

23 Engaging Social Media Post Ideas

**to Grow Your Brand
During COVID-19**

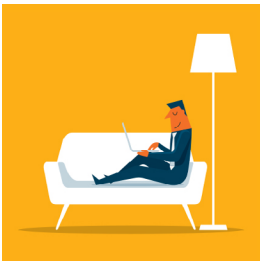




23 Engaging Social Media Post Ideas to Grow Your Brand During COVID-19

Staying active on social media is one of the simplest and most effective ways you can stay in touch with consumers, and it's especially valuable in this time of separation. Social media is a vital tool for humanizing your practice, strengthening your brand identity, and helping you build connections with both long-term patients and those at the top of the sales funnel who may become long-term patients in the future.

So how can you make the most of this resource? Here are 23 ideas for posts you can quickly and easily create that will keep your followers engaged, grow brand loyalty, and even help you get to know your client base better than before.



Make It Personal

One of social media's biggest benefits is the authenticity it encourages. Consider creating engaging social posts that let your followers get to know you and your team a little better.

1. Recommendations

Recommend your favorite binge-worthy movies, TV shows, and books.

2. Sharing

Share what is keeping your family busy at home, from baking to building blanket forts.

3. Walks

Turn your daily walks into casual "walk and talk" livestreams on Instagram or Facebook.

4. Team Members

Have your team members share their at-home workout routines.

- Here's a great example from [Dr. Camille Cash](#).





5. Hobbies

Showcase your team members' hobbies with fun step-by-step tutorials.

6. Playlists

Curate playlists of quarantine-themed songs, workout jams, and uplifting anthems.

- We created our own “Quarantunes” playlist here at [Etna Interactive](#).

7. Dance Challenges

Tackle viral dance challenges— and challenge your followers to tag you in their own attempts.

- Check out an awesome example from [Dr. Steven Camp](#).

8. Recipes

Share signature recipes and ask your followers to share their own.

9. Pets

Put your team members' pets in the spotlight with “meet the pets” posts.



10. Polls

Conduct a poll to engage your Instagram or Twitter followers. Try “would you rather” and “choose your favorite” polls about different products and procedures.

11. Sharing Social Channels

Invite a team member to take over your social channels and share a day in their life.

12. Throwbacks

Get nostalgic with #TBT photos.

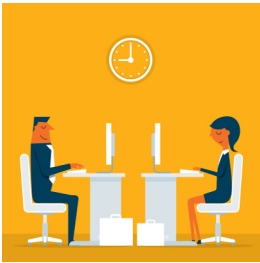


Be an Educator

Elevate your team members as trusted aesthetics authorities by providing expert info.

13. FAQs

Answer FAQs about procedures, products, and services offered at your practice.



14. Interviews

Interview a staff member or non-competing colleague about their specialty.

- Try a series, like this “QuaranTea” series by [La Jolla Cosmetic Surgery Centre](#).

15. Trivia

Challenge your followers to answer trivia questions about your practice or field. The first to comment the correct answer wins!

16. Mental Health

Share how your team members are managing stress and caring for their mental health.

- Focus on the positives, as seen in this post from the The [Wall Center](#).



17. AMAs

Host AMAs (ask me anything) to facilitate educational conversations with your client base.

18. Tutorials

Create a tutorial on washing your hands like a medical professional.

- Check out a great tutorial by [Dr. Gus Galante](#).

19. Local Community

Highlight philanthropic causes you care about, especially those in your local community.

- Here's an example of a powerful post by [Dr. David Mabrie](#).

20. Experience

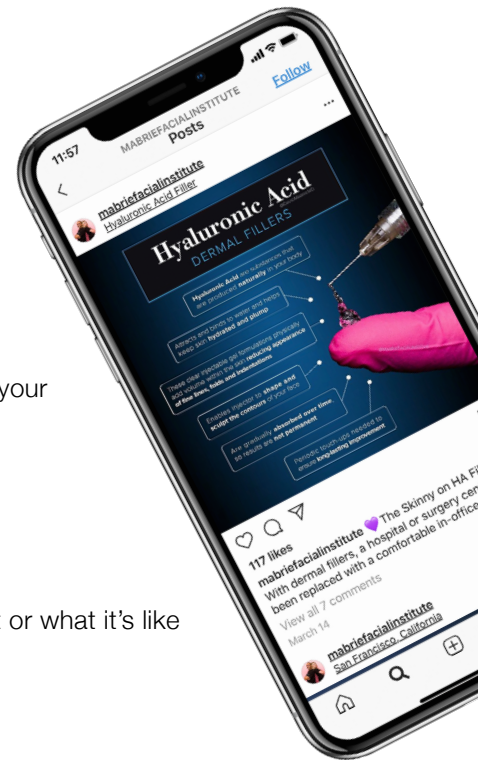
Spotlight a procedure or product and explain the science behind it or what it's like to experience it as a patient.

21. Before and After

Showcase your favorite before-and-after cases.

22. Followers

Keep your followers up to date on industry advancements they should know about.



23. At-Home Tips

Offer at-home tips for looking and feeling great between appointments.

- Try sharing skincare tips like [Dr. Jonathan Weiler](#).



Quick Tips

What makes a great social post?

Keep these pointers in mind:

- Be Real: Let your unique brand personality shine through.
- Be Responsive: Engage by replying to comments and questions.
- Be Reliable: Post consistently to keep your audience's interest.

The power to create engaging content is in your hands, and now is an ideal time to sharpen your social media skills and build up your following so your brand comes out even stronger and more visible than before.

If you have any questions about creating a stellar social presence, Etna Interactive's team of marketing experts is always here to help.

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