



Everlast Wellness Medical Center

# Social media

Usage & Utilization

Manuel Handbook and Guidelines

- Manuel handbook & Guidelines
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## 2. Instagram

# Instagram: Guidelines

## for Paid Ad Campaigns & Organic Posts

### 1. Organic Posts: Enhancing Engagement on Instagram

#### A. Types of Posts

##### 1. Visual Storytelling (Photos & Carousels)

- **Objective:** Share compelling visuals that tell a story or highlight a transformation.
- **Structure:**
  1. **Visuals:** Use high-quality images, professionally edited, and visually cohesive with your brand's aesthetic.
  2. **Caption:** Begin with a hook to grab attention (e.g., "See how this client transformed in just one session..."). Follow with a brief story or description of the service, ending with a CTA like "Swipe to see the full transformation."
  3. **Hashtags:** Use a mix of popular and niche hashtags, e.g., #SkinCare #AestheticClinic, and your branded hashtag like #EverlastWellness.
  4. **Tagging:** Tag clients (with permission) and relevant influencers or brands.

##### 2. Reels (Short-form Videos)

- **Objective:** Increase visibility and engagement through trending, short, and engaging video content.
- **Structure:**
  1. **Visuals:** High-quality, vertical videos (15-30 seconds) with dynamic content that quickly grabs attention. Use on-screen text to enhance the message.
  2. **Audio:** Incorporate trending sounds or music that aligns with the video's theme.
  3. **Caption:** Keep it short and impactful, with a CTA such as "Check out the full service on our profile!"
  4. **Hashtags:** Include trending hashtags relevant to the content, e.g., #BeautyReel #WellnessJourney.
  5. **Call to Action:** Encourage viewers to "Like and share" or "Try this service today."

### 3. Instagram Stories

- **Objective:** Maintain daily engagement with your audience through real-time updates, promotions, and interactive content.
- **Structure:**
  1. **Visuals:** Use a mix of behind-the-scenes content, client shoutouts, and limited-time offers. Add stickers like polls, questions, or countdowns to drive interaction.
  2. **Content:** Post a sequence of 3-7 stories daily, creating a narrative or highlighting key points.
  3. **CTA:** Include "Swipe Up" (for accounts with over 10k followers) or "DM us for more details" to drive direct engagement.
  4. **Interactive Features:** Use quizzes, polls, and Q&A stickers to involve your audience.

### 4. IGTV & Live Sessions

- **Objective:** Deliver in-depth content, such as tutorials, expert Q&A sessions, or client interviews.
- **Structure:**
  1. **Visuals:** High-quality, well-lit video content. Ensure the background is clean and professional.
  2. **Content:** Focus on educational or inspirational content, such as explaining a procedure or showcasing a client's journey.
  3. **Caption:** Include a brief description of the video content, with a CTA like "Watch the full tutorial on IGTV."
  4. **Hashtags:** Use longer-form content-specific hashtags, e.g., #InDepthBeauty #WellnessTalks.
  5. **Engagement:** Encourage viewers to leave questions in the comments for future sessions.

### 5. User-Generated Content (UGC)

- **Objective:** Showcase content created by your clients, enhancing trust and community.
- **Structure:**
  1. **Visuals:** Repost high-quality photos or videos shared by clients, ensuring they align with your brand aesthetic.
  2. **Caption:** Thank the client for sharing, and describe the service they received. Encourage others to share their experiences.
  3. **Tagging:** Tag the original creator and add hashtags like #ClientLove #EverlastWellness.
  4. **CTA:** Encourage followers to tag your clinic in their posts for a chance to be featured.

## B. Post Frequency & Timing

- **Frequency:** Post 1-2 times daily, maintaining a mix of content types to keep the feed engaging.
- **Timing:** Post during peak Instagram activity times, generally between 11 AM – 1 PM and 7 PM – 9 PM, when users are most active.

## C. Visual and Copy Requirements

- **Visuals:**
  - **Resolution:** Ensure all images and videos are at least 1080 x 1080 pixels for square posts and 1080 x 1350 pixels for portrait posts.
  - **Aesthetics:** Consistent use of filters, color palettes, and layouts to maintain a cohesive brand look.
  - **Consistency:** Stick to a visual theme that reflects the clinic’s brand, using similar tones and styles across posts.
- **Copy:**
  - **Length:** Keep captions concise—around 125 characters is optimal for engagement, but longer captions can be used if the content is particularly informative.
  - **Tone:** Maintain a professional yet approachable tone that resonates with your audience.
  - **Emoji Usage:** Strategically place emojis to highlight key points or add a touch of personality.

## D. Engagement Tactics

- **Immediate Response:** Reply to comments and DMs within an hour to show active engagement.
- **Pinned Comments:** Pin comments that encourage further discussion or provide additional context.
- **Cross-Promotion:** Share Instagram posts to Stories, IGTV, and other platforms (e.g., Facebook) to maximize reach.

# 2. Paid Ad Campaigns: Maximizing Reach and Conversion on Instagram

## A. Types of Instagram Ads

### 1. Photo Ads

- **Objective:** Drive brand awareness and clicks through visually appealing static images.
- **Requirements:**
  1. **Visuals:** Use high-quality, captivating images with minimal text overlay to keep the focus on the visual aspect.
  2. **Caption:** Concise and clear, focusing on the value proposition with a strong CTA like “Learn More.”
  3. **CTA Button:** Utilize buttons like “Shop Now,” “Learn More,” or “Book Now.”
  4. **Targeting:** Aim for demographics interested in health, wellness, and beauty, with interests aligned to specific treatments.

## 2. Video Ads

- **Objective:** Engage users with short, dynamic content that tells a story or demonstrates a service.
- **Requirements:**
  1. **Length:** 15-60 seconds, optimized for quick engagement.
  2. **Content:** Highlight service benefits, client testimonials, or a quick walkthrough of a procedure.
  3. **CTA:** Use a clear CTA in the video and the caption, such as “Book your consultation today.”
  4. **Visuals:** High production quality, with text overlays for key points (important for viewers watching without sound).

## 3. Carousel Ads

- **Objective:** Showcase multiple services, testimonials, or a step-by-step process.
- **Requirements:**
  1. **Number of Cards:** Use 3-5 cards, each with a clear and concise message.
  2. **Visuals:** Consistent branding, mixing images and short video clips if possible.
  3. **CTA:** Encourage interaction with CTAs on each card (e.g., “Explore More,” “See Results”).
  4. **Targeting:** Target users based on specific actions (e.g., visiting certain pages on your website).

## 4. Story Ads

- **Objective:** Use the full-screen, immersive experience of Instagram Stories to capture attention and drive direct action.
- **Requirements:**
  1. **Length:** 5-15 seconds, focusing on a single, clear message.
  2. **Visuals:** Vertical video or image, with bold text and strong visual contrast to catch the eye.
  3. **Swipe-Up CTA:** (for accounts with over 10k followers) Direct users to a landing page or booking site.
  4. **Targeting:** Utilize Instagram’s targeting options to reach specific demographics and interest groups.

## 5. Influencer Collaboration Ads

- **Objective:** Leverage influencer partnerships to enhance credibility and reach.
- **Requirements:**
  1. **Visuals:** High-quality content produced by the influencer, aligned with your brand aesthetics.
  2. **Content:** Authentic, relatable, and engaging, often showcasing the influencer using your service.
  3. **Caption:** Written by the influencer, with a personalized message and clear CTA.
  4. **Boosting:** Boost the influencer’s post as an ad to reach a wider audience.

5. **Targeting:** Focus on the influencer’s follower demographic, which should align with your target audience.

## B. Ad Targeting Strategies

1. **Custom Audiences:**
  - Use Instagram’s tools to create custom audiences from your existing followers, website visitors, or CRM lists.
2. **Lookalike Audiences:**
  - Target users similar to your best-performing audience segments.
3. **Interest-Based Targeting:**
  - Focus on users with interests in wellness, skincare, beauty, and related areas.
4. **Retargeting:**
  - Serve ads to users who have interacted with your Instagram profile, posts, or visited your website but didn’t convert.

## C. Budget & Bidding

- **Starting Budget:** Begin with a daily budget of \$10-\$50 depending on the campaign scale, and adjust based on performance.
- **Bidding Strategy:** Start with automatic bidding to let Instagram optimize for your goals, then refine with manual bidding as you gather data.
- **Ad Placement:** Opt for Instagram-specific placements, especially Stories and the Feed, as these are the most engaging on the platform.

## D. Ad Copy & Creative Best Practices

1. **Copy:**
  - **Headline:** Should be concise and engaging (e.g., “Transform Your Skin Today”).
  - **Body:** Keep it short, focusing on the benefits and emotional appeal, with a strong CTA (e.g., “Discover More”).
  - **Tone:** Maintain a conversational and approachable tone that resonates with Instagram’s audience.
2. **Visuals:**
  - **Consistency:** Ensure all ad visuals align with your brand identity, using similar color palettes, fonts, and styles.
  - **Variety:** Experiment with different formats—images, videos, carousels—to see what performs best.
  - **High Quality:** Use high-resolution images and videos that are optimized for mobile viewing, as Instagram is primarily accessed on mobile devices.

## E. Analytics & Optimization

1. **A/B Testing:**
  - Regularly test different elements of your ads (images, headlines, CTAs) to determine what resonates best with your audience.
2. **Performance Monitoring:**
  - Track metrics like impressions, reach, engagement, CTR, and conversion rate.

### 3. Ad Adjustments:

- Adjust your campaigns based on performance data. If a particular ad format or audience segment is performing well, allocate more budget towards it.

## F. Ensuring Compliance & Best Practices

- **Ad Policies:** Ensure all ads comply with Instagram’s advertising policies, especially around health and wellness content.
- **Privacy Considerations:** Utilize Instagram’s privacy settings to protect user data, particularly when using lead generation forms.

# Instagram: Comprehensive Checklist

## A. Organic Posts Checklist

### 1. Visual Storytelling (Photos & Carousels)

- High-Quality Images:** Ensure all photos are professional and align with your brand's aesthetic.
- Engaging Captions:** Start with a hook, include a brief story, and end with a CTA (e.g., "Swipe to see more!").
- Consistent Branding:** Use filters, color schemes, and layouts that reflect the clinic's identity.
- Relevant Hashtags:** Include a mix of popular and niche hashtags, along with a branded hashtag.
- Tagging:** Tag clients, influencers, and relevant brands where applicable.

### 2. B. Reels (Short-form Videos)

- Vertical Format:** Ensure all Reels are in a vertical, mobile-friendly format.
- Attention-Grabbing Content:** Create engaging, dynamic videos with on-screen text.
- Trending Sounds:** Use popular music or sounds to increase visibility.
- Concise Caption:** Keep it short, with a strong CTA.
- Hashtags:** Use trending hashtags related to the content.

### 3. C. Instagram Stories

- Daily Stories:** Post 3-7 stories each day, including behind-the-scenes, promotions, or client shoutouts.
- Interactive Stickers:** Use polls, questions, and countdowns to engage your audience.
- Clear CTAs:** Encourage actions like "Swipe Up" or "DM us for more details."
- Brand Consistency:** Maintain visual and thematic consistency across all stories.

### 4. D. IGTV & Live Sessions

- High-Quality Video:** Ensure good lighting and clear audio for IGTV and Live content.
- Educational Content:** Focus on tutorials, Q&A sessions, or client stories.
- Informative Captions:** Provide a brief description and a CTA (e.g., "Watch the full video on IGTV").
- Engagement:** Prompt viewers to comment or ask questions during Live sessions.

### 5. E. User-Generated Content (UGC)

- Repost Client Content:** Share high-quality UGC that aligns with your brand's aesthetics.
- Express Gratitude:** Thank clients in the caption and describe their experience.
- Tagging:** Always tag the original creator.
- Hashtags:** Use UGC-focused hashtags like #ClientLove and #EverlastWellness.



## 6. F. Post Frequency & Timing

- Frequency:** Post 1-2 times daily with a balanced mix of content types.
- Optimal Timing:** Post during peak hours (11 AM – 1 PM and 7 PM – 9 PM).

## 7. G. Visual & Copy Requirements

- Resolution:** Use high-resolution images (1080 x 1080 pixels for square posts, 1080 x 1350 pixels for portrait posts).
- Aesthetics:** Maintain a consistent visual theme across all posts.
- Concise Copy:** Keep captions around 125 characters, with a clear CTA.
- Appropriate Emoji Use:** Enhance captions with relevant emojis without overdoing it.

## 8. H. Engagement Tactics

- Immediate Response:** Reply to comments and DMs within one hour.
- Pinned Comments:** Pin comments that encourage further engagement.
- Cross-Promotion:** Share posts across Stories and other social platforms.

# B. Paid Ad Campaigns Checklist

## 1. A. Photo Ads

- High-Quality Visuals:** Use eye-catching images with minimal text overlay.
- Concise Caption:** Write a clear and compelling caption with a CTA.
- CTA Button:** Choose effective buttons like “Learn More” or “Book Now.”
- Targeting:** Use interest-based and demographic targeting relevant to health and wellness.

## 2. B. Video Ads

- Optimal Length:** Keep videos between 15-60 seconds.
- Clear Message:** Focus on one key benefit or story.
- High-Quality Production:** Ensure good lighting, sound, and editing.
- CTA:** Include a clear and actionable CTA both in the video and caption.

## 3. C. Carousel Ads

- Number of Cards:** Use 3-5 cards with a consistent visual theme.
- Message Clarity:** Ensure each card has a distinct and clear message.
- Effective CTA:** Include a CTA on each card (e.g., “See Results”).
- Targeting:** Optimize targeting based on user behavior and interests.

## 4. D. Story Ads

- Vertical Format:** Ensure ads are in vertical, full-screen format.
- Quick Impact:** Capture attention within the first few seconds.
- Bold Visuals:** Use high-contrast images and text for visibility.
- Swipe-Up CTA:** Include a direct link for immediate action (for accounts with over 10k followers).
- Targeting:** Use detailed targeting options to reach specific demographics.

## 5. E. Influencer Collaboration Ads

- High-Quality Content:** Ensure influencer content aligns with your brand's aesthetic.
- Authentic Messaging:** Use personalized captions written by the influencer.
- Boosting:** Boost the influencer's post to extend reach.
- Targeting:** Target the influencer's follower demographic to maximize impact.

## 6. Ad Targeting Strategies

- Custom Audiences:** Use data from CRM, website visitors, and existing followers.
- Lookalike Audiences:** Create and target audiences similar to your best customers.
- Interest-Based Targeting:** Focus on health, wellness, skincare, and beauty interests.
- Retargeting:** Serve ads to users who have interacted with your Instagram profile or website.

## 7. Budget & Bidding

- Initial Budget:** Start with a daily budget of \$10-\$50.
- Bidding Strategy:** Begin with automatic bidding; switch to manual bidding as you gather data.
- Ad Placement:** Prioritize Instagram placements like Stories and the Feed.

## 8. Ad Copy & Creative Best Practices

- Engaging Headlines:** Craft concise, attention-grabbing headlines.
- Short Copy:** Keep the body text short and focused on benefits.
- Consistent Branding:** Ensure visuals and messaging align with your brand identity.
- Variety in Formats:** Test different formats (images, videos, carousels) to find what works best.

## 9. Analytics & Optimization

- A/B Testing:** Regularly test different ad elements to optimize performance.
- Performance Tracking:** Monitor impressions, reach, engagement, CTR, and conversion rates.
- Adjust Campaigns:** Modify targeting, copy, or budget based on performance data.

## 10. Compliance & Best Practices

- Ad Policies:** Ensure compliance with Instagram's advertising guidelines, especially for health-related content.
- Privacy Considerations:** Use Instagram's privacy tools to protect user data, especially for lead generation.

# Instagram Universal checklist

## 1. General Posting Checklist (Organic Posts)

### Visuals:

- High-quality images/videos (1080x1080 pixels or 1080x1350 pixels for posts).
- Consistent branding (colors, filters, logo).
- Use on-screen text for key points in videos.

### Captions:

- Start with a catchy hook.
- Keep it concise (125 characters optimal).
- Include a clear CTA (e.g., “Book Now,” “Learn More”).

### Hashtags:

- Use 3-5 relevant hashtags (mix of popular and niche).
- Always include a branded hashtag (e.g., #EverlastWellness).

### Tagging:

- Tag relevant clients, influencers, or brands.
- Use location tags when applicable.

### Engagement:

- Respond to comments and DMs within an hour.
- Pin a relevant comment to encourage interaction.
- Cross-promote on Instagram Stories and other platforms.

## 2. Paid Ad Campaign Checklist

### Ad Type:

- Photo Ad:** High-quality image, minimal text.
- Video Ad:** 15-30 seconds, engaging, with text overlays.
- Carousel Ad:** 3-5 cards, each with clear messaging.
- Story Ad:** Vertical format, bold visuals, 5-15 seconds.

### Ad Copy:

- Engaging headline (clear benefit or emotional appeal).
- Short, focused body text.
- Strong CTA (e.g., “Swipe Up,” “Shop Now”).

### Targeting:

- Set up custom or lookalike audiences.
- Use interest-based targeting relevant to health, wellness, and beauty.

- Retarget users who've interacted with your profile or website.

### Budget & Bidding:

- Start with a daily budget (\$10-\$50).
- Use automatic bidding initially; switch to manual after optimization.
- Prioritize Instagram placements (Stories, Feed).

### Performance Tracking:

- Monitor key metrics (CTR, engagement, conversions).
- A/B test different ad elements (headlines, visuals).
- Adjust targeting or budget based on performance data.

## 3. Content Specifics

### Reels:

- Use trending sounds or music.
- Keep video length between 15-30 seconds.
- Include hashtags that are trending and relevant.

### IGTV/Live:

- High-quality video with clear audio.
- Informative content like tutorials or Q&As.
- Encourage viewers to interact during live sessions.

### Stories:

- Post 3-7 Stories daily.
- Use interactive stickers (polls, questions).
- Include a CTA (e.g., "Swipe Up" or "DM for more info").