The Seen to Seated Method

FREE GUIDE U.S. EDITION

Social Media for Clinics

How to promote your private clinic on social media to attract new appointments.

For U.S. healthcare practices.

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A note from the founder

When clients tell me they don't need social media because they have enough patient inquiries, I always make two points: you never know what tomorrow will bring, and an inactive social media presence could be costing you new inquiries.

Ten years ago, we checked a practitioner's credentials, reviewed their website, and maybe asked a friend whether they had seen that practitioner. Now, the first place a prospective patient looks is likely to be social media rather than your website. Whether you love it or hate it, social media helps people see that your practice is active and get a feel for your team.

My motto is "Visibility breeds familiarity, and familiarity breeds trust." Building trust with prospective patients before their first consultation is invaluable. You still need to build on that trust when they inquire and arrive at your practice. Social media can start the process by educating patients, introducing your team, and explaining what to expect.

Magic, huh? Here are some tips on how to optimize your social media, and if I can help in any way, reach out.

Katie Honeychurch
Founder, The Seen to Seated Method
hello@seentoseated.com
calendly.com/katie-honeychurch/demo



Let people get to know you first

Social media lets prospective patients see your team, your practice, and how you care for people before they ever pick up the phone. It works best when it is helpful, consistent, and firmly within advertising, privacy, and professional rules.

Check the rules that apply to you. This guide is general information, not legal or regulatory advice. Every profession and state has its own rules on advertising and social media, so check the guidance from the boards that license your team before you post.

1 Choose the right platforms

You don't need to be everywhere. It is better to use one or two platforms well than to spread yourself too thin across five.

Instagram and Facebook

Useful for local audiences, team stories, short videos, and treatment education. These platforms can be even more useful if you post Reels regularly.

Google Business Profile

Not a social network in the usual sense, but posts and photos appear where local patients search.

TikTok or YouTube

Worth considering if your team is comfortable on camera and can explain treatments simply. A great extension once Facebook and Instagram are optimized.

LinkedIn

More useful for thought leadership, recruiting, and professional networking than for attracting patients.

2 Plan content people actually want

Most people follow a practice to feel reassured and to learn something, not to see constant offers. Mix your content across these themes. We call these "content pillars": aim to have three or four pillars you talk about frequently. This helps patients understand what you offer, adds value, and helps the algorithm work out who to show your content to. Examples include:

- **Meet the team:** introductions, qualifications, areas of interest, and why people enjoy working at the practice.
- **Behind the scenes:** a tour of the practice, new equipment, and how you keep things clean and calm.
- **Patient education:** how a treatment or service works, what happens at a first appointment, aftercare tips, and tips for nervous patients.
- **FAQs and practice news:** answer common questions about prices, payment options, and the usual number of sessions. Share practice news, including business hours, new team members, and community involvement.

End posts with a simple next step, such as scheduling a consultation, where it fits naturally.

3 Protect patient privacy online

Before sharing an identifiable patient photo, video, story, or testimonial, obtain the required written permission. Where HIPAA applies, use a valid HIPAA authorization for disclosures that require it. A general treatment consent form is not a substitute for the required authorization.

- [ ] Remember that names, faces, tattoos, voices, jewelry, backgrounds, and visible records can identify someone.
- [ ] Keep authorization records and follow the applicable withdrawal requirements.
- [ ] Do not confirm someone's patient status or discuss their care in public comments or review replies.
- [ ] Move personal and clinical inquiries to a secure, practice-approved channel.
- [ ] Do not assume that a patient posting publicly gives the practice permission to disclose additional information.

4 Stay within advertising, privacy, and professional rules

Social media posts that promote your practice count as advertising. Check these rules before you publish.

U.S. rules to check

State licensing boards	Each profession is licensed and regulated by the state, and many boards set their own advertising rules. Check the rules of every board that licenses members of your team.
FTC	Advertising must be truthful and supported, and testimonials and endorsements need appropriate disclosures. See the FTC Health Products Compliance Guidance and Endorsement Guides FAQs.
HIPAA and state privacy laws	Where your practice is a covered entity, HIPAA applies alongside applicable state privacy laws. See the HHS guidance on marketing.
FDA	Prescription-drug and device promotion needs separate review. See the FDA OPDP FAQs.
Campaign communications	FCC/TCPA, FTC/CAN-SPAM, applicable Do Not Call requirements, and state contact restrictions apply to calls, texts, and emails.

Rules to check before every post

Health claims need evidence: use evidence appropriate to the health claim being made, and don't promise guaranteed outcomes.

Before-and-after images: use genuine images with the required authorization. Don't alter images or present exceptional outcomes as typical.

Reviews and testimonials: don't create or buy fake reviews, and don't condition a review incentive on a positive review. Disclose material connections where required.

Titles and qualifications: describe professional licenses, qualifications, and specialist credentials accurately.

Offers and incentives: have discounts, gifts, referral incentives, and offers reviewed for applicable healthcare, payer, and state restrictions. See the HHS-OIG FAQs.

Prescription drugs and devices: prescription-drug and device promotion needs separate review. Check applicable FDA requirements, state professional rules, and platform policies before publishing.

Minors: check applicable age, consent, treatment, and advertising restrictions before marketing services to minors.

5 Be consistent, not constant

- Agree on a realistic posting rhythm, such as two or three posts a week, and stick to it.
- Plan a month of content in one sitting, then schedule it.
- Batch photos and short videos on a quiet afternoon.
- Give one person responsibility for checking every post against your privacy, authorization, and advertising rules before it goes live.
- Reply to comments and messages promptly and politely, moving anything clinical or personal to a secure, practice-approved channel.

6 Hooked

A “hook” is the first thing that catches someone’s attention and stops them from scrolling past your content. It gives them a reason to pause and keep watching. Hooks often follow trends, so an approach that works well one month may feel overused a few months later.

Hooks can be visual or spoken. You might zoom in unexpectedly, use an unusual object as a microphone, or open with a question people want answered. The aim is to spark curiosity, then deliver something useful.

You can be more playful or direct than usual while keeping your content accurate and appropriate for your practice. A good hook helps you stand out while still sounding like you.

Hooks to try

- “Before you pay for private healthcare, ask these three questions.”
- “You’ve Googled your symptoms. Now you’ve got 12 tabs open and more questions.”
- “We know the question you’re embarrassed to ask your clinician.”
- “What’s actually included?”
- “Does your mind go blank when your clinician asks, ‘Any questions?’ Save this.”
- “What happens after your consultation? Here’s what to expect.”
- “Choosing a private clinic? 5 things to know before you book.”
- “Is it ridiculous to feel nervous?”

7 Call to action

Give viewers a clear next step when it fits the content. Examples include:

Schedule an appointment	"Ready to discuss your concerns? Schedule a consultation through the link in our bio."
Encourage inquiries	"Have a question about scheduling or fees? Contact our front desk team here." (button)
Drive saves	"Save this post to help you prepare for your next appointment."
Encourage sharing	"Know someone preparing for their first visit? Share this with them."
Grow your following	"Follow us for practical appointment tips and a closer look at our practice."
Take up a genuine offer	"[Describe your genuine, approved offer and its key conditions.] Message us to schedule your appointment." (button)

8 Measure what matters

Likes are nice, but appointments help your practice grow. Each month, look at:

- Inquiries and messages that came from social media.
- Clicks to your website or scheduling page.
- Appointments scheduled by patients who say they found your practice through social media.
- Which topics and formats lead to the most inquiries.

Do more of what brings inquiries, and drop what doesn't.

Your one-page action checklist

Use this list to set up your social media properly, then check it again every month.

- [ ] One or two platforms chosen on purpose.
- [ ] A monthly content plan covering team introductions, patient education, FAQs, and practice news.
- [ ] Required written authorization on file for every identifiable patient photo, video, story, or testimonial.
- [ ] Your licensing boards' advertising and social media rules read by everyone who posts.
- [ ] Every post checked for truthful, supported claims and appropriate testimonial disclosures.
- [ ] Prescription-drug and device content reviewed separately before publishing.
- [ ] Genuine, unaltered before-and-after images only, with the required authorization.
- [ ] No guaranteed outcomes, unsupported health claims, or inaccurate credentials.
- [ ] Offers and incentives reviewed for healthcare, payer, and state restrictions.
- [ ] Age, consent, and advertising restrictions checked before marketing services to minors.
- [ ] A named person checking posts and moving clinical questions to a secure channel.
- [ ] Monthly review of inquiries and appointments from social media.

Tip: print this page, check each box as it is done, and review it with your team every month.

THE SEEN TO SEATED METHOD

Want help putting this in place?

Alongside our answering service, we help practices attract new patients through social media management, content days, and advertising. Book a free 30-minute clinic clarity session to see the service in action and explore how we could help your practice grow.

Attract

Marketing that brings the right new patients to your practice.

Respond

24/7 inquiry handling, including an AI receptionist to handle routine inquiries and pass clinical questions to your team.

Convert

Follow-up and scheduling systems that turn interest into appointments.

Book a free 30-minute clinic clarity session

Schedule your free session: calendly.com/katie-honeychurch/demo

Email us: hello@seentoseated.com

The Seen to Seated Method

Helping U.S. healthcare practices turn inquiries into scheduled, attended appointments.

This guide provides general information for U.S. healthcare practices. It does not provide legal, regulatory, or clinical advice. Check applicable federal and state requirements, professional board rules, and platform policies before use, and seek qualified advice when needed.