

ORGANIC CONTENT  
**GUIDE**

VISUALIZE SUCCESS

A COMPREHENSIVE GUIDE TO CREATING  
CAPTIVATING ORGANIC CONTENT AND  
MASTERING THE ART OF VISUAL STORYTELLING



# WELCOME

Welcome to the guide on capturing organic content for Social Media Marketing in the world of aesthetics! In this comprehensive guide, we will delve into the significance of high-quality organic content and how it can benefit your overall social media presence, with some tips and tricks for capturing engaging visuals!

Let's embark on a journey to highlight your expertise, showcase your aesthetic practice, and display your range of transformative treatments, all while expanding your audience and making you a Thought Leader within your field. Get ready to uncover the secrets to creating stunning social media content, almost as stunning as your results.

Let's dive in!

## WHAT IS ORGANIC CONTENT?

Organic content refers to personalized pictures and videos that capture the essence of your aesthetic practice, showcasing your staff, treatments, and the overall experience of your services. It allows you to connect with your audience on a more relatable and authentic level.

## IMPORTANCE OF HIGH QUALITY ORGANIC CONTENT

In today's competitive landscape, personalizing your social media content is crucial to stand out. Organic content has a powerful emotional impact, fostering relatability and connection with your audience, attracting potential clients, and building loyalty. Unlike promotional content, Organic content enjoys higher visibility and better results on platforms like Instagram. Your practice's unique flair and personality set you apart from similar offices. Creating high-quality organic content tells your practice's story, differentiates you from competitors, and builds trust with your audience. We're here to support you in showcasing the qualities that make your practice exceptional.

## BENEFITS OF POSTING ORGANIC CONTENT CONSISTENTLY

Remember, the story of your practice is unfolding every day, and consistent organic content allows you to capture and share its most compelling moments. By consistently posting organic content, you can build a loyal community and establish your practice as a trusted authority in the industry.

**NOW THAT WE KNOW WHY WE NEED ORGANIC CONTENT, LET'S DIVE INTO WHAT TYPE OF CONTENT WE SHOULD CREATE**







## TYPES OF VISUALS TO CAPTURE

To establish a fresh and engaging social media presence for your medspa, it's important to capture a variety of images; this prevents monotony and ensures that your followers stay interested and eagerly anticipate your next post. Curating a balanced collection of images and videos positions you as a well-rounded and versatile professional in your industry.

Showcasing different treatments, clients, and staff members adds depth to your content, allowing potential clients to envision themselves as part of the experience. By curating a balanced collection, you demonstrate your expertise in catering to various needs, building trust, and enticing a wider audience to engage with your medspa.

In this section, we'll explore the key types of visuals to capture, each playing a vital role in shaping an inviting and engaging online presence.

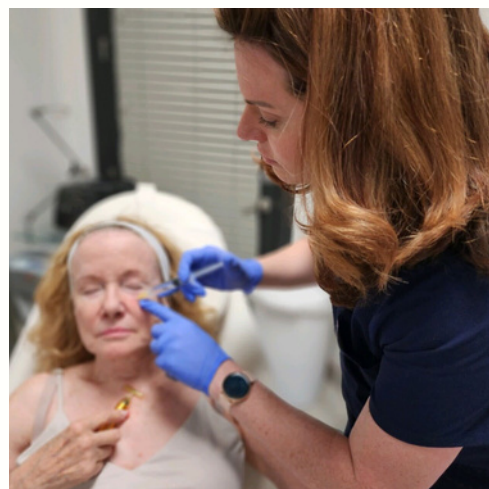


# PHOTO IDEAS

## BEFORE AND AFTERS



## PROCESS OF A TREATMENT



## STAFF ENGAGEMENT & PERSONALITY



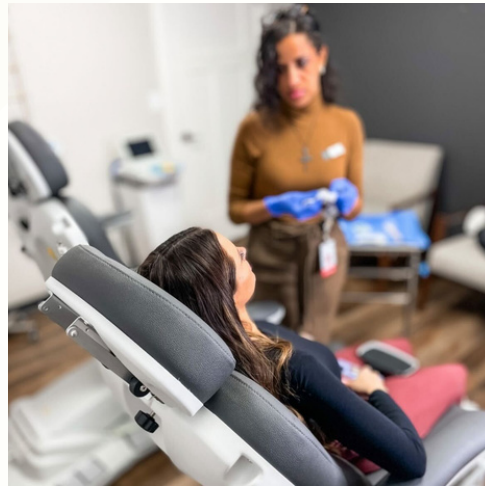


# PHOTO IDEAS

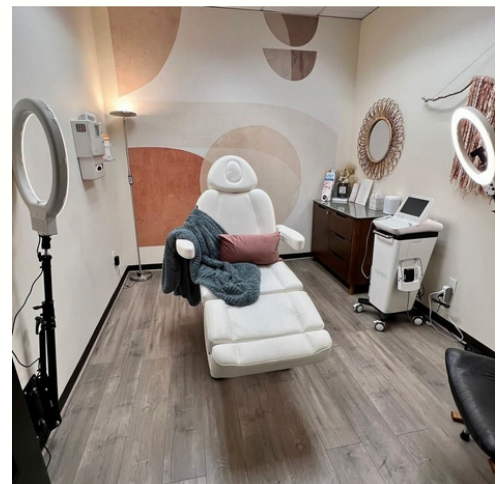
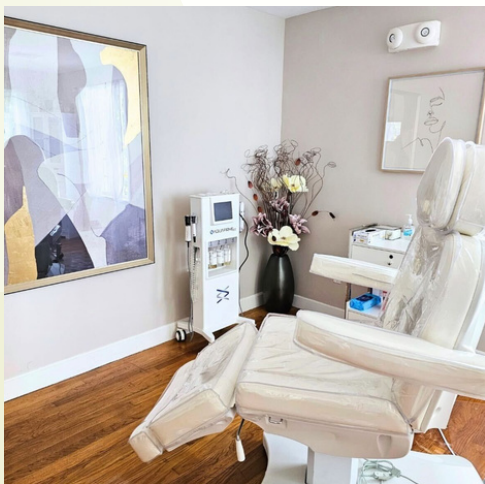
## RETAIL PRODUCTS



## CLIENT EXPERINECE



## PRACTICE ENVIRONMENT





# VIDEO IDEAS



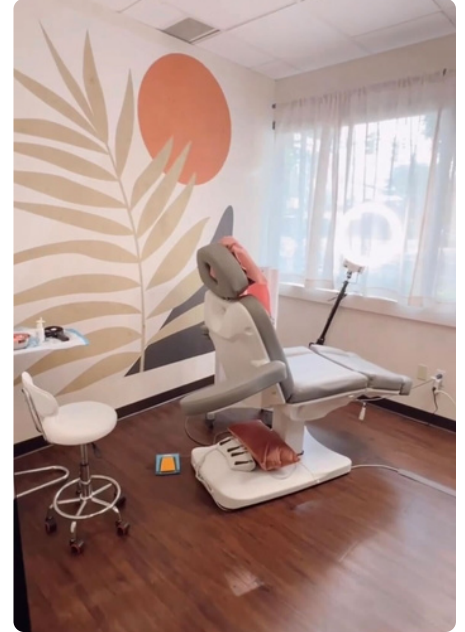
CLICK TO WATCH



SHOW STEPS OF A TREATMENT



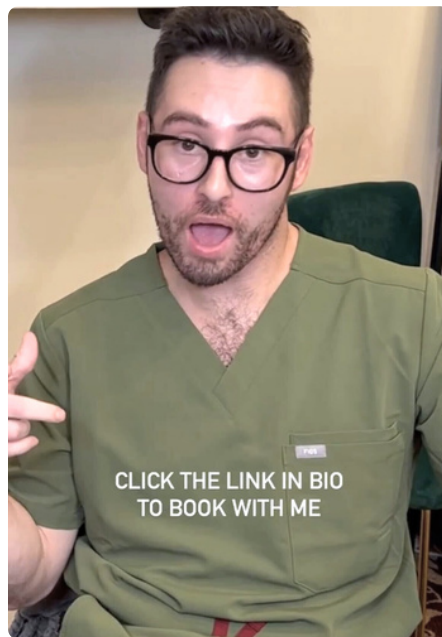
EDUCATE ON YOUR RETAIL PRODUCTS



SHOW OFF YOUR PRACTICE



SHOW A CLIENT EXPERIENCE



DON'T BE SHY TO SHOW YOUR PERSONALITY!



EDUCATE ON THE TREATMENTS YOU OFFER

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## EQUIPMENT AND SETUP

You don't need fancy equipment to capture amazing visuals. We will share some handy tips for optimizing your equipment and setup. With these simple recommendations, you'll be able to achieve high-quality results and create stunning visuals that grab attention.

### USING YOUR SMARTPHONE

#### Authentic Content and the Power of iPhone Cameras

Your smartphone, especially iPhones, can capture impressive visuals. Its camera quality is more than sufficient for social media marketing. Using your smartphone for content creation provides authenticity, convenience, and flexibility. You can capture on the go, allowing for real-time updates and timely interactions with your followers.

### UTILIZE A TRIPOD

#### Stability & Consistency for Filming Videos or Taking Pictures

Invest in a simple tripod to stabilize your smartphone or camera when filming videos or taking pictures. This helps eliminate shakiness and ensures professional-looking visuals. By keeping the camera in a fixed position, you can ensure accuracy and consistency in capturing the progress of your clients' aesthetic journey, enhancing the credibility and impact of your before and after content.

### PERFECT THE LIGHTING

#### Utilizing Natural Light and the Benefits of a Ring Light

Film content in well-lit areas to enhance the quality of your visuals. Natural light is ideal, so consider capturing content in front of a window. Additionally, a ring light can be a great investment for quick lighting improvements, especially in spaces with limited natural light.

### DOWNLOAD GOOGLE DRIVE:

#### Easy Sharing and Uploading of Images and Videos

Google Drive app plays a vital role in simplifying the process of sharing and uploading your media content. You can conveniently store, organize, and access your images and videos from anywhere. It enables seamless collaboration with team members and your account manager, ensuring efficient content management for your social media marketing efforts.



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## EQUIPMENT AND SETUP

### CLEAN AND PREPARED

#### Stage Treatments Authentically with Proper Safety Equipment

When capturing treatment visuals, ensure your staff is wearing the appropriate safety equipment, such as gloves and glasses. It's crucial to ensure that your devices are turned on and active, even if you're staging the process. This adds authenticity and credibility to your content.

### TURN OFF HDR

When capturing images or videos, turn off HDR (High Dynamic Range) on your smartphone. HDR can sometimes over-process images and affect the natural look of your content.

To disable HDR, follow these simple steps:

1. Open the camera app on your smartphone.
2. Look for the settings or options menu within the camera app. It is typically represented by an icon resembling a gear or three dots.
3. Once you access the settings, locate the HDR option. It may be listed as "HDR" or "High Dynamic Range."
4. Tap on the HDR option to access its settings.
5. Choose the option to turn off HDR or disable it.
6. Exit the settings menu and proceed to capture your images or videos.

Don't underestimate the power of utilizing the right equipment to elevate your visual storytelling. By paying attention to these details, you can enhance the credibility and impact of your visual content, engaging your audience and leaving a lasting impression.

**NOW THAT WE HAVE CREATED A PLAN FOR WHAT CONTENT WE WANT TO CAPTURE AND SETTING OUR STAGE, LET'S DIVE INTO ACTUALLY CAPTURING THE CONTENT!**



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## TIPS FOR CAPTURING ENGAGING VISUALS

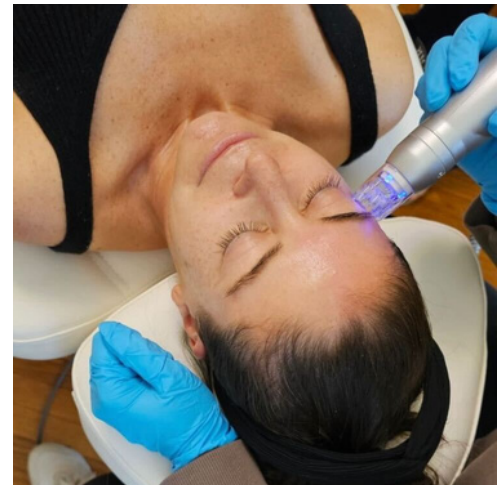
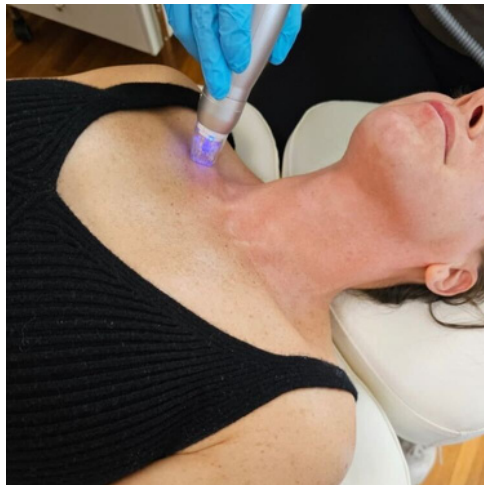
Capturing engaging visuals is essential for successful social media marketing. In this section, we will explore valuable tips to elevate the quality and impact of your visual content, attracting and captivating your audience in a dynamic way.

### **MULTIPLE ANGLES**

Capture 2-3 Different Angles for a Dynamic Effect

Capture your visuals from different angles to create a dynamic and engaging experience for your audience. Move around the subject or treatment to capture different perspectives.

### ITS ALL IN THE ANGLES



### **RECORDING VIDEOS AT LEAST 5-10 SECONDS LONG**

Enhancing Engagement and Creating Dynamic Visuals

Recording videos that are at least 5-10 seconds long is essential for creating dynamic and engaging visuals. It provides sufficient time for attention and understanding, creates a dynamic experience, increases visual appeal and variety, and supports storytelling and expert demonstration.



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## PLANNING AHEAD

Planning ahead and streamlining your content creation process is key to successful social media marketing. By setting aside dedicated time and organizing your efforts, you can ensure a consistent and engaging presence online. Taking a proactive approach to content creation allows you to maximize productivity, maintain a steady flow of captivating visuals, and effectively engage your audience.

### SET A MONTHLY CONTENT BATCH DAY

#### Streamline Content Creation

To stay on top of your social media marketing, it's recommended to dedicate one day each month to capturing all the necessary visuals. This content batch day should be added to everyone's calendar to eliminate surprises and ensure everyone is prepared and ready to participate. This dedicated time slot, which typically takes around 2 to 3 hours, allows for efficient content creation and provides you with a consistent flow of content to share with your audience.

This streamlines the process, maximizes productivity, and enables you to capture a month's worth of visuals in a single session. As a result, you'll have a valuable backlog of content to draw from whenever needed, ensuring a steady and engaging presence on social media.

### STAFF TREATMENTS

#### Instagram-Worthy Content Opportunities

When your staff members receive treatments, it's a prime opportunity to capture Instagram-worthy content. These moments should be marked in your calendar as content dumps, as your audience loves to see staff testimonials and their enthusiasm for the treatments you offer. Showcasing your staff's firsthand experiences will further engage and build trust with your followers.

### ADDING YOUR DEDICATED ACCOUNT MANAGER TO CONTENT DAYS

#### Collaborate for Success

To ensure a smooth content creation process, it's recommended to add your dedicated account manager to your content days on the calendar. This way, they will be available to answer any questions or provide assistance if you encounter any issues while creating your content. We are here to support you every step of the way!

## MAINTAINING PATIENT CONFIDENTIALITY

- Prohibit or set limitations on the photographic use of cellphones and other portable electronic devices as part of organizational policy.
- Train staff members on HIPAA and state privacy laws, and educate them about the consequences of violating these laws by posting content on social media that contains patient details or identifying information. Provide real-life examples to illustrate intentional and inadvertent privacy breaches.
- Ask staff members to sign confidentiality agreements, and maintain a signed copy of the agreement in each employee's personnel file.
- When posting content containing patient identifiable information to the organization's social media sites, ensure patient consent is obtained. The consent should explicitly state how the information will be used. Have someone who is familiar with HIPAA and state privacy regulations review social media content to ensure information does not violate patient confidentiality.
- Be aware that responding to a patient post or review on a social media site might violate HIPAA or state privacy laws.
- Understand the technical limitations and terms and conditions of any social media sites that you plan to use. For example, information sent via messaging functions likely is not encrypted, and the site might maintain the right to access any personal information. (Cited from <https://www.medpro.com/>)



**When in doubt, double check! This is an important step in maintaining your integrity and credibility as a practice.**



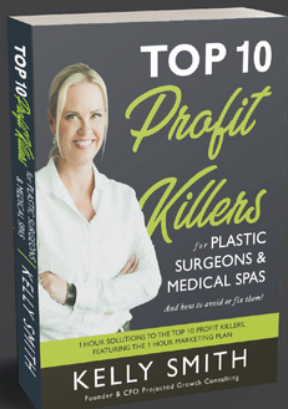


# CONGRATULATIONS!

You now have a solid understanding of capturing organic content for your social media marketing. Now armed with this comprehensive guide, you have the tools and knowledge to create captivating organic content and master the art of visual storytelling.

So go ahead, unleash your creativity, and let your social media presence shine as bright as the remarkable results you deliver in your aesthetic practice. Remember, high-quality visuals can make a significant impact on your medspa's online presence. Start capturing engaging visuals, showcase your brand's unique flair, and watch your social media engagement soar.

Happy capturing!



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*Kelly Smith*

Kelly Smith, Founder and CFO

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