



**45 IDEAS  
TO POST ON  
INSTAGRAM  
AN ACUPUNCTURIST'S GUIDE**

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# 45 INSTAGRAM IDEAS

- 1 | Photos of your clinic.** Treatment rooms, reception area, the outside of your clinic, your herb dispensary, etc.
- 2 | Detail shots from around your clinic.** Artwork, a cozy corner of your reception area, shots of your plants, etc.
- 3 | Your desktop.** Aside from patient files, anything goes! Showcase the textbooks you're referencing, your coffee, keyboard, computer, glasses, snacks, pretty office supplies, etc.
- 4 | Patient testimonials,** if they're permitted in your country. Put patient testimonials into pretty text/quote boxes that match your branding.
- 5 | Professional photos of yourself.** Have a few great head shots that never get used? Post them on your account occasionally so people have the opportunity to see the person behind the brand.
- 6 | The outside of your clinic.** Let new and potential patients see what the outside of your building looks like - makes it easier/less stressful to find you!
- 7 | Selfies.** I know most of us are not crazy about selfies. I feel you. But selfies tend to get more engagement because they help people relate to you.
- 8 | Food! Your breakfast, lunch, coffee/tea, etc.** Especially healthy eats that showcase advice you would give your patients.
- 9 | A shot of your coffee cup at your favorite local coffee spot.**
- 10 | Photos introducing your staff** or practitioners who rent space from you.
- 11 | Your latest blog post.** Every time you write a new blog post, you should post about it on Instagram to drive traffic to your website.

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**12 | Your morning or bedtime routine.** Do you do wind down with a book? Turns screens off an hour before hitting the hay? Do yoga before bed? Share!

**13 | Your skincare routine.** This one is especially good if you specialize in facial rejuvenation acupuncture.

**14 | Any gifts that patients bring you (flowers, food, etc.).**

**15 | Promote a sale, special offer, or event in your office.**

**16 | Photos of your tools.** Gua sha tools, cups, needles (optional, see below), liniments, etc.

**17 | Photos of treatments.** There was a time when showing needles was considered "bad form" for acupuncture marketing but I don't agree with that anymore. People want to know what to expect!

**18 | Photos showing how small acupuncture needles are.**

**19 | A post explaining how you got into acupuncture.** What's your story? Why did you decide to make acupuncture a career.

**20 | Currently reading/listening to/watching.**

**21 | A post explaining why you named your business what you did.**

**22 | Simple health tips that people can implement today.**

**23 | Fun activities you get up to outside of clinic.** Are you a runner? A kayaker? Do you salsa dance? Share how you spend your free time.

**24 | Encourage people to join your email list/download your free lead magnet.**

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**25 | Photos from recent travels.** Share beautiful photos from your trip to let patients know you're back in the office. Use it as an opportunity to talk about time off and rest as self-care.

**26 | Photos of you getting acupuncture.** Show that everybody needs acupuncture, including acupuncturists! Can't pour from an empty cup discussion.

**27 | Inspirational quotes.** Instead of reposting quotes that don't match your branding, type quotes in Canva.com using your branding colors and fonts to maintain a consistent look.

**28 | Funny quotes related to health and/or your specialty.** Again, preferably re-typed using Canva.com to match your branding.

**29 | Share your goals.** This could be multiple posts - your goal for this week, for this year, for the life of your clinic and practice of the medicine.

**30 | Your education (what it takes to be an acupuncturist) and your training in your specialty.** This helps people understand they can trust you!

**31 | Throwback Thursday.** Post something that reflects how far you've come in your business and/or education.

**32 | Ask your readers for their favorite book.** Or podcast/recipe/food blog/binge TV show, anything... get them to comment and share about themselves.

**33 | Any image that matches your branding.** Check out [Pexels.com](https://www.pexels.com) for attribution-free photos! As long as you make the caption relevant to your clinic/specialty, etc., you're good to go.

**34 | Feature an IG account that you enjoy following that's related to your specialty;** someone your audience would also find educational and inspiring.

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**35 | Photos of your pet(s).**

**36 | Repost photos that your patients have taken while at your clinic.** This is fantastic social proof and a kind of testimonial as well!

**37 | Before and after photos,** with the patient's permission, of course. This is especially great for facial rejuvenation acupuncture. You can also feature your own before/after photos, after treating yourself - then no permission required!

**38 | Feature a local business that you refer to often** (a chiropractor or LMT, etc.) and ask them to feature you on their account as well. This is free exposure to a new audience and a great trade!

**39 | Host a giveaway.** Books, gua sha tools, liniment, facial oils, kinesiotape, etc. Whatever makes sense for your specialty. Make sure you're abiding by your country's rules and regulations for a giveaway.

**40 | Promote your "Ask Me Anything" or "Wellness Wednesday" Instagram Story** with a post in addition to the story.

**41 | If you're interviewed in the newspaper,** on a podcast, promote it with a post.

**42 | Let people know if you have open appointments** today/this week.

**43 | Let people know if you're out of the office,** especially if it's to rest and recharge.

**44 | Repost something (basically anything!) from [@kanpobliss](#).** My favorite Instagram account that creates acupuncture posts specifically for acus to share with their followers.

**45 | Anytime you're practicing what you preach.** Getting acu, chiropractic, a massage, doing yoga, drinking an extra glass of water, going to bed early, etc. Show your patients that you take your own advice to heart because it works.