



15

ENGAGING SOCIAL MEDIA POST IDEAS FOR *Health & Wellness Practices*

Building an active, engaging social media presence is the first step to increasing your visibility, attracting new clients, and claiming your spot as a leading health and wellness practitioner.

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*Expert Digital and Social Media Marketing for
Healthcare Professionals*



Social Media **INSPIRATION**

Social media is a powerful tool for luxury health and wellness providers. An active social media presence builds connections and fosters a sense of community that drives trust, loyalty, and growth for your upscale wellness practice.

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Luxury Medical Marketing Experts

The marketing experts at Resonetrics specialize in helping boutique healthcare practitioners expand their visibility and impact through customized, content-based marketing strategies. We know that it can be challenging to find the time to nurture a consistent, engaging social media presence while running a busy healthcare practice, so we've compiled a list of 15 social media post ideas that can help you create compelling, valuable content that attracts new clients and creates opportunities for your practice to grow and thrive!

When you need some inspiration for your social media, try one of these easy ideas.



POST IDEAS

IDEA **1**

Wellness Tip of the Day

Share a quick, actionable health tip your followers can implement immediately. You could include an easy exercise tip, a healthy recipe, or a small, daily task that clients can easily add to their wellness routine.

IDEA **2**

Staff Spotlight

Introduce a team member, sharing their expertise and a fun fact about them. Introducing your team is a great way to give a behind-the-scenes peek at your practice that builds trust and establishes your reputation as a leading practitioner in your area.

IDEA **3**

FAQ Friday

Answer a common question your patients ask about your services or health in general. You can focus on treatments on services, expected outcomes, recovery processes and more to showcase your knowledge and experience, and inspire trust among potential clients.

IDEA **4**

Before and After

Share a success story (with patient permission) to showcase your results. High quality photos or videos are a great way to share patient transformations, and satisfied customers are your ultimate trust-building asset!

IDEA **5**

Health Awareness Days

Post about relevant health awareness days or months to educate your audience. There truly is a day for everything! This national health holiday calendar can help you find dedicated days that are relevant to your practice: <https://nationaltoday.com/health-holidays/>.



POST IDEAS

IDEA 6

Behind-the-Scenes

Give followers a peek into your practice's daily operations or prep for procedures. The more potential clients know about your treatments or services, the more likely they are to become loyal, repeat clients.

IDEA 7

Patient Testimonial

Share a positive review or testimonial from a satisfied patient (with permission). Reviews and recommendations are the most powerful marketing tool. Reach out to your best customers to ask if they would be willing to write or record a short testimonial detailing their experience with your practice.

IDEA 8

Myth vs. Fact

Debunk a common health myth related to your practice area. There is a great deal of misinformation surrounding the health and wellness industry. Use your years of education and experience to debunk damaging myths and share the truth about the benefits of your treatments and services.

IDEA 9

New Service Spotlight

Introduce a new service or treatment your practice is offering. Social media is an excellent channel for premiering new service offerings. Not only can you attract new leads, you can also inspire repeat visits from your existing clients.

IDEA 10

Wellness Challenge

Create a simple health challenge for your followers to participate in. Consider a 7-day Self-Care Challenge or a weekly exercise challenge that keeps your clients moving. Incentivize participation by offering exclusive discounts or freebies for clients who complete the challenge.



POST IDEAS

IDEA **11**

Q&A Session

Host a live Q&A session or invite followers to ask questions in the comments. Live sessions are a great way to connect with your clients, encourage dialogue, and foster a sense of community for your wellness practice.

IDEA **12**

Industry News

Share and comment on recent health news relevant to your practice. The healthcare industry is constantly evolving. Stay abreast of the latest industry trends and share exciting new developments or treatment options with your clients.

IDEA **13**

Client Success Story

Share a story of how your services improved a patient's life (with permission). A patient's transformation is just the beginning of the story! Revisit past clients to get updates and dive deeper into the life-changing power of your treatments and procedures.

IDEA **14**

Seasonal Health Tips

Offer advice related to the current season (e.g., summer skincare, winter wellness). These topics can be especially useful during holidays when clients are looking for tips to minimize their stress and maximize their health and wellness.

IDEA **15**

Poll or Survey

Engage followers with a quick poll about health habits or preferences. Not only does this create a real-time dialogue, it can also give you invaluable insight into the wellness topics and themes that matter most to your ideal clients.



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Transform **YOUR MARKETING WITH** **resonetrics**

The healthcare marketing specialists at Resonetrics can empower you to take the next step with a fully customized marketing plan built around your practice, your patients, and your goals for the future. Schedule a free Transformation Call now to create a wealth of growth opportunities for your wellness practice!

SCHEDULE YOUR FREE TRANSFORMATION CALL