MOSEBURY MEDIA

Instagram content ideas for aesthetic clinics that follow the rules

Clinics often ask what they can post once prescription-only medicines are off the table. There is a great deal, and much of it performs better.

Content that works and complies

- Meet the practitioner posts with qualifications and registration
- A walk through the clinic and the consultation process
- Skin health education, such as sun protection and skincare ingredients
- Answers to common questions about safety and aftercare
- Explanations of facial ageing and anatomy
- Consented results for treatments that are not prescription-only

A simple weekly rhythm

Three posts a week is enough. We suggest one educational post, one post that shows the people and the place, and one post that answers a patient question. Stories can show daily life in the clinic.

What to avoid

Avoid naming prescription-only medicines in captions, images or hashtags. Avoid countdown offers and prize draws for treatments. Avoid any wording that suggests a viewer needs treatment.

Measure what matters

Follower numbers matter less than profile visits, link clicks and enquiries. Review those figures monthly and repeat the formats that lead to bookings.

Related pages

- Instagram marketing
- Social media marketing

Common questions

How often should an aesthetic clinic post on Instagram?

Two or three good posts a week, with regular stories, is enough for most clinics.

Can I share patient testimonials on Instagram?

Yes, if they are genuine and you have consent. A testimonial must not make a claim that you could not make yourself.

Checklist

- ☐ We post two or three times a week
- ☐ Our profile shows qualifications and registration
- ☐ We publish educational posts
- ☐ We avoid offers and prize draws for treatments
- ☐ We review profile visits and enquiries each month

Published by Mosebury Media on 27 November 2026 at https://moseburymedia.co.uk/insights/instagram-content-ideas-for-aesthetic-clinics.html. This guide is general information and is not legal or regulatory advice. Copyright © 2023 Mosebury Media. Contact: hello@moseburymedia.co.uk