

BUSINESS WEBINAR

Patients are scrolling, but are they finding you? Social media without the stress



Presented by:
Bec Talia, Naturopath,
Herbalist and Nutritionist



Presenter | Bec Talia

Hi, I'm Bec

Naturopath

I'm a naturopath of over 20 years experience and I have worked in clinical practice, in wholesale, social media support and retail.

Social Media Support

Over the last 2-3 years, I started moving into social media support and management. Most recently, I worked with a leading gut health clinic to produce social media posts and ads, as well as engage with followers.



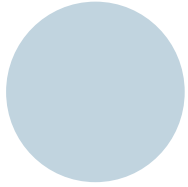
Host | Lindsay Steedman



As QLD Business Manager and Health Educator at Designs for Health Australia, Lindsay Steedman works at the intersection of education, business, and integrative healthcare. With a background in sales, practitioner education, and business development, she brings over 15 years of experience supporting integrative practitioners, pharmacists, students, and business owners.

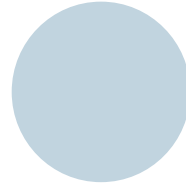
Lindsay partners with her clients to strengthen both their clinical impact and commercial confidence. Her approach is practical, values-led, and focused on helping practitioners build evidence-based, sustainable businesses.

| What we will cover today



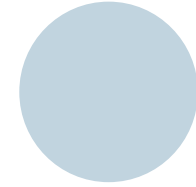
Reframing Social Media

Social media doesn't have to feel overwhelming or inauthentic. Let's shift the narrative from 'performing' to educating and connecting.



Overcoming Some Common Barriers to Posting

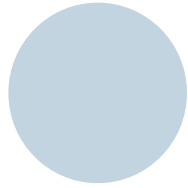
Even the most knowledgeable practitioners can feel stuck when it comes to putting themselves out there online.



Community First

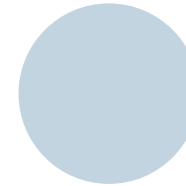
Your clients are already online, searching for answers. It's an opportunity to start a conversation

| What we will cover today



Practical, Sustainable and Easy

Simple frameworks you can implement next week, not a full-time content strategy.



AI as a tool

It doesn't need to replace your unique voice, but it can help overcome road-blocks

Reframing Social Media for Clinicians

Let's go from scary to strategic

| What we tell ourselves vs. what's actually true

The Fear

- I'm not a 'social media person'
- I'll say the wrong thing and get in trouble
- I don't have time for this
- Nobody will care what I post
- It feels fake and performative



The Reframe

- You're an educator, not an influencer
- Professional content = sharing what you already know
- 15 minutes a week can build real community
- Your ideal clients are searching for exactly this
- Authentic expertise is more powerful than polish

| Your clients are Googling and asking Chat GPT right now

Social media is simply a way to put your expertise where they're already looking, before they find something else.



Overcoming the Barriers

Blocks and how to move through them

| Some reasons why you aren't posting

Perfectionism	Done is better than perfect. An imperfect post that helps one person beats a perfect post you never publish.	✓ Set a 20-min timer. Post when it's done.
Fear of judgment	Your audience isn't your peers or critics: it's people who need your help.	✓ Write as if talking to one specific patient.
No time	Batch your content. One hour every two weeks can make a big difference	✓ Block a 'content hour' in your calendar monthly.
Don't know what to post	Turn your most common consult questions into content.	✓ Keep a running list of patient questions.

Different Types of Content

High-visibility vs. relationship-based engagement

| High-visibility vs. relationship-based

HIGH-VISIBILITY

- Reaches people who don't know you yet
- Reels, trending audio, carousels, hashtags
- Education-first content (e.g. '3 signs of X')
- Shareable grows your audience
- Lower conversion, higher reach
- Weekly or bi-weekly is fine

RELATIONSHIP-BASED

- Deepens trust with existing followers
- Stories, replies, DMs, comments
- Polls, Q&As, behind-the-scenes
- Converts followers into clients
- Lower reach, higher conversion
- Daily or a few times a week is ideal

| A simple content system

Educate

Share something your ideal client would benefit from knowing. Myth-busting, condition explainers, treatment insights.

Example:

"Did you know tension headaches are often driven by X? Here's what I tell my clients..."

Engage

Ask questions, run polls, respond to comments. Create reasons to interact. Community is built through conversation.

Example:

"What's your biggest question about X?"

Empower

Give your audience something actionable they can do today. A simple exercise, a question to ask their GP, a recipe to try

Example:

"Try this 2-minute breathing exercise for afternoon energy crashes:"

Building a Sustainable Routine

When you have more to do than manage social media

| You don't need to be everywhere! Start with one.



Instagram

Best for: Before/after education, tips, client stories, short video



Facebook

Best for: Groups, longer posts, events, booking links



LinkedIn

Best for: Practitioner authority, B2B networking

| You don't need to be everywhere! Start with one.



TikTok

Best for: high organic reach, best for short educational videos and myth-busting content



Pinterest

Medium effort, good for recipes. One of Pinterest's real strengths for health practitioners, pins keep driving traffic long after you post them.

| Consistent is better than perfect

MONTHLY

~60 min

Content Batch Day

Pick 4–8 topics from your FAQ list. Draft captions. Schedule or save for later.

WEEKLY

~15 min

One Educate Post

Post one educational piece from your batch. Carousel, single image, short video, or text post. Rotate through your framework.

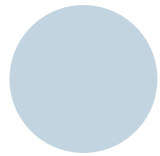
DAILY

~5 min

Engagement Check

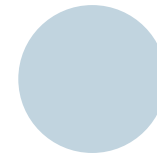
Reply to comments and DMs. React to client content. This is where relationships are built. Five minutes, once a day.

| Your content bank



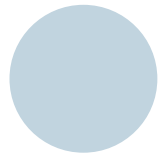
Patient FAQs

- Questions you answer every week in clinic
- Things patients Google before their first appointment
- Misconceptions you find yourself correcting constantly



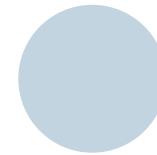
Seasonal

- Health awareness months/days
- Seasonal conditions (hay fever, winter immunity, etc.)
- Public conversations about health topics in your field



Behind the Scenes

- A look at your consulting room
- What you eat
- Your own health practices and philosophy



Evidence and Research

- A new study in your field, explained simply
- Why the evidence says X but the media says Y
- How your approach differs from conventional wisdom

| Small, doable steps to build momentum

Week 1 - Set Up

- Optimise your profile bio and link
- Write 3 FAQs from memory
- Follow 5 accounts for inspiration

Week 2 - Create

- Use AI to draft 4 captions from your FAQs
- Create one educational post and publish it
- Check comments daily for 5 minutes

Week 3 - Engage

- Reply to every comment on your first post
- Share one 'behind the scenes' Story or post
- Run a simple poll ('Which do you find harder: X or Y?')

Week 4 - Review

- Look at which post got the most engagement
- Write your next month's topic list
- Block your monthly content hour in your calendar

Using AI As Part OF Your Social Media Strategy

AI can be a useful tool to get you started

| AI writes the draft and you bring the expertise

✓ USE AI TO...

- Brainstorm 10 post ideas from one topic
- Turn your frequent recommendations into a caption draft
- Rewrite a technical explanation in plain language
- Create a month of content in a single session
- Generate caption variations to choose from
- Write hashtag sets for your niche

✗ DON'T USE AI TO...

- Replace your clinical expertise or voice
- Post content without reading it first
- Mimic a style that doesn't sound like you

| Some AI prompts you may find useful

CONTENT IDEAS

"I'm a naturopath specialising in women's hormonal health. Give me 10 Instagram post ideas that educate my audience without making medical claims."

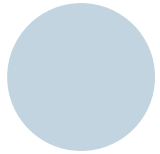
PLAIN LANGUAGE

"Rewrite this clinical explanation in simple, warm language for a patient who is anxious and new to natural health: [paste your text]"

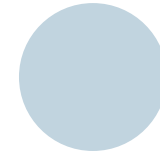
CAPTION SUPPORT

"Improve the follow of this Instagram caption that ends with a question. Tone: warm, expert, approachable."

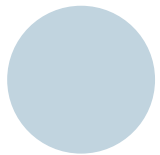
| What to remember from today



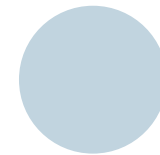
You're an educator, not an influencer.
Your job is to help, not perform.



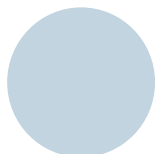
You don't need to be on every platform.
Start with one. Master it slowly.



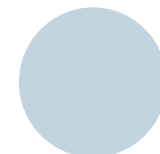
Educate, Engage, Empower.



Consistency beats frequency. One good
post a week beats seven mediocre ones.



AI can be your planning assistant - your
expertise and voice are still the product.



A sustainable routine is better than a sprint.
Monthly batch plus a weekly post and a
daily check-in.

| Questions?





Work With Me

Find me on Instagram @socialswithbec

01

FREE

Ease Into Instagram Challenge

A free challenge to set up or refresh your Instagram profile; including how to write posts, create Stories, and get started with Reels. Perfect if you are new to Instagram or you've stopped posting

Join free: subscribepage.io/W2hl6Z

02

MASTERCLASS

Instagram for Your Clinic Masterclass

A deeper dive into using Instagram, content creation and building your online presence as a practitioner.

\$20 off for webinar participants

Enrol now: subscribepage.io/4psAdT

03

6 - WEEK COURSE

Practitioner Coaching Course

A 6-week coaching course to build confidence and a posting habit that sticks. Includes live group calls, templates, AI prompts library, and a private community.

\$99 for participants (\$129 regular price)

Join the waitlist: subscribepage.io/E396yt



| Live Q & A



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