



Modern Medical Marketing

web for doctors

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# Instagram Best Practices for Urgent Care Brands

- Post regularly (2-3X week is great, up to daily if you have the capacity)
- Build an aesthetic to the page- it should look cohesive with branding colors
- **Make it feel personal:** When possible, use photos and videos of real practitioners/staff; minimize use of stock photos.
  - **Example:** [https://www.instagram.com/biological\\_dentist/](https://www.instagram.com/biological_dentist/)
- Use text overlay on images/videos so people can quickly and easily know what the post is about
  - **Example:** <https://www.instagram.com/thrivephysicaltherapysd/>
- Use 2-3 formats and stick to them - interspersing photos w/text overlay, graphic/simple color backgrounds gives the overall look of your page consistency
  - **Example:** [https://www.instagram.com/biological\\_dentist/](https://www.instagram.com/biological_dentist/)
- **Incorporate reels (video) and stories** whenever it is appropriate (such as demonstrating a technique, discussing symptoms, etc.) and use text overlay/subtitles.
  - **Example:** <https://www.instagram.com/ladybirdpt/> **Some types of reels/stories to consider:**
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    - Showcase healthcare professionals

- **Some types of reels/stories to consider:**

- Share health and wellness tips
- Showcase healthcare professionals
- Share patient success stories
- Share information about common health conditions
- Promote health events
- Share healthy recipes
- Share behind-the-scenes footage
- Share health resources

- **Mix post types:** some promotional, some educational, some inspirational

- **Example:** <https://www.instagram.com/urgentcareoffairhope/>

- **Post types to consider:**

- Patient success stories  
(without PHI or with written permission from patient)
- A birthday or holiday celebration
- Charity events that your team participates in after work  
(avoid anything political, of course)
- How-to content (how to develop a better meal plan, how to exercise from home, stretches, basic care instructions, etc...)
- Grand openings
- Repurposed Facebook posts
- YouTube patient testimonial videos
- Employee introductions and face-to-face discussions

- **Use 3-5 relevant hashtags.** Do NOT use hashtags that are unrelated to your post (some users do this so that they appear in more search results, but it can backfire). There are hashtag research tools online (both free and paid options) to help you find out what your target demographic is using to maximize your reach for each post. Here are a few of the most popular:

- All Hashtag
- Ritetag
- Instagram Hashtag Generator
- Hashtagify
- Popular hashtags to consider:

- #Allergies
- #Healthcare
- #Wellness
- #Doctor
- #HealthTips
- #WomensHealth
- #UrgentCare
- #Medical
- #FluSeason
- #Nutrition

- **Know how to maximize visibility.** Below are tips to maximize post visibility per Instagram's algorithm:
  - Post once a day
  - Mainly reels content with trending sounds
  - Respond to all comments in the first hour right away to drive engagement

**Want to learn more?  
Reach out to book a Free Consultation.**

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