

The Anatomy of a Perfect Social Media Post

Start with an attention-grabbing hook

Attract readers with a bold statement or a thought-provoking question. Invite them into the conversation with a question like: “Suffering from excessive tearing?” or “Worried about increased screen time lately?”

Be timely

Good post timing depends on the platform and your audience. To maximize views, post when your followers are most active. Use analytics to learn which days and times are best.

Include eye-catching media

Add an image or video to strengthen your post. Visuals help readers see your posts through the noise. Increase engagement by linking to informative videos, and make sure to mix it up with a variety of media—stock photos, practice selfies, infographics, and more.

Use a strong call to action

Focus on your goals, then encourage action. Be clear about what you want your followers to do. Include action phrases like: "Watch this video to learn more," "Call us to schedule an appointment today," or "Visit our patient portal today."



Be persuasive with copy

Tell readers what's in it for them and why they should care about your topic. Be clear and to the point. Use real-life examples to tell a good story.