

Adolescent Health

Teen Well-Child Visits

Social Media Posting Guide



Thank you for downloading the **Adolescent Health Teen Well-Child Visits** **Social Media Campaign!**

Use this toolkit for quickly creating posts on Facebook, Instagram, or your other social media platforms. In addition, you can also use these assets on your website and in e-mails to patients.

This toolkit includes:

- Guidance on when to post on each platform for maximum reach
- Copiable social media post text with a custom hashtag strategy and resource URLs (where appropriate).
- Downloadable image graphics (JPGs) to pair with the social media post text

How To Use This Guide:

- 1 Review social media best practices and posting guidance in this PDF to determine the best time to post for your audience.
- 2 Find the post you'd like to share on your social media platforms in this PDF and copy the post text and hashtags.
- 3 Open the "Graphics" folder and find the corresponding image to the post you'd like to use.
- 4 Open your social media platform of choice, paste your copied text and hashtags in the posting area.
- 5 Upload the corresponding graphic and post.



Make the Most of Your Social Media Platforms

Best Practices for Identifying the Most Impactful Platforms

Each social media platform has a unique audience with equally unique engagement habits. To make the most impact with this social media toolkit, please consider the following:

There are five commonly agreed upon generations currently identified in the United States. Each of these generations leverage specific social media platforms, including:

- **Gen Z, iGen, or Centennials:** Born 1996 – TBD
 - ▷ TikTok, SnapChat, YouTube
- **Millennials or Gen Y:** Born 1977 – 1995
 - ▷ Instagram, Facebook, Pinterest
- **Generation X:** Born 1965 – 1976
 - ▷ Facebook, LinkedIn
- **Baby Boomers:** Born 1946 – 1964
 - ▷ Facebook
- **Traditionalists or Silent Generation:** Born 1945 and before
 - ▷ NA

When choosing where to post, consider your patient roster, and select the appropriate platform accordingly.

Best Practices for Hitting High-Traffic Posting Windows

Each social media platform has specific peak-traffic times based on their unique user base. If you intend to mass post across platform, it's best to choose the most highly-trafficked times. Use this data to make the most informed posting decisions.

Highest-Traffic Windows Across Platform:

7 am to 9 am CT | 1 pm to 3 pm CT | 7 pm to 9 pm CT

Highest-Traffic Days Across Platform:

Wednesday | Thursday | Tuesday | Friday

Platform Specific Posting Windows

If you are choosing to post on a single platform like Facebook, Instagram, or LinkedIn, use the timetables below to schedule your posts for maximum impact:

Facebook:

- **Monday:** 5 am to 3 pm CT
- **Tuesday:** 6 am to 3 pm CT
- **Wednesday:** 6 am to 3 pm CT
- **Thursday:** 5 am to 3 pm CT
- **Friday:** 6 am to 3 pm CT
- **Saturday:** 7 am to 2 pm
- **Sunday:** 10 am to 3 pm

Instagram:

- **Monday:** 9 am to 10 am CT
- **Tuesday:** 9 am to 10 am CT
- **Wednesday:** 5 am, 11 am, or 3 pm CT
- **Thursday:** 12 pm or 5 pm CT
- **Friday:** 9 am to 10 am or 5 pm to 6 pm CT
- **Saturday:** 8 am to 12 pm CT
- **Sunday:** 10 am to 2 pm CT

LinkedIn:

- **Monday:** 1 pm CT
- **Tuesday:** 8 am to 10 am CT
- **Wednesday:** 2 pm CT
- **Thursday:** 4 pm CT
- **Friday:** 10 am CT
- **Saturday:** 6 am to 7 am CT
- **Sunday:** 8 pm CT

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POST 01



Post Copy:

There's a lot happening with your teen – from growth spurts and new interests to new social dynamics and learning more complex information at school. It's a lot to balance for a young person, making regular yearly visits to their doctor even more important. These appointments help to make sure your teen feels supported and create regular opportunities for their doctor to screen for common health issues. Call your pediatrician to schedule your teen's visit today! **#Teen #TeenHealth #AdolescentHealth #FamilyHealth #HighSchool #MiddleSchool #HealthyTeens #HealthyKids #Pediatrics #Pediatrician #WellVisit #CheckUp**

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POST 02



Post Copy:

Did you know teens should see their pediatrician at least once a year, every year, between the ages of 11 and 21? This is a time of physical and emotional growth that should be monitored to ensure teens are growing up healthy and happy. Help your child make the most of their teen years by scheduling an appointment with their doctor today! **#Teen #TeenHealth #AdolescentHealth #FamilyHealth #HighSchool #MiddleSchool #HealthyTeens #HealthyKids #Pediatrics #Pediatrician #WellVisit #CheckUp**

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POST 03



Post Copy:

Teen well-child visits are just as helpful to parents as they are to teens! Your child's doctor has a wealth of knowledge about how to better engage with them, how to monitor their well-being, and what to do if you need to intervene on any specific behaviors. Schedule their well-child visit today and get the support you need to help your teen stay happy and healthy! #Teen #TeenHealth #AdolescentHealth #FamilyHealth #HighSchool #MiddleSchool #HealthyTeens #HealthyKids #Pediatrics #Pediatrician #WellVisit #CheckUp

Artwork Filename:

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POST 04



Post Copy:

As your child grows, their relationship with their pediatrician changes. Once your child becomes a teen, routine well-visits are about more than growth charts and vaccines – they are about helping empower your child to take an active role in their own health. These visits allow your teen to ask hard questions about social dynamics, sex and relationships, mental health, substance use, and more. Help them tackle their teen years with the support of their doctor. Schedule a well-visit once a year! #Teen #TeenHealth #AdolescentHealth #FamilyHealth #HighSchool #MiddleSchool #HealthyTeens #HealthyKids #Pediatrics #Pediatrician #WellVisit #CheckUp

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POST 05



Post Copy:

They say it takes a village! When it comes to talking about tough topics with your teen, you don't have to do it alone. Your pediatrician is a great resource for learning how to tackle these subjects in an open and supportive way that can help you build a stronger, healthier relationship. Give your pediatric office a call and schedule their yearly well-visit today! #Teen #TeenHealth #AdolescentHealth #FamilyHealth #HighSchool #MiddleSchool #HealthyTeens #HealthyKids #Pediatrics #Pediatrician #WellVisit #CheckUp

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POST 06



Post Copy:

Most times, your teen will need physical clearance to participate in activities like school and intermural sports, summer camps, and even after school programs! Ensure your teen doesn't miss out on the fun by scheduling their annual well-visit with their pediatrician each year. This will help you make sure they are growing up healthy and happy and keep them doing the things they love. #Teen #TeenHealth #AdolescentHealth #FamilyHealth #HighSchool #MiddleSchool #HealthyTeens #HealthyKids #Pediatrics #Pediatrician #WellVisit #CheckUp

Artwork Filename:

ICAAP_AH-SocialMedia_Teen-Well-Visit_06.jpg