

THE GUIDE

HOW TO USE YOUR TEMPLATES + OTHER TIPS



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BEST PRACTICES

WHERE TO START

BEST PRACTICES

- Replace “@yourhandle” at the bottom of each template or delete if you do not want to include it on each post.
- Replace any **RED TEXT** on the template with your information & **CHANGE THE TEXT COLOR BACK** to one of the template colors to match the rest of the text on that graphic
- Before & After templates – Drag and drop before and after photos with your patient photos and fill in the name of the service or product used.
- Testimonial templates – Copy & paste a testimonial from Google Reviews. Remember to update the name of the person and/or service.

EXTRA TIP!

If you have images of a specific service or product featured in a template, replace the stock image on the template with real images from your business!

ORGANIZATION & CONSISTENCY

HOW TO STAY ON TRACK

ORGANIZATION & CONSISTENCY

- Create a folder on the left-hand side of your Canva account to organize your templates. Rename and save each monthly template into your Canva folders to use again in the future. We recommend organizing your templates in the order you plan on posting them to make posting a breeze!
- Double-check all information on each template. We try to provide detailed information on products and services, but we are not responsible for misleading information.
- Avoid changing the fonts and colors (unless you are applying it to all of the templates).
- Set templates are templates you will see every month. These are found at the end of each group of templates and include before & afters, testimonials, and more. We switch up the other designs monthly, but we keep these templates each month as we believe they're important to share consistently. Plus, it gives new members the opportunity to use them if they haven't already!

DID YOU KNOW?

We release new content monthly so you may not see the same content next month! Most of our content is evergreen, meaning it can be reused as needed at any time!

YOUR FEED

PUTTING EVERYTHING TOGETHER

YOUR FEED

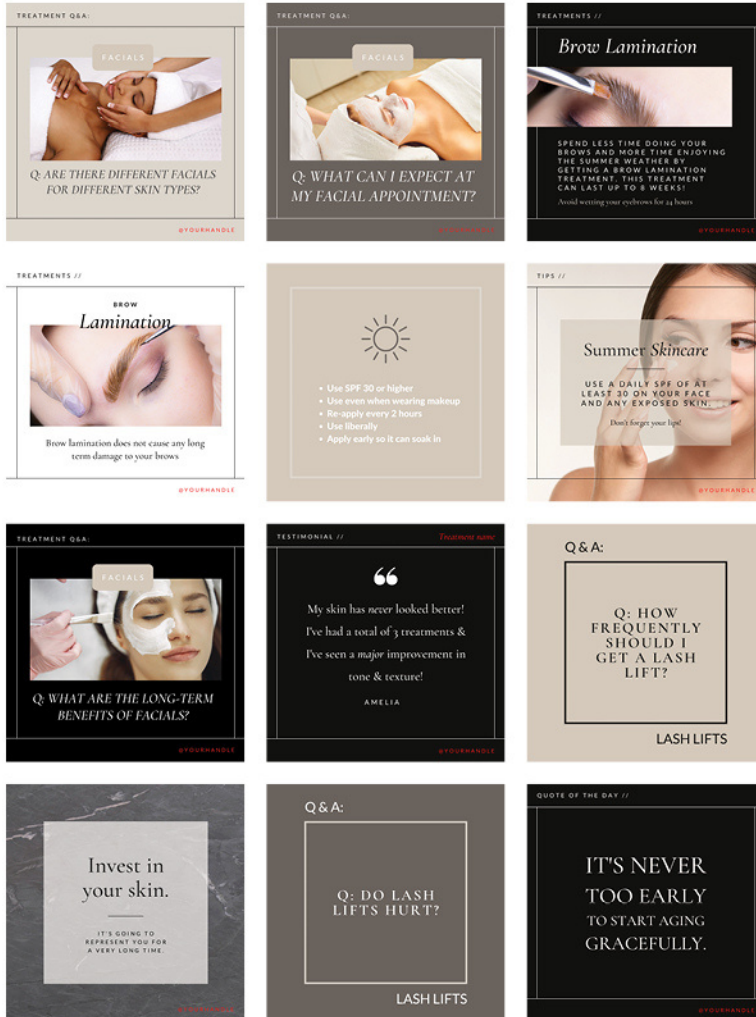
- Our templates are built into 3 main categories: inform, entertain, and convince. We recommend using at least 1 of each category a week on your feed.
- While the templates will help keep your feed looking graphically consistent, it's important to mix in photos and videos so that your feed isn't strictly graphics.

Examples of other content to mix in

- Video interviews asking team members about their favorite products or services
- Photos of team members with equipment or around the office
- Video interviews of team members walking through a procedure
- Videos of a consultation with a client (with their permission)
- Photos of team members preparing for a procedure
- Photos or videos of a procedure happening (with client's permission)

YOUR FEED

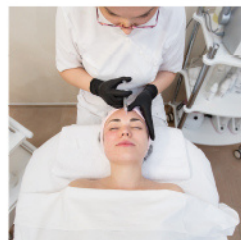
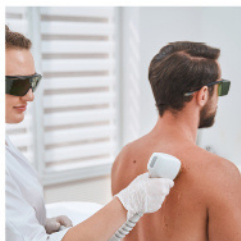
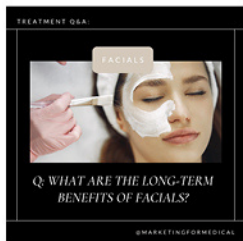
WHAT NOT TO DO



- Do not post only graphic templates to your feed.
- Do not include any **RED** placeholder text.
- Do not share two templates that are the same color, style, or subject matter next to each other.
- Do not share templates with services or products you do not offer.
- Do not mix and match template styles.

YOUR FEED

WHAT TO DO



- Do mix in photo and video content between templates.
- Do fill in placeholder text with your business information.
- Do spread out templates that are the same color, style, or subject matter.
- Do replace stock images on templates with images from your business when possible.

FEED EXAMPLES

#FEEDGOALS

FEED EXAMPLES



TREATMENT Q&A //

FACIALS



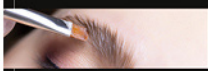
Q: ARE THERE DIFFERENT FACIALS FOR DIFFERENT SKIN TYPES?

@MARKETINGFORMEDICAL



TREATMENTS //

Brow Lamination



SPEND LESS TIME DOING YOUR BROWS AND MORE TIME ENJOYING THE SUMMER WEATHER BY GETTING A BROW LAMINATION TREATMENT. THIS TREATMENT CAN LAST UP TO 8 WEEKS!

Avoid wearing your eyebrows for 24 hours.

@MARKETINGFORMEDICAL



TIPS //

Summer Skincare



USE A DAILY SPF OF AT LEAST 30 ON YOUR FACE AND ANY EXPOSED SKIN!


Don't forget your lips!

@MARKETINGFORMEDICAL



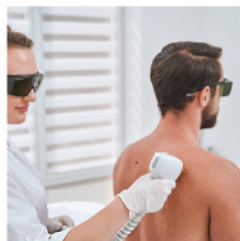
TREATMENT Q&A //

FACIALS



Q: WHAT ARE THE LONG-TERM BENEFITS OF FACIALS?

@MARKETINGFORMEDICAL



SUMMER-FRIENDLY PROCEDURES

DERMAPLANING



Dermaplaning is a great alternative to chemical peels for summer as it does not sensitise your skin to the sun! It removes the upper layer of the skin, stops hairs, dead skin cells, and debris leaving your face smooth.

@MARKETINGFORMEDICAL

REAL RESULTS //

Hydrofacial



BEFORE

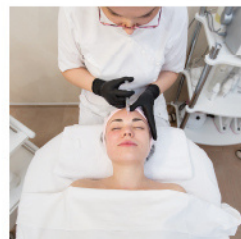
AFTER

@MARKETINGFORMEDICAL

QUOTE OF THE DAY //

IT'S NEVER TOO EARLY TO START AGING GRACEFULLY.

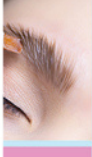
@MARKETINGFORMEDICAL



FEED EXAMPLES

POP COLOR

BROW LAMINATION




Spend less time doing your brows and more time enjoying the summer weather by getting a brow lamination treatment. This treatment can last up to 8 weeks!

© iStockphoto.com/Andriy Hrytsiv



SUMMER SKINCARE



EXFOLIATE AT LEAST ONCE A WEEK TO HELP UNCLOG PORES BLOCKED BY SWEAT AND SUNSCREEN.



IT'S NEVER TOO EARLY TO START AGING GRACEFULLY.




FACIALS

Q: When will I see results?



© iStockphoto.com/Andriy Hrytsiv



- Use SPF 30 or higher
- Use even when wearing makeup
- Re-apply every 2 hours
- Use liberally
- Apply early so it can soak in



PATIENT RESULTS BOTOX



BEFORE **AFTER**



FEED EXAMPLES

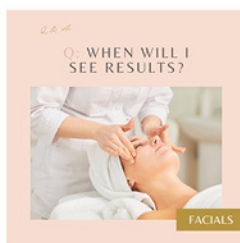
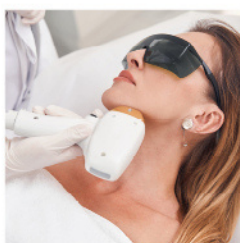
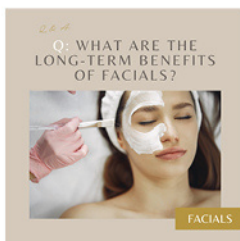
PEONY



Treatment Spotlight

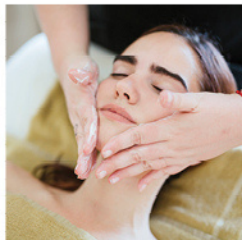
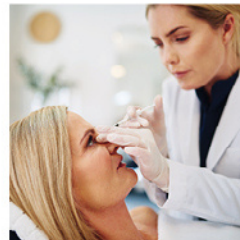
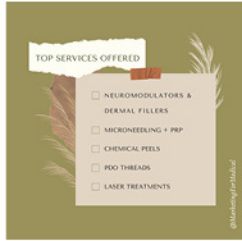
BROW LAMINATION

Brow laminations are a semi permanent solution to help shape and define your brows giving them a fuller appearance.



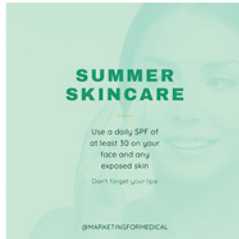
FEED EXAMPLES

MATCHA



FEED EXAMPLES

FRESH



SUMMER SKINCARE

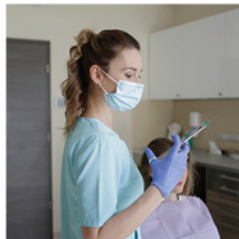
Use a daily SPF of at least 50 on your face and any exposed skin. Don't forget your lips.

@MARKETINGFORMEDICAL



Meet the Team
BROOKE REYNOLDS
ASSISTANT

Treatments I love providing my patients include treatment, treatment, & treatment.



Treatment Spotlight
LASER HAIR REMOVAL

Laser hair removal has been approved safe by the FDA for over 20 years.

@MARKETINGFORMEDICAL



Q & A
WHAT ARE FILLERS FOR?



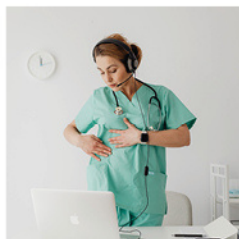
@MARKETINGFORMEDICAL




REMINDER

Re-apply your SPF every two hours.

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Treatment Spotlight
LASER HAIR REMOVAL



AVOID DIRECT SUNLIGHT FROM REACHING YOUR TREATED SKIN.

(Including from tanning beds or any other indoor tanning equipment.)

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My skin has never looked better! I've had a total of 3 treatments & I've seen a major improvement in tone & texture!

Brooke • Botox

@MARKETINGFORMEDICAL

SCHEDULING

WHY & HOW YOU SHOULD DO IT

SCHEDULING

BENEFITS OF SCHEDULING YOUR POSTS AHEAD OF TIME

- 1. Prevent creative blockage & accept bulk content creation:** Because sometimes we're not in the mood to create! We recommend planning content out at least 2-weeks in advance or leaving 1-day a week open to post on the fly.
- 2. Stay consistent on your feed:** Sometimes when we're in a rush to post, you can tell on your feed! Go ahead, look at a post you recently rushed to post because you felt you had to vs. one you took your time with.
- 3. Relieve stress & social pressures:** In this crazy digital world today, sometimes we're just stressed about what to post. Scheduling your posts ahead of time create a sense of relief, try it and you'll see!
- 4. Save time:** Let's face it, you're busy working! Knowing your social media is being taken care of allows you to spend time doing what you love.

DID YOU KNOW?

All templates can be accessed through the Canva app on your phone, so they're easy to download and post on the go if you forget to schedule one!

SCHEDULING

SCHEDULING PLATFORMS WE LOVE



Facebook – Business Suite

- Your Facebook page should already be connected to your Instagram account making it easy to schedule to both platforms in one place at one time.
- It's free to use!
- They offer location targeting which is typically a feature you have to add in after you schedule from other scheduling programs.

[LEARN MORE](#)



Canva Pro – Content Planner

- You're designing your content in Canva already, so you don't have to download the posts and bring it elsewhere to schedule.
- The calendar view is a great way to ensure the aesthetic of your feed is how you envision it. Through this view, you can always edit the posts so they look exactly how you want the feed to be.
- You have the ability to schedule on a bunch of other platforms at the same time! This includes Pinterest, Facebook, Instagram, Twitter & LinkedIn.

[LEARN MORE](#)

[SIGN UP FOR CANVA PRO](#)

MARKETING

— FOR MEDICAL