

SOCIAL MEDIA STRATEGY

FOR THERAPISTS & GROUP PRACTICES

IT'S FREE

This strategy is completely free to access and implement. If you find it helpful, please share!

WHAT'S INCLUDED

- **The Five-Step Content Strategy**
- **3 Post Templates**
- **Resources for scalability**

FOR THERAPISTS & GROUP PRACTICES

THE 5 STEP SOCIAL MEDIA CONTENT STRATEGY

HOW IT WORKS

You are about to learn how to post content in a way that builds trust and creates consistent opportunities. From a place of authenticity and sustainability.

WHY IT WORKS

Social media is where the majority of humans point their attention to. Making your social media account your highest ROI asset for your business!

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THE 5 STEP SOCIAL MEDIA CONTENT STRATEGY

THE 5 STEPS

1. **Know Your Audience**
2. **Understand Your Offer**
3. **Create Authentic Content**
4. **The Strategy**
5. **Creating The Opportunity**

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THE 5 STEP SOCIAL MEDIA CONTENT STRATEGY

STEP 1

KNOW YOUR AUDIENCE

Knowing your audience is vital to creating the right opportunities. This drives your idea machine for content.

HOW TO KNOW YOUR AUDIENCE

You understand your audience by knowing their pain and desired solutions. As a mental health professional, your service is their solution.

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THE 5 STEP SOCIAL MEDIA CONTENT STRATEGY

STEP 1 - CONT.

ASKING THE RIGHT QUESTIONS

Answer the below questions to get a deep understanding for your perfect client.

- **WHO IS MY PERFECT CLIENT?** *(LIST EVERY IDENTIFIER POSSIBLE)*
- **WHAT PROBLEM/PAIN AM I SOLVING FOR MY CLIENTS?** *(LIST ALL THAT YOU KNOW)*
- **HOW WOULD THEIR LIVES BE DIFFERENT IF THEIR PROBLEM WAS SOLVED?** *(WHAT'S THE IMPACT)*
- **WHAT ARE THEIR FEARS WITH ADDRESSING THE PROBLEM?** *(WHERE ARE THEY STUCK)*
- **HOW SOON DO THEY NEED THE PROBLEM/PAIN SOLVED?** *(IS THERE URGENCY)*

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STEP 2

KNOWING YOUR OFFER

It's not just about your services; it's about understanding your unique approach. This makes your content highly specialized!

- ***What modalities do you specialize in?***
- ***Do you prefer 1-1, 1-2, or group therapy?***
- ***Is your price fixed or sliding?***
- ***What are you trying to solve?***
- ***How are you a solution to your client's problem/pain?***
- ***What are the steps for solving your client's problem/pain?***

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STEP 3

CREATING AUTHENTIC CONTENT

Being yourself is the only way to make content sustainable, build real trust, and align with your ideal client.

TALK ABOUT WHAT YOU KNOW

Write and talk about what you know! This can be home life, education, passions, hobbies, etc.. Don't be afraid to be seen, vulnerability creates authentic trust with your audience.

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STEP 4

THE STRATEGY - 80/20

The 80/20 rule is the secret sauce. 80% of what you post is about your life. The remaining 20% of posts are education and business-related to your ideal client and offer (steps 1-2).

POSTING SUSTAINABILITY

The key is CONSISTENCY. For this to work, you have to make it a part of your daily routine. This doesn't mean posting every day, but being active on social media.

- **Engage with your audience**
- **Join groups that will grow your network or ideal client list**
- **Share and ask for follows to your business page**
- **Minimum post 3 weekly - various topics**
- **Stay active!**

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STEP 4 - CONT.

CALL TO ACTION (CTA)

Your CTA is your ask. This is your action item to get more clients or therapists. Use this in your 20% portion of content. This ask looks like:

- Action to book a session
- Action for a free resource
- Action to join a mailing list
- Asking to share (used on posts with a lot of engagement)

USING YOUR CTA

Using a CTA should be authentic. Asking for clients to sign up for your services will flow naturally during the 20% of content posting.

- Use a CTA at the end of your content
- CTA should be easy to navigate, clear, and concise.
- CTA's work well as a P.S. statement

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THE 5 STEP SOCIAL MEDIA CONTENT STRATEGY

STEP 5

CREATING THE OPPORTUNITY

Following the content strategy will help you start the connection between you and your ideal client. Providing value is the most effective way to bridge the gap between the audience and the opportunity.

PROVIDING VALUE

In the mental health field value can look like:

- ***Educational content about tools for supporting mental health***
- ***A resource that adds support to your client's problem/pain***
- ***1 free support call/trial of services***

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POST TEMPLATES

USING POST TEMPLATES

These templates help you post content for your individual or group practice. Use these as a starting point! Always keep in mind your ideal client's pain points, your offer as a solution, and posting about what you know.

INTRODUCTORY POST

"It's been awhile since I've introduced myself, so I wanted to share my journey with those following!"

[share your journey about mental health, your practice, some pains along the way, and how your profession has helped you help others]

If you'd like to share your mental health journey, feel free to comment or message me!

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POST TEMPLATES

ENGAGEMENT POST TEMPLATES

Use the posts below to create audience engagement!

- *“Ask me anything about (modality) or (pain point)!”*
- *“5 quick tips with managing (problem/pain). If you’ve found these tips helpful, please share!”
[list 5 tips]*
- *“What’s your go-to strategy for self-care?”*
- *“Today I’m sharing a “day in the life” of a [modality] therapist.” [share insights from your day]”*
- *“A common misconception about (modality) or (pain point) is.”*
- *“I put together this resource for (problem/pain) tell me what you think.”*

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POST TEMPLATES

CTA POST TEMPLATE

Use this for your ask!

OPTION 1

“If you’ve been following my account then you know I offer [modality] for [problem/pain]. If you’ve dealt with [list problem/pains], schedule a call with me to see what [modality] can do for you!

All you need to do is, [list steps to booking page/program].

OPTION 2

“My practice [insert practice name] is taking new clients!

If you struggle with [problem/pain], you’ll love our approach with [modality].

Here is what some of our clients have said [add testimonials - it’s okay to omit names for privacy]

Get on our schedule today by [list exact steps to schedule]”

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RESOURCES FOR SCALABILITY

SCALING YOUR SOCIAL MEDIA

When it comes to using social media to create opportunities, remember, it's about building authentic trust with your audience. You can do this with A.I. at scale when using the above framework.

HOW IT WORKS

Using what you've learned so far, you can use A.I. tools to write your content. Once your content is written, your time is spent editing and posting.

USING AUTOPOST

Each social media platform has an auto post feature. Allowing you to create, edit, and schedule your content so you can put your posting on semi-autopilot.

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RESOURCES FOR SCALABILITY

A.I. WORKFLOW

Use what you've already learned in this doc to generate content for your specific offer and ideal client. Once the content is generated, you edit it to align your values and branding.

PROMPTS

Prompts are questions for A.I. to generate specific content. Put the below content into any A.I. tool:

- *Write me a post for [insert social media platform]. I am a therapist who works with [client pain] offering [modality].*
- *I need a call to action for my [modality] practice. We help [client pain] with [modality] and are accepting clients for [month].*

A.I. RESOURCES

- **ChatGPT.com**
- **Gemini.Google.Com**

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THANK YOU FROM BE DIGITAL

THANK YOU

Thank you for taking the time to educate yourself and grow your individual or group practice! If you've found the information in this document helpful please share.

FEEDBACK

Any feedback towards improving this document is appreciated! Please email your feedback to **mail@bedigitalseo.com** with "Feedback" as the email subject.

MORE INFO

If you are interested in furthering your marketing education, contact us at **mail@bedigitalseo.com** or visit **bedigitalseo.com**