



The Content Rx

A simple content prescription for pediatric practices

Growing on social media is not about posting more. It is about using the right mix of content so families know who you are, why they should trust you, and how to take the next step.



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The Problem With 'Just Post More'

Posting more does not automatically create better results.

- Content often feels random or last-minute
- Reminders can crowd out more strategic posts
- Visibility does not always create clarity or trust
- Teams know they should post, but are not always sure what to say



**The issue is not always effort.
It is often the lack of a clear content mix.**





A Better Way: The Content Prescription

A strong social media presence needs a balanced mix of content.



Trust Builders

educational content that shows expertise



Relationship Builders

content that helps families know your team



Decision Helpers

content that makes the next step clear



Community Proof

content that shows your practice is trusted and active



The goal is not more content. The goal is **the right content, repeated consistently.**





The Content Formats You Can Use

The strategy comes first. The format is simply the delivery method.



Text-only content — captions, email, blog posts, FAQs



Short-form video — reels, quick provider answers, reminders



Long-form video — webinars, interviews, educational sessions



Static posts — educational graphics, reminders, checklists



Stories and quick updates — polls, links, office reminders



One topic can often become several different content formats.





Trust Builders

Educational content that helps families rely on your guidance.

- ✓ Fever guidance
- ✓ When to call the office
- ✓ Well visit reminders
- ✓ Vaccines
- ✓ Newborn questions
- ✓ Seasonal safety topics



What this looks like in a pediatric practice:

Your profile becomes a trusted content library families can return to for common questions and timely guidance.



If families ask it often, it may be a trust builder topic.





Relationship Builders

Content that helps families feel connected to the people behind the practice.

Examples:

- Provider introductions
- Staff spotlights
- Behind-the-scenes moments
- Practice values
- Office traditions
- Short video answers from the team

What this looks like in a pediatric practice:

A new parent sees your team online and the office already feels more familiar before the first visit.



Families do not only choose care based on services. They also want to know who is caring for their child.





Decision Helpers

Content that makes the next step clear.

Examples:

- How to schedule
- New patient information
- After-hours process
- Portal reminders
- What to bring to appointments
- Where to find forms

What this looks like in a pediatric practice:

Families can quickly understand how to work with your practice without calling for every basic next step.



Decision helpers reduce confusion and support action.





Community Proof

Content that shows your practice is trusted, active, and connected.

- ✓ Reviews or testimonials
- ✓ Community events
- ✓ School or daycare partnerships
- ✓ Local collaborations
- ✓ Practice milestones
- ✓ Team involvement in the community



What this looks like in a pediatric practice:

Families see that your practice is present in the community and valued by others.



Community proof helps families see that others already trust you too.





Where Content Ideas Come From

Your best content ideas are usually already inside your practice.



Parent questions



Front desk FAQs



Provider conversations



Nurse line questions



Seasonal patterns



School calendars



Reviews



Website FAQs



Community events



Repeated confusion around forms or scheduling



If you hear it more than once,
it may be a content idea.





Static Posts as a Content Library

Static informational posts still matter.

- Easy to save
- Easy to share
- Easy to reference
- Helpful for common questions
- Useful as a long-term library on your profile



What this looks like in a pediatric practice:

Families can return to your branded educational posts for timely guidance on topics like newborn care, fever questions, vaccines, and school forms.



**Video helps families connect with you.
Static posts help families find and revisit your information.**





Video as the Trust Accelerator

Video helps families see and hear the people behind the practice.

- ✓ 30-second provider answers
- ✓ Common parent questions
- ✓ What to expect videos
- ✓ Provider introductions
- ✓ Seasonal reminders
- ✓ Office process videos



What this looks like in a pediatric practice:

A provider answers one common parent question on video each week. The post feels helpful, natural, and familiar instead of overly produced.



Video builds familiarity faster because families can see and hear your team.





The Weekly Content Rx

A simple weekly mix can reduce guesswork and support consistent growth.



1 video
trust builder



1 static
content library
post



1 relationship
builder



1 decision helper
or community
proof post



A lighter schedule can still work:

1 video per week, 2 supporting posts per week,
1 story or quick update.



What this looks like in a pediatric practice:

Monday: a content library post. Wednesday: a provider video.
Friday: a relationship builder or next-step post.



The best content plan is realistic enough
that your team can actually keep going.







Team Roles and Sustainability

Social media works better when it is not dependent on one overwhelmed person.

- ✓ Providers share common questions
- ✓ Nurses note repeated parent concerns
- ✓ Front desk tracks scheduling confusion
- ✓ Managers identify office updates
- ✓ A marketing lead organizes the calendar
- ✓ One person reviews before publishing



What this looks like in a pediatric practice:

A simple shared document or monthly meeting gives the marketing person enough real, practice-specific content ideas to work with.



The best content systems collect ideas from the whole team.



Quick Interactive Audit

A quick audit helps you spot what is missing from your content mix.



Look at your last 12 posts.

- T** = Trust Builder
- R** = Relationship Builder
- D** = Decision Helper
- P** = Community Proof

Ask:

- Which type shows up most?
- Which type is missing?
- Are we educating but never showing the team?
- Are we showing the team but never guiding the next step?



Content gaps become much easier to fix once you can see them.



CONTENT AUDIT				
	T	R	D	P
	✓	✓	✓	✓
	✓	✓	✓	✓
			✓	✓
			✓	✓
			✓	✓

Most: Education
Missing: Community Proof
Next step: Add team and patient stories



Your Content Should Work Together

A strong content plan does not need to be complicated. It needs to be balanced, repeatable, and connected to what families actually need.



Trust Builders

help families trust your expertise



Relationship Builders

help families know your team



Decision Helpers

help families take the next step



Community Proof

help families see that others trust you too



Closing line: When these four content types work together, your practice becomes easier to understand, easier to trust, and easier to choose.





Thank you!

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