



Social Media *for* Small Business

Medical Spa Sample Posts

Social Media for Small Business is a content program designed to provide small businesses with a steady flow of engaging Facebook, Instagram and/or Twitter posts in a variety of formats to boost their social media presence and grow their business.

Content creation for the program is targeted to a variety of industries, with customized packages businesses can choose from to highlight their specific products and services.

1. Ask a Question

Serenity Medical Spa
1 hr •

Wondering how you can customize your lash extensions? Check out this handy graphic to see the difference between a petite, natural and full set of lash extensions. If you want to experience the miracle of lash extensions, give us a call. Serenity Medical Spa. Beauty Is Our Business. <http://bit.ly/2D9jV10>

201
12 Comments
5 Shares

Like
Comment
Share

Jill Smith More lashes please.

2. Ask for a Response

Serenity Medical Spa
1 hr •

C'mon ladies, take a selfie and show us your lashes! Post your best "eyelash-batting" photo (or video) in the comments. Let's see those lashes. Serenity Medical Spa. Beauty Is Our Business.

40
21 Comments
16 Shares

Like
Comment
Share

Maria Alvarez

3. Statistic With a Question

Serenity Medical Spa
1 hr •

According to skincare expert, Renee Rouleau, the chin and jawline area is the most common place to get acne—especially in women over the age of 20. As your hormones fluctuate and skincare habits slip, bacteria grows and breakouts happen. Here's an article that tells you what causes jawline acne and how to clear up your complexion. Serenity Medical Spa. Beauty Is Our Business.

WOMENSHEALTHMAG.COM
Why You Get Spots on Your Jawline
The expert guide to acne

201
2 Comments
15 Shares

Like
Comment
Share

Gunther Barron That explains a lot. Acne is such a pain.

5. Awareness Months/Weeks/Days

Serenity Medical Spa
1 hr •

September is Skin Care Awareness Month. Here are some tips from The American Academy of Dermatology.

AAD.ORG
Tips for National Healthy Skin Month | American Academy of Dermatology

187
17 Comments
108 Shares

Like
Comment
Share

Adele Lopez Good to know!

4. Infographic

Serenity Medical Spa
1 hr •

Check out this “Ultimate Anti-Aging” infographic for tips to look your best at any age. Serenity Medical Spa. Beauty Is Our Business.

102
13 Comments
46 Shares

Like
Comment
Share

Gunther Barron Thanks!

6. Holiday gift reminders

Serenity Medical Spa
1 hr •

There's still time to get your special someone a gift card! Stop by today and we'll hook you up. Happy Holidays! Serenity Medical Spa. Beauty Is Our Business.

24
4 Comments
24 Shares

Like
Comment
Share

Eric Viera Good idea!

7. Inspirational or Motivational Post

Serenity Medical Spa 1 hr • 🌐



235 17 Comments 49 Shares

Like Comment Share


Write a comment...

Jeff Thomas Amen!

8. Seasonal Tip

Serenity Medical Spa 1 hr • 🌐

'Tis the season to be glam. Here are 10 holiday makeup looks that will inspire you to experiment with sparkling eyes, bold lips, and major glow during the holidays.
Serenity Medical Spa. Beauty Is Our Business.



14 3 Comments 23 Shares

Like Comment Share


Write a comment...

Pan Guanyu Holiday Glam, here I come.

9. Wellness & Prevention

Serenity Medical Spa 1 hr • 🌐

The Surprising Benefits of Botox: The wrinkle treatment can be preventive--just don't go overboard. Botox, Dysport, and Xeomin are all used to counter wrinkles.
Schedule a consultation with our doctor to determine the best approach for you to counter wrinkles.



107 6 Comments 34 Shares

Like Comment Share

Write a comment...

Alexa Nowinski I never considered using Botox to prevent future wrinkles.

10. Informational Posts

Serenity Medical Spa 1 hr • 🌐

The smaller a molecule, the more easily it gets into the skin. Because glycolic is the smallest of all the acids, it yields the most dramatic results. There's a reason glycolic is the acid used the most in anti-aging products and doctor's-office peels. . . It regenerates collagen, thickens the epidermis and dermis, and evens skin tone.
Serenity Medical Spa. Beauty Is Our Business.



57 4 Comments 67 Shares

Like Comment Share

Write a comment...

Kris Maschke Good to know!

11. Video Content Links

Serenity Medical Spa
1 hr •

Have you tried sugaring for hair removal? Watch the latest episode of The SASS with beauty vloggers Sharzad and Susan to see them get sugared and learn more about this form of hair removal. If you want to give sugaring a try, call us to book an appointment. Serenity Medical Spa. Beauty Is Our Business.

17
7 Comments
14 Shares

Like
Comment
Share

Write a comment...

Phil Jones I had no idea this was a thing.

12. News Articles & Links

Serenity Medical Spa
1 hr •

We get it: everyone loves a good deal, which makes incredible beauty discounts online hard to resist. But consider this before price shopping your beauty and skincare routine from an unauthorized dealer (most likely on Amazon): Counterfeit beauty products have become increasingly common and can cause serious harm. Here's an article worth a read... Serenity Medical Spa. Beauty Is Our Business.

CHARLOTTESBOOK.COM
Counterfeit Beauty Products: The Ugly Truth About Fake Beauty

60
5 Comments
12 Shares

Like
Comment
Share

Write a comment...

Aurora Johnson Thanks for the info!

Personalized Posts Highlight Your Business

Do you want to incorporate personalized posts each month to showcase special events, your staff, or other topics specific to your business? We can do that.

Select "Personalized Posts" in your package and each month you will work directly with our staff to develop a personalized post for your business. Personalized posts are available as an additional option once you have selected a minimum package of \$300 in base monthly posts.

Serenity Medical Spa
1 hr •

Secret Santa is here! Your makeup-obsessed coworker would love the limited edition "Dance with Me" refillable compact by Jane Iredale. This special gift is already boxed & ready to give, so there's one less gift to wrap this holiday season. Come by and purchase one at Serenity Medical Spa. Serenity Medical Spa. Beauty Is Our Business.

LIMITED EDITION
"Dance With Me"
Refillable Compact

Serenity
MEDICAL SPA

17
7 Comments
14 Shares

Like
Share

Write a comment...

Phil Jones I know what my wife is getting!