

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

Use this toolkit to easily share Podiatry Week content with your network across the week. Copy, adapt or post the captions below as they are. Every piece of content has been designed to be quick and easy to use to help spread the word.

We encourage you to integrate your own content using the downloaded logos and social media templates to celebrate the week.

Campaign at a glance

Theme: “Your feet do more than you think. So do podiatrists.”

Hashtag: #PodiatryWeek2026

Key messages

- Your feet enable much more of everyday life than you think.
- Ongoing pain or concerns affecting what you do are worth paying attention to.
- Podiatrists are registered health professionals with a broad scope of practice.
- Podiatrists can help with a broad range of foot and lower-limb concerns.

How to use this toolkit

- Post the suggested social media captions for as-is, or tweak them to sound like you, however please keep the hashtag and key message intact.
- Tag APodA accounts (LinkedIn: [@Australian Podiatry Association](#) | Facebook: [@AustralianPodiatryAssociation](#) | Instagram: [@AustralianPodiatry](#)) so we can find and reshare your posts.
- Always include #PodiatryWeek2026 so posts are searchable and can be pulled into our end-of-campaign wrap-up.
- Engage! Like, comment and reshare other Podiatry Week posts throughout the week, engagement helps everyone's reach.

Helpful links you can share with your patients

- [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](#)

Recommended activities and timing

Suggested dates	Suggested activities
Sunday 11 October	• Decorate your business with the Podiatry Week bunting. <i>Bunting can be downloaded, printed out and cut out before hanging up with string.</i> • Hang the information poster. <i>The poster can be downloaded and printed.</i>
Monday 12 - Sunday 18 October	• Add the Podiatry Week email signature banner image to your existing signature. <i>Downloaded a Podiatry Week email signature image.</i> • Share the Podiatry Week social posts and captions to your social media profiles. <i>Copy/paste pre-developed social posts with suggested captions below, or;</i> • Create and share your own social posts about what people may not know about podiatry, how podiatry can support patients, busting common myths and more. <i>You can use the pre-prepared Podiatry Week social media images supplied or download Podiatry Week logos to use for your own content.</i>

Social media posts

Social post image	Suggested social media post copy
	 It's Podiatry Week 2026! Your feet do more than you think, and so do podiatrists. More than just looking after nails and calluses, podiatrists are registered health professionals who help with everything from sports injuries and diabetes-related foot care to children's growing feet, arthritis, biomechanics and mobility in older age. In fact, the APodA's Australian Foot Health Survey found that over half of Australians surveyed had experienced ongoing lower-limb pain that affected their daily life, cutting into walking, exercise and the ability to stay active. This week, we're celebrating the profession and everything a podiatrist can help you with. If something's been niggling, now's a great time to get it checked.  Find a podiatrist near you! https://apoda.au/podweek26-find-a-pod/ #PodiatryWeek2026
	"It's probably just normal wear and tear." No, it's not normal. From sore feet after every shift to toenails that keep changing colour or shape, heel pain first thing in the morning to pins and needles that won't go away or any pain that's slowly changed how you walk, exercise or play with your kids. None of that is something you just have to put up with, and it's not always "just part of getting older" either. Ongoing pain or changes in your feet and legs are worth getting checked by a podiatrist. Early attention often means simpler treatment. This #PodiatryWeek2026, if something's been bothering you longer than it should, book in and get it looked at.  Find a podiatrist near you! https://apoda.au/podweek26-find-a-pod/

Social media posts

Social post image	Suggested social media post copy
	Let's clear up a few things about podiatry, straight from the people who do it. "Podiatrists only deal with nails and corns." Not even close. "You only need to see one if something's already gone wrong." Not true, we help you stay ahead of problems too. "It's not a 'real' health profession." Podiatrists are registered, university-qualified health professionals. This Podiatry Week, we're setting the record straight on what podiatry really covers from sports and biomechanics to diabetes care, paediatrics and beyond. Watch to the end and tag a podiatrist who deserves more credit! #PodiatryWeek2026
	Sound familiar? These are some of the most common things podiatrists hear in clinic: "I've just learned to live with it." "I probably should've come in sooner." "I didn't know podiatrists could help with that." "I thought it would just go away on its own." If any of these sound like something you've said (or thought) about your own feet or legs, that's your sign. Podiatrists can help with a much broader range of foot and lower-limb concerns than most people realise. You don't need to wait until it's serious.  Find a podiatrist near you! https://apoda.au/podweek26-find-a-pod/ #PodiatryWeek2026

Thank you for getting involved with Podiatry Week 2026!