Chiro Posting Steps

Honest, sourced chiropractic posts, inside your scope.

Name: _____ **Date:** _____

1. Rules first

Board, ethics, payers, HIPAA, FTC.

2. Who you see

Patients, focus, and who you refer.

3. Pillars

Five or six, plus safety.

4. Safety post

CDC stroke signs, 911, 988. Pin it.

5. Your title

Say chiropractor or DC. State license.

6. No promises

No testimonials, cures or pain-free.

7. Source facts

NCCIH, CDC, Medicare wording.

8. Rhythm

Two or three posts a week.

9. Replies, review

No diagnosis by DM. Check monthly.

What this planner is and is not

A plan for honest clinic posts, not a diagnosis for any one patient.

Is Public education and logistics	Pillars, dates, care checks
Is not Not emergency care	A diagnosis, plan or promise
Care No patients or X-rays as proof	Sourced, modest, private

Say it on every safety post: this account is not monitored for emergencies.

Sudden numbness, confusion, trouble speaking or seeing: call 911 (CDC).

B.E. F.A.S.T. Do not drive yourself. Crisis: call or text 988.

Not emergency care. Not affiliated with ACA, FCLB, NCCIH, CDC or CMS.

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Chiro Content Planner

Four weeks of pillars, post ideas and care checks.

Name: _____ **Date:** _____

Week	Pillar	Post idea	Care check
Week 1, A			
Week 1, B			
Week 2, A			
Week 2, B			
Week 3, A			
Week 3, B			
Week 4, A			
Week 4, B			

Practice details and replies

State licensed in, board lookup link: _____

How I write my title (DC): _____

Who I see, and who I refer out: _____

Sources I trust (NCCIH, CDC, CMS): _____

Standard reply to symptom DMs: _____

Who checks DMs and reviews: _____

Posts to pin (safety, license, book): _____

Highlights to update this month: _____

911 emergencies. 988 crisis. Not emergency care. Not monitored.

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Chiro Post Care Check

Read each post as a worried new patient would first.

Name: _____ **Date:** _____

Check	Post 1	Post 2	Post 3	Post 4
Title says chiropractor or DC	☐	☐	☐	☐
No cure, outcome or pain-free claim	☐	☐	☐	☐
No non-musculoskeletal claim	☐	☐	☐	☐
No testimonial or adjustment video	☐	☐	☐	☐
No patient images or X-rays	☐	☐	☐	☐
Source on any fact, its own verbs	☐	☐	☐	☐
Gifts and paid links disclosed	☐	☐	☐	☐
911 and 988 lines if needed	☐	☐	☐	☐
Says general information	☐	☐	☐	☐

Chiro posting pocket cards (cut out)

Privacy Written OK first	Title Chiropractor or DC	Promises None, ever
Claims Spine and joints	Evidence Keep the may	Patients No testimonials
Facts Cite the source	Stroke signs Call 911 now	Crisis Call or text 988

General information, not medical advice. 911 or 988. Not monitored.

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