



MEDICAL

marketing whiz

medicalmarketingwhiz.com

25 Social Media Post Ideas for Medical & Aesthetic Practices

Medical Marketing Whiz will be posting educational content on your social media related to the diagnosis, treatment options and procedures/techniques filled out on the social media questionnaire.

To get the most out of your social media, you also need to keep your social media page:

“social”

Your social media champion should be posting a recommended 2/week directly to your Facebook page using the social media sign kit or any of the ideas below.

***Be sure that all office employees, patients and clients have signed the video/photo consent form.**

RECORD VIDEO

Record a video on your phone less than 2 minutes long (**Hold the phone horizontal) For example: show a treatment, give a skin care or wellness tip, invite to an upcoming event at your office, announce a contest, talk about a favorite product and how it would help a patient/client.

IDEA 01

IDEA 02

Before AFTER

Before and After photos of your own patients / clients (with their permission)

You're ORIGINAL

What makes your practice
UNIQUE!

IDEA 03

IDEA 04

SUPER STARS

Employees of the month (with a picture and description of the employee)

SPECIAL DAY

Staff birthdays or employment
anniversaries

IDEA 05

IDEA 06

SUPER STARS

Pictures of the techniques and treatments performed in your office

DEVICE PHOTOS

Pictures of your providers with the machines/lasers you use.

IDEA 07

IDEA 08

DOCTOR RECOMMENDED

Products you suggest/sell, links to your website if you sell items there. (including supplements, vitamins, facial products, body lotions, sunscreens etc)

SNAP HAPPY

Original photos (YES, more photos!!) featuring behind-the-scenes shots of your staff, selfies that showcase the personal side of your practice, or images that invite engagement (such as an inspirational photo or funny meme)

IDEA 09

IDEA 10

ASK QUESTIONS

Polls and Surveys to boost interaction with your Facebook page. Ask patients to choose among several options and post their answers in the comments. For example: "Which do you like better, A or B?" Always include an image with your post so that it stands out in the newsfeed.

ENCOURAGE CURIOSITY

Doctor Q & A's

**IDEA
11**

**IDEA
12**

SPECIAL DEALS

Specials, free consults, treatment bundles,
and/or seasonal pricing

TESTIMONIES TALK

Positive testimonies from your
patients/clients, plus photos if
available

**IDEA
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**IDEA
14**

HAPPY HOLIDAYS

Holiday party photos

KEY COMFORTS

Anything you value as a practice,
encouraging quotes, statistics etc

**IDEA
15**

IDEA 16

INVOLVE YOURSELF

"Tip of the Day" or "Monday Motivation" type themes

TEACHABLE MOMENTS

Videos of treatments/procedures you perform. Try an explainer video to demonstrate important procedures, interview a staff member or offer inside information about an upcoming event

IDEA 17

IDEA 18

INSPIRE HEALTH

Quick health facts or tips

EPIC PHOTOSHOOT

Photos (YES, more photos!!) of your office or facility

IDEA 19

IDEA 20

BE YOURSELF

Remember, this is social media and your followers want to get to know you, so don't be afraid to let your personality shine through!

SPARK SHARING

Any topics and questions your followers will find interesting and share-worthy!

IDEA 21

IDEA 22

PERSONAL TOUCH

Picture of the doctor/provider with their family or doing a hobby

CELEBRATING PEOPLE

Patient of the Day, or Patient of the Week

IDEA 23

IDEA 24

SPUR ATTENDANCE

Pictures of your office events

COMMITTED EDUCATION

Pictures of your staff being trained on new laser/procedure

IDEA 25