

What Should I Post on Social Media to Attract New Patients?

1.5 – 2.5 hours + Q&A | Weekly Roundup Ideas included

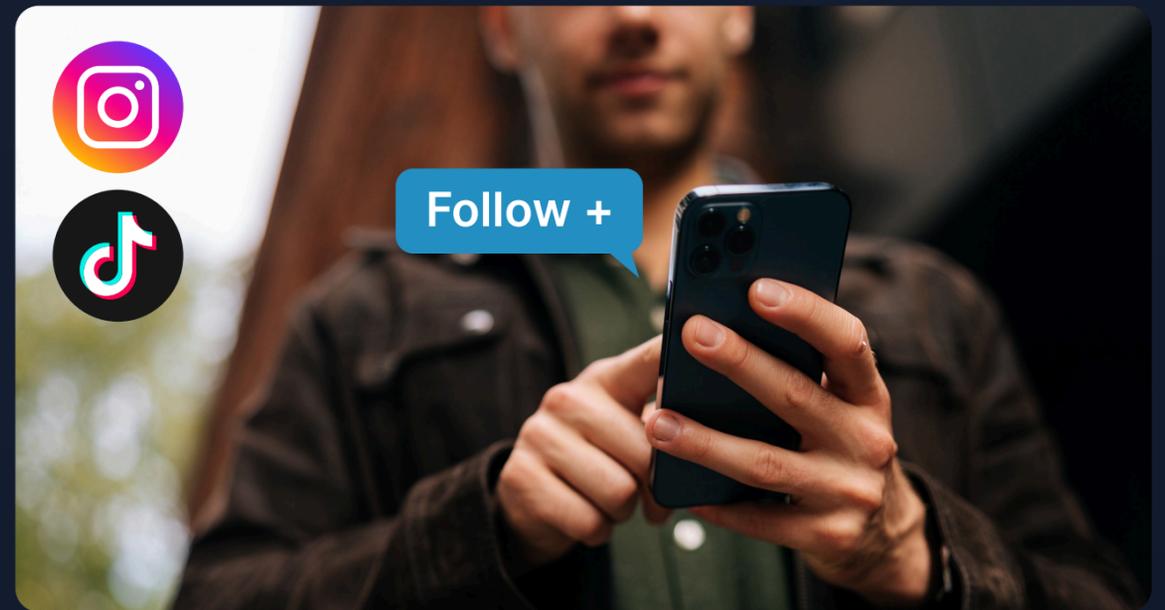
You used to post on social media for attention, branding, and “awareness,” but it did not meaningfully influence search visibility the way websites did. **That world is over.**

Today, AI engines highly value social media posting and are using your posts in ranking. In other words, posting to your social media accounts helps increase recommendations from AI search engines like ChatGPT and Google Gemini. If you want to be found online and increase online referrals, short-form video is the fastest path, and AI makes consistent publishing realistic for busy teams.

In this session, you will learn a practical, repeatable system to publish short-form videos that attract attention, build trust, and drive appointments.

You will also learn how to use AI to accelerate idea generation, scripting, and content planning so your team can stay consistent without burning out.

View a video breakdown from Adrian to learn more about this presentation.



LEARNING OBJECTIVES:

- Learn how AI search engines heavily rely on social media posting and why consistency improves the odds of being surfaced and recommended.
- Discover why short-form video drives higher reach and interaction than image posting, and how that changes what your team should capture each week.
- Implement a simple posting cadence that prevents missed weeks and keeps your practice visible without adding chaos to the schedule.
- Learn how to use AI to generate ideas, hooks, scripts, and captions faster while keeping content on-brand, human, and compliant. You’ll learn how to create videos with AI software dramatically speeding up your content creation process.
- Attendees will receive free weekly short-form video ideas and prompts to help them be consistent, relevant, and attract new local patients. Normally \$99/month, at no cost.