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Facebook and Instagram ads for clinics: the complete UK guide

Adverts on Facebook and Instagram reach people before they start searching. This guide explains how clinics can use them well and stay within Meta's health policies and UK advertising rules.

How Meta advertising differs from Google

Google answers a search. Meta interrupts a scroll. People on Facebook and Instagram are not looking for a clinic at that moment, so your advert has to earn attention and explain why it is relevant.

That makes Meta well suited to raising awareness of a new clinic, promoting an open evening, introducing a service that people do not know is available privately, and staying visible to people who already follow you.

Setting up properly

- Create a Meta Business portfolio that the practice owns, not an individual member of staff
- Connect your Facebook page and Instagram account
- Verify your domain
- Install the Meta pixel only with a consent banner that lets visitors refuse it
- Decide which actions count as a result, such as a lead form or a booking

Audiences without health targeting

Meta does not allow you to target people because of a health condition, and it has removed many detailed targeting options that touched on health. For a clinic this matters less than it sounds.

Location, age range and broad interests are usually enough. Meta's system then learns who responds. A radius around your clinic, an age range that matches your typical patient and good creative will outperform narrow targeting.

Adverts for cosmetic procedures and weight loss must be shown only to adults aged 18 and over.

Creative that earns attention

The image or video does most of the work. Real photographs and short videos of your clinicians and your clinic perform better than stock images.

- Open a video with the subject in the first two seconds
- Add captions, because most people watch without sound
- Show the person the patient will meet
- Keep text on images short
- Make several versions and let the results decide

Writing copy that passes review

Meta's personal attributes policy is the most common reason health adverts are rejected. An advert must not state or imply that it knows something about the viewer's health.

Write about the service, not about the viewer. A line that asks whether you are struggling with a condition is likely to be rejected. A line that says the clinic offers assessments for that condition is acceptable.

Avoid before and after images, promises of results and wording that could make a viewer feel bad about their body. The advert checker on this page will flag common problems in your own draft.

Lead forms or your website

Meta's instant forms collect a name and contact details without leaving the app. They produce more leads at a lower cost, but the leads are often less committed. Sending people to your website produces fewer enquiries of higher quality.

Whichever you choose, do not ask for clinical details in the form. Ask only for what you need to arrange a conversation, and reply quickly, because interest fades within hours.

Tracking and privacy on health websites

The Meta pixel sends information about visits to Meta. On a health website that information can be sensitive. Use the pixel only with consent, do not place it on pages that reveal a specific condition unless you are confident about what is sent, and never send health details as custom data.

Since 2025 Meta has limited the conversion events that some health and wellness websites can use for optimisation. Check how your website is categorised in Events Manager, and be prepared to optimise for an earlier step such as a landing page view or a lead form.

UK advertising rules still apply

- Prescription-only medicines must not be advertised to the public
- Cosmetic interventions must not be advertised to under-18s
- Claims need evidence that you hold before the advert runs
- Paid partnerships and gifted posts must be labelled as adverts

- Time-limited offers for cosmetic procedures conflict with GMC guidance

Budgets and measuring results

A local clinic can test with a modest daily budget. Run each test for at least two weeks so that the system has enough data.

Judge the campaign on the cost of a booked consultation, not on likes or reach. Ask every new patient how they heard of you, because many people see an advert, search for you later and book through Google.

A simple first campaign

Choose one service with capacity. Film a thirty-second introduction with the clinician who provides it. Target adults within a sensible distance of the clinic. Send them to a page about that service with a booking option. Run it for a month, then review the cost of each booked consultation.

Related pages

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Common questions

Can clinics advertise on Facebook and Instagram?

Yes. Clinics can advertise their services if the adverts follow Meta's health policies and the UK advertising code.

Why does Meta keep rejecting my clinic's adverts?

The usual causes are wording that implies knowledge of the viewer's health, before and after images, and references to prescription-only medicines. Rewrite the advert to describe the service instead of the viewer.

Can I advertise Botox on Instagram?

No. Botulinum toxin is a prescription-only medicine, and UK law does not allow it to be advertised to the public on any platform.

Do I need the Meta pixel?

It helps Meta measure and improve results, but it is not essential. On a health website it must be used with consent and with care about what information is shared.

Checklist

- ☐ The practice owns its Meta Business portfolio
- ☐ Our adverts describe the service, not the viewer
- ☐ Cosmetic and weight loss adverts are shown only to adults
- ☐ The pixel runs only with consent
- ☐ Our forms do not ask for clinical details
- ☐ We judge campaigns on the cost of a booked consultation

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