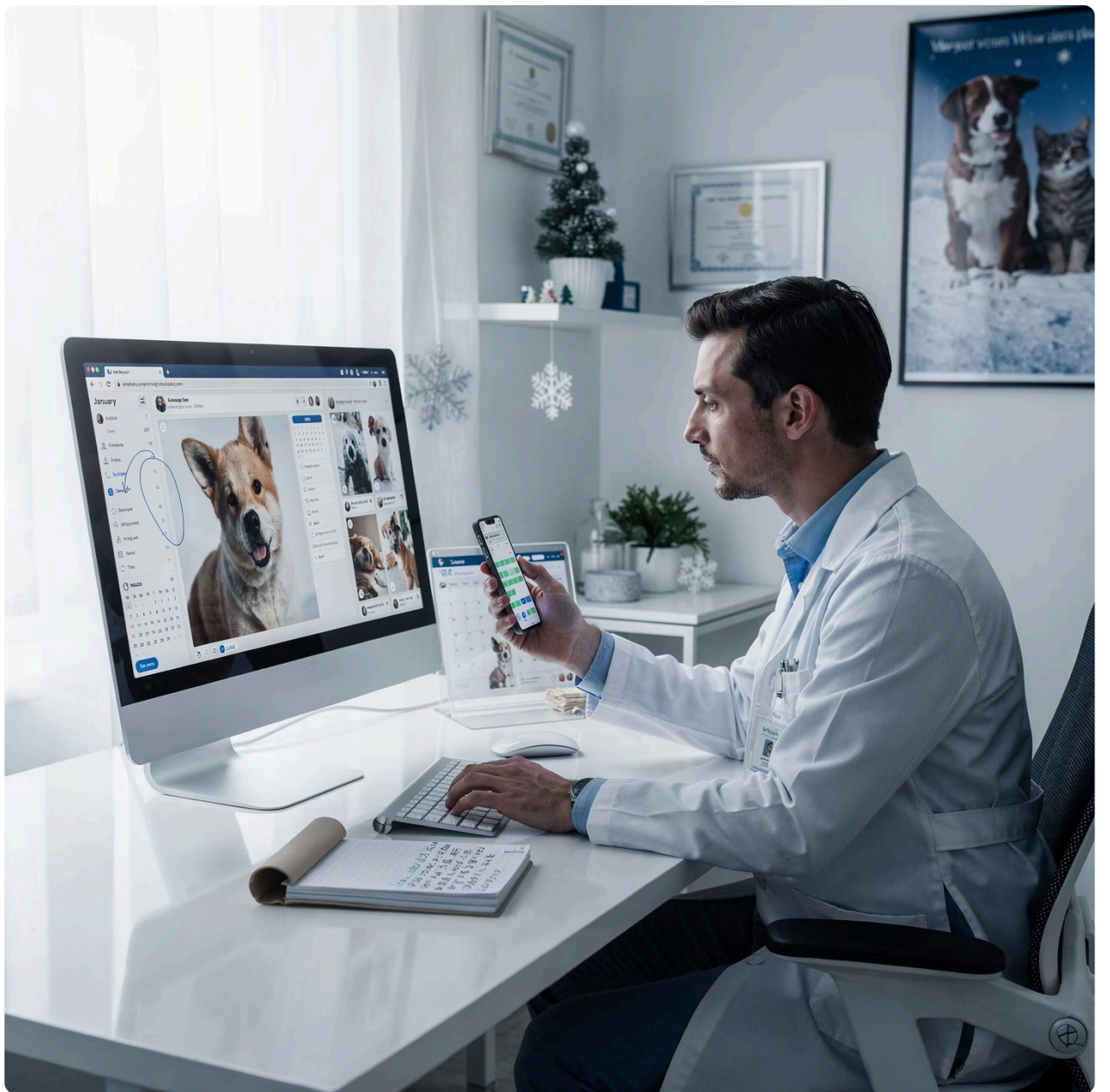
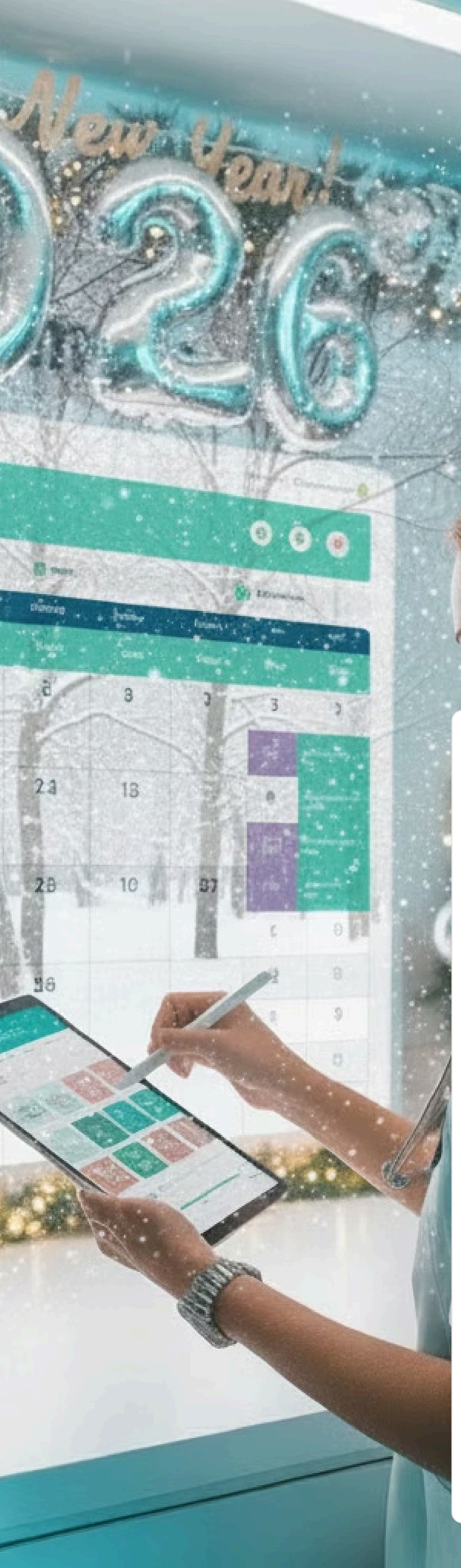


January 2026 Social Media Content Calendar

January 2026: from Prairie Navigator for veterinary practices in eastern Nebraska & western Iowa





Why a Social Media Calendar?

Consistent Engagement

Ensures timely, regular posts that keep pet owners informed about crucial December topics, including holiday pet safety (Christmas, Hanukkah, New Year's) and winter weather preparedness for pets in eastern Nebraska & western Iowa.

Strategic Alignment

Aligns content with key December awareness days, such as National Cat Lovers Month, and other seasonal topics like gift ideas for pets and year-end veterinary wellness checks.

Trust Building

Strengthens client relationships through valuable, educational content on December-specific pet health concerns, such as toxic holiday plants, safe treats, and holiday stress management, positioning your practice as a trusted resource.

January 2026 Social Media Content Calendar

- 1

Throughout January

National Train Your Dog Month - Share training tips, behavior advice, and the benefits of positive reinforcement training. Highlight local trainers in Eastern Nebraska & Western Iowa.
- 2

Throughout January

New Year Pet Wellness Resolutions - Encourage pet owners to set health goals for their pets including weight management, dental care, and regular vet visits for the new year.
- 3

Early January

Post-Holiday Pet Health Check - Remind owners to watch for signs of holiday overindulgence, stress, or illness. Promote scheduling wellness exams to start the year right.
- 4

Mid-January

Winter Safety & Cold Weather Care - Continue providing crucial tips for keeping pets safe in harsh Midwest winter conditions, including ice melt toxicity and indoor exercise ideas.
- 5

Late January

National Pet Dental Health Month Preview - Begin educating about dental health importance as February approaches, offering early bird dental cleaning specials.



January	Thursday	Wednesday	Tuesday	Tuesday
			 1	2
3	3  8	74	78	9 
17 	1317	12  12	1313	18
22	2627	1823	28  22	22
23	28  23	2828	2827	23 

January 2026 Social Media Content Calendar

Post 1 (Jan 7): New Year Pet Wellness & Training



- Promote National Train Your Dog Month with basic training tips and behavior advice.
- Encourage pet owners to set New Year wellness resolutions for their pets.
- Highlight importance of post-holiday health checks for pets.
- Share tips for maintaining pet routines after holiday disruptions.

Post 2 (Jan 21): Winter Safety & Dental Health Preview



- Provide essential winter safety tips for extreme cold in Eastern Nebraska & Western Iowa.
- Discuss ice melt toxicity and paw protection in winter weather.
- Preview National Pet Dental Health Month (February) with dental care basics.
- Offer indoor exercise ideas for pets during harsh winter weather.

January 2026 Social Media Content Calendar

Jan 3: New Year Pet Wellness & Post-Holiday Health



Start the new year right by encouraging pet owners to schedule wellness exams and set health goals for their pets. Discuss common post-holiday issues like dietary indiscretion, stress, and disrupted routines. Remind clients about the importance of maintaining healthy weight, regular exercise, and preventive care throughout 2026.

Additionally, promote National Train Your Dog Month by sharing positive reinforcement training tips, addressing common behavior challenges, and highlighting the mental stimulation benefits of training for dogs in eastern Nebraska and western Iowa.

Jan 10: Winter Safety & Dental Health Awareness



Reinforce winter weather safety as January brings some of the coldest temperatures. Cover ice melt toxicity, frostbite prevention, proper nutrition for outdoor animals, and indoor exercise alternatives for pets in eastern Nebraska and western Iowa.

Begin promoting National Pet Dental Health Month (February) by educating about dental disease signs, at-home dental care, and the importance of professional cleanings. Offer early bird specials for February dental appointments to encourage proactive pet dental health.

January 2026 Social Media Content Calendar

1 New Year Pet Wellness & Training Month (Jan 3)

January is National Train Your Dog Month! Share the benefits of positive reinforcement training and basic obedience tips. As the new year begins, encourage pet owners to set wellness resolutions for their pets including weight management goals, regular exercise routines, and preventive care schedules.

Educate clients on post-holiday health monitoring, watching for signs of dietary indiscretion or stress. Provide specific advice for pet owners in eastern Nebraska and western Iowa to ensure pets start 2026 healthy and happy.

2 Winter Safety & Dental Health Preview (Jan 17)

With peak winter cold settling in, emphasize comprehensive winter weather safety for all pets, particularly for outdoor and farm animals in eastern Nebraska and western Iowa. Cover essential topics like ice melt toxicity, paw protection, adequate shelter, and recognizing signs of hypothermia.

Begin promoting National Pet Dental Health Month (February) by educating about dental disease prevention, at-home care techniques, and the importance of professional cleanings. Offer early scheduling incentives for February dental appointments.



January 2026 Social Media Content Calendar

1 Jan 8: New Year Pet Wellness & Training

As the new year begins, encourage pet owners to set health resolutions for their pets. Share tips on maintaining healthy weight, establishing exercise routines, and scheduling preventive care appointments. Discuss common post-holiday health issues and how to get pets back on track.

Promote National Train Your Dog Month by sharing positive reinforcement training techniques, addressing common behavior challenges, and highlighting the mental and physical benefits of training. Suggest local training resources in eastern Nebraska and western Iowa.

2 Jan 22: Winter Safety & Dental Health Awareness

Provide crucial winter wellness advice for all pets in eastern Nebraska and western Iowa during the coldest month. Cover topics such as ice melt toxicity, paw care, indoor exercise alternatives, and proper nutrition for outdoor animals during extreme cold.

Begin educating about National Pet Dental Health Month (February) by discussing signs of dental disease, at-home dental care tips, and the importance of professional cleanings. Encourage early scheduling for February dental appointments with special promotions.

January 2026 Social Media Content Calendar



New Year Pet Wellness & Training Month (Early Jan)

Share essential tips for starting the year right with pet wellness resolutions including weight management, exercise routines, and preventive care schedules. Address post-holiday health concerns and getting pets back into healthy routines.

Celebrate National Train Your Dog Month with training tips, behavior advice, and the benefits of mental stimulation through training. Highlight local training resources and positive reinforcement techniques for dogs in eastern Nebraska and western Iowa.



Winter Safety & Dental Health Preview (Mid-Late Jan)

Provide essential advice for winter weather safety for all Midwest pets during peak cold season, including ice melt toxicity, frostbite prevention, and indoor exercise ideas for pets in eastern Nebraska & western Iowa.

Begin promoting National Pet Dental Health Month (February) with educational content about dental disease signs, at-home care, and professional cleaning benefits. Encourage early appointment scheduling with special offers.



January 2026 Social Media Content Calendar

New Year Pet Wellness & Resolutions

Encourage pet owners to set health goals for 2026, including weight management, regular vet visits, and preventive care. Address post-holiday health monitoring and getting pets back into healthy routines for pets in eastern Nebraska & western Iowa.

Winter Safety & Training Month

Provide comprehensive tips for protecting pets from extreme January cold, including ice melt toxicity, indoor exercise alternatives, and proper care for outdoor/farm animals in eastern Nebraska & western Iowa. Promote National Train Your Dog Month with positive training techniques.

Dental Health Awareness & February Preview

Begin educating about National Pet Dental Health Month (February) and promote early scheduling for dental cleanings. Share dental disease signs, at-home care tips, and the importance of professional dental care for long-term pet health.





January 2026 Social Media Content Calendar



Plan Ahead

Schedule posts in advance to reduce last-minute stress and ensure consistent quality content delivery throughout December.



Team Collaboration

Work with your entire veterinary team to create authentic, engaging content that showcases your practice's personality and expertise.



Track & Adjust

Monitor engagement metrics and adjust future content based on what resonates most with your eastern Nebraska and western Iowa pet owners.

Let's make January 2026 a month of healthy, happy pets in eastern Nebraska & western Iowa! Our focus for the month includes crucial topics such as New Year pet wellness resolutions, National Train Your Dog Month, post-holiday health monitoring, and peak winter weather safety. We'll also preview National Pet Dental Health Month (February), provide ice melt toxicity awareness, share indoor exercise ideas for harsh weather, and offer guidance on maintaining pet routines and health goals throughout the new year. Additionally, we'll emphasize proper care for outdoor and farm animals during the coldest month.