

CROSS X AGENCY

CONTENT DROP FIELD GUIDE

The Med Spa Social Content Playbook

A practical system for med spas, injectors, aesthetic practices, and treatment providers to plan one focused shoot and deploy the footage for eight weeks.

**35 video directions + hooks + shoot map +
8-week calendar + trust guardrails**



THE OPERATING SYSTEM

Make every post do a job

A strong med spa content library answers questions, shows responsible proof, makes the team recognizable, and gives the right patient a clear next step.

10 VIDEOS Educate Explain candidacy, expectations, preparation, aftercare, timing, and the difference between common treatment paths.	10 VIDEOS Prove Show the provider, consultation approach, environment, protocols, and approved patient stories without implying guaranteed outcomes.
10 VIDEOS Humanize Turn clinicians and front-desk staff into familiar people through opinions, routines, FAQs, and behind-the-scenes moments.	5 VIDEOS Convert Invite a consultation, explain the booking process, answer the last objection, or frame one timely service without hard-selling every post.
Shoot rule	Record two hooks and two endings for every core idea. One extra minute on set can create several distinct posts.

IDEA BANK

35 useful videos from one focused shoot

Replace the generic subject with your actual services, providers, patient questions, and approved proof.

EDUCATE Five quick wins Who is a candidate? What should someone expect? Prep checklist Aftercare mistake Treatment A vs. treatment B	EDUCATE Five trust builders One myth to correct What changes the recommendation? When to wait Timeline explained First consultation walkthrough
PROVE Five visual stories Room prep Provider setup Device close-up Consultation notes Approved before-and-after context	PROVE Five authority stories Provider training Why protocols matter Case review method Product selection One patient journey with written permission
HUMANIZE Ten personality posts Team introductions Provider favorites Day in the practice Rapid-fire myths This-or-that Comfort details Skincare habits Front-desk FAQ Trend reaction Team ritual	CONVERT Five next-step posts Book a consultation Who this service fits What happens after the form Seasonal planning How treatment plans are built

SCRIPT KIT

Hooks and endings that sound human

Use these as structures, not rigid scripts. Keep the provider's normal vocabulary and remove any claim the team cannot support.

HOOK Start with the decision "If you are deciding between [A] and [B], this is the first thing I would look at."	HOOK Name the misconception "The biggest misunderstanding about [treatment] is not what most people think."
HOOK Set expectations "Here is what we want every first-time patient to know before booking."	HOOK Use a real question "We get asked this in consultations every week: [question]."
ENDING Consultation CTA "The right next step is a consultation so we can talk through your goals and whether this is appropriate for you."	ENDING Save/share CTA "Save this for your next appointment, and bring the questions that matter to you."

Claim check	Avoid absolutes, guaranteed outcomes, and implied universal results. Use documented consent for every identifiable patient story or image.
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SHOOT-DAY MAP

Protect the high-value footage first

Schedule around provider energy, room access, patients who have given written permission, and the moments the business cannot easily recreate.

0:00-0:30	Clean exteriors, lobby, treatment rooms, product details, devices, uniforms, and team arrivals.
0:30-1:45	Provider education in batches: candidacy, expectations, myths, comparisons, prep, aftercare, and consultation questions.
1:45-2:30	Approved proof: protocols, room setup, treatment walkthroughs, provider process, and permissioned stories.
2:30-3:15	Human moments: introductions, quick opinions, team routines, trends, and behind-the-scenes sequences.
3:15-4:00	Conversion clips, alternate hooks, alternate endings, missing b-roll, and clean pickup shots.

- ☐ Choose 2-4 on-camera people and confirm their schedule.
- ☐ List services that can be discussed without unsupported claims.
- ☐ Collect written releases before recording any patient.
- ☐ Prepare approved before-and-after assets with context.
- ☐ Confirm music, uniform, room, and brand-appearance rules.
- ☐ Create a no-film list for restricted information and spaces.

EIGHT-WEEK DEPLOYMENT

A repeatable publishing rhythm

Rotate content jobs so the feed does not become eight straight treatment explainers or eight straight offers.

WEEK 1	Provider introduction Consultation FAQ Treatment-room detail First-visit CTA
WEEK 2	Candidacy explainer Team personality Protocol proof Myth correction
WEEK 3	Treatment comparison Approved story Day-in-the-practice Save-this checklist
WEEK 4	Preparation tip Provider point of view Device or product detail Consultation CTA
WEEK 5	Aftercare tip Comfort detail Staff favorite Expectation-setting video
WEEK 6	Common objection Provider training Team trend What happens after the form
WEEK 7	Timeline explainer Case-review process Front-desk FAQ Seasonal planning
WEEK 8	First-time patient guide Team recap Myth round-up Personalized-plan CTA

PRE-PUBLISH GUARDRAILS

Trust is part of the creative

Use this check before the post reaches the scheduler. Applicable rules vary by service, provider, platform, and location, so this is an operating checklist rather than legal advice.

- ☐ The claim is accurate, supportable, and not a guarantee.
- ☐ The post does not imply that one outcome is typical for every patient.
- ☐ The patient signed a written release covering the intended use.
- ☐ The visual does not expose protected or private information.
- ☐ Before-and-after context, timing, and relevant disclaimers are clear.
- ☐ The provider reviewed clinical wording when needed.
- ☐ The CTA invites an appropriate next step, not a promised result.
- ☐ The caption and on-screen text match what the provider actually says.

Turn the plan into a Content Drop

Cross X Agency can turn your services, providers, proof, and offers into a focused production day and a reusable short-form content library.

PLAN A CONTENT DROP