



2023 Social Media Messaging

What You'll Find Here

Below, you'll find editorial themes, monthly observances, and events that we've gathered to serve as a road map for our digital and social messaging development throughout the year. You'll also see notes about our planned content and events where relevant. Each day was chosen because it directly relates to our mission, core values, camp culture and community, and populations we serve. These dates are certainly not set in stone and we are always up for discussing new ones to add to the mix!

Core Value-Driven Themes

This year we will be sharing messages about our Core Values every other month. They will serve as a source of inspiration for our digital and social messaging development and a way to acknowledge larger monthly observances indirectly.

Disease Specific Months/Days

We have chosen a few overarching days and months to acknowledge as they relate to the populations we serve, but overall these days will be shared on our Instagram stories via posts created by our partner groups and organizations. They will also be shared on our Health Professional Staff/Volunteers Facebook page as well.

Additional Notes

Please note that any planned content or events included here are subject to change. Should you have thoughts, questions, suggested changes, or opportunities for collaboration, please reach out to Dylan Lowe at dylanl@thepaintedturtle.org.

Thank you!



2023 Key Dates

JANUARY

Monthly/Weekly Observances

Key Dates

- 04** National Spaghetti Day
- 26** Paul Newman's Birthday

Activities

FEBRUARY

Monthly/Weekly Observances

Key Dates

- 14** Core Value Post: Heart
- TBD** Spina Bifida & Ataxia
FW Magic Moments
- TBD** Summer Staff and
Volunteer Recruitment x 2

Activities

MARCH

Monthly/Weekly Observances

Social Work Month

Child Life Month

Key Dates

- 30** National Doctor's Day
- TBD** Neuromuscular and Genetic
FW Magic Moments
- TBD** Liver, PIDD, IBD, TPN
FW Magic Moments

Activities

- 18-19** LA Marathon, Big 5k,
and Charity Challenge

APRIL

Monthly/Weekly Observances

Volunteer Month

Key Dates

- 10** Siblings Day
- 22** Core Value Post: Compassion
- 29** International Dance Day
- TBD** Rheumatic FW Magic Moments
- TBD** Pulmonary Hypertension
FW Magic Moments

Activities

- 22** UCLA Bruin Run/Walk

MAY

Monthly/Weekly Observances

Mental Health Awareness Month

Key Dates

- 6-12** National Nurses Week
- 22** The Painted Turtle Birthday!
- 23** World Turtle Day

Activities

JUNE

Monthly/Weekly Observances

Family Month

Key Dates

- 19** Core Value Post: Compassion
- TBD** Start of Summer Sessions!
- TBD** Skeletal Dysplasia & MPS
Session Recap
- TBD** Kidney Disease & Transplant and
Epilepsy Session Recap
- TBD** Muscular Dystrophy Session Recap

Activities

JULY

Monthly/Weekly Observances

National Make a Difference
for Children Month

Key Dates

- 01** International Joke Day
- 04** Core Value Post: Trust
- 15** Celebration of the Horse Day
- 30** International Friendship Day
- TBD** Special Diagnoses Session Recap
- TBD** Hemophilia/vWD and Thalassemia
Session Recap
- TBD** Liver Disease & Transplant, PIDD,
TPN, and IBD Session Recap

Activities

AUGUST

Monthly/Weekly Observances

Key Dates

- 10** National S'Mores Day
- 20** Lemonade Day
- TBD** ALD Family Weekend Recap
- TBD** Sibling Session Recap

Activities

SEPTEMBER

Monthly/Weekly Observances

Outpost Month

Key Dates

- 04** Core Value Post: Community

Activities

- 22** A&F Challenge
- TBD** Harvest Moon

OCTOBER

Monthly/Weekly Observances

Key Dates

- 17** Pasta Day
- TBD** Core Value Post: Joy
- TBD** Epilepsy FW Magic Moments
- TBD** Kidney Disease &
Transplant FW Magic Moments

Activities

- TBD** Pickleball Tournament

NOVEMBER

Monthly/Weekly Observances

Key Dates

- 13** World Kindness Day
- 24** Thankful Theme
- 25** Small Business Saturday
(Camp Store)
- 28** Giving Tuesday
- 29** Giving Tuesday Thank You
- TBD** Special Diagnoses FW
Magic Moments
- TBD** Campemento para Familias FW
Magic Moments
- TBD** Holiday Gathering Recruitment

Activities

DECEMBER

Monthly/Weekly Observances

Key Dates

- 13** National Horse Day
- TBD** EOY Appeal
- TBD** Happy Holidays
- TBD** Core Value Post: Vision

Activities

- TBD** Holiday Gathering Recap



Year-round recurring posts

The following posts are generally published once a month or every other month to aid in more consistent content and keep folks interested in what is going on at The Painted Turtle, and how they can best support the organization.

#TuesdayTurtleTrivia - 1x/month

#WishListWednesdays - 1x/month

Awareness dates to re-share on Instagram stories and Health Professional Staff/Volunteer Facebook

JANUARY

FEBRUARY

National Blood Donor Month
5 Burn Awareness Week, Feeding Tube Awareness Day
14 Congenital Heart Defect Awareness Day
28 Rare Disease Day

MARCH

Hemophilia Awareness Month
Bleeding Disorders Awareness Month
Cerebral Palsy Awareness Month
8 World Kidney Day
11 World Kidney Day/National Kidney Month

APRIL

PIDD & SCID Awareness Month
Occupational Therapy Month
18-24 National Pediatric Transplant Week

MAY

Cystic Fibrosis Awareness Month
Lupus Awareness Month
12 International Nurses Day
19 World IBD Day

JUNE

CAH Awareness Month
Scleroderma Awareness Month

JULY

Juvenile Arthritis Awareness Month
National Cleft and Craniofacial Awareness Month

AUGUST

National Nonprofit Day
19 National Photography Day

SEPTEMBER

National Muscular Dystrophy Awareness Month
5 International Charity Day
17 Paul Newman Announces Camp

OCTOBER

Dwarfism Awareness Month
Liver Awareness Month
National Physical Therapy Month
Pharmacists Month
National Spina Bifida Awareness Month
24 Delta Zeta Founders Day
25 Respiratory Care Week

NOVEMBER

National Epilepsy Awareness Month
Hospice and Palliative Care Awareness Month
Pulmonary Hypertension Awareness Month

DECEMBER

1 Crohns and Colitis Awareness Week