

Mini marketing plan

#PodiatryWeek2025

The Australian Podiatry Association (APodA) has prepared a mini marketing plan to make celebrating Podiatry Week 2025 using the free marketing resources easy.

This is only a guide. We encourage you to integrate your own content using the downloaded logos and social media templates to celebrate the week.

Podiatry Week 13 - 19 October




| Social post | Suggested caption |
|-------------------------------|---|
| Monday 6 October | <ul style="list-style-type: none"> Send the local media alert to your local newspaper/s <ul style="list-style-type: none"> A local media alert template can be downloaded |
| Thursday 9 October | <ul style="list-style-type: none"> Contact your local school/s offering to present why to consider podiatry/podiatric medicine at university <ul style="list-style-type: none"> A careers toolkit can be downloaded which includes a presentation template, A5 handouts, A3 posters, pull up banner design and more. |
| Sunday 12 October | <ul style="list-style-type: none"> Decorate your office/clinic with the Podiatry Week bunting <ul style="list-style-type: none"> Bunting can be downloaded and printed out to hang up with string Hang the patient information poster around your office/clinic <ul style="list-style-type: none"> The poster can be downloaded and printed If you have a TV in your office/waiting room, set it to play the Podiatry Week video <ul style="list-style-type: none"> In-clinic video can be downloaded for you to use |
| Monday 13 - Sunday 19 October | <ul style="list-style-type: none"> Add the Podiatry Week email signature banner image to your existing signature <ul style="list-style-type: none"> You can download the narrow Podiatry Week email signature image Share the Podiatry Week social posts and captions <ul style="list-style-type: none"> You can download the premade social posts with the suggested captions below You can create and share your own social posts for a personal touch <ul style="list-style-type: none"> You can use our Podiatry Week branded social media template on Canva here >> The Podiatry Week logos can be downloaded for your use |

Helpful links you can share with your community:

- [Patient/general public resource page](#)
- [APodA endorsed products](#)
- [Tradies' guide to work boots and foot health](#)
- [Learn more about diabetes](#)
- [Learn more about pain](#)
- [Learn more about ageing feet](#)
- [Learn more about corns and calluses](#)
- [Learn more about fungal and nail infections](#)
- [Learn more about children's feet](#)

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Social posts and suggested captions

| Recommended dates | Recommended activities |
|--|--|
| <p>Instagram and Facebook post 1</p>  | <p>It's Podiatry Week!</p> <p>This year's theme is 'From first steps to next steps'. It's not just lower limb, ankle and foot problems. It's about movement, independence, and quality of life at every age and stage.</p> <p>Whether it's a child finding their stride, an athlete hitting their stride, or an older adult maintaining their stride, podiatrists are there for every step of the journey.</p> <p>Learn more about how podiatrists can support you here: https://apoda.au/podweek/</p> <p>#PodiatryWeek2025</p> |
| <p>Instagram and Facebook post 2</p>  | <p>How many of these common misconceptions did you have?</p> <p>Learn more about how podiatrists can support you here: https://apoda.au/podweek/</p> <p>#PodiatryWeek2025</p> |
| <p>Instagram and Facebook post 3</p>  | <p>Foot pain and concerns are not something you need to ignore. Podiatrists are trained to assess, diagnose, and manage a wide range of conditions affecting the lower limbs, ankle and feet.</p> <p>Find out more about podiatry care this Podiatry Week: https://apoda.au/podweek/</p> <p>#PodiatryWeek2025</p> |

You can use our Podiatry Week branded social media templates to make your own posts [on Canva here >>](#)