Couples Therapist Posting Steps

Fair to both partners, private, and safe on every post.

Name: _____ **Date:** _____

1. Rules first

Board, AAMFT or your code, policy.

2. Who you see

Couples, families, states, online.

3. Pillars

Five or six, with privacy and safety.

4. Safety post

911, DV Hotline, 988. Pin it.

5. Secrets policy

Explain it plainly. Match consent.

6. Both partners

Write to the relationship.

7. Calm design

No stock couples. Add alt text.

8. Rhythm

Two or three posts a week.

9. Replies, review

Standard DM reply. Check monthly.

What this planner is and is not

A plan for fair, ethical couples posts, not a script for any one couple.

Is Public education and logistics	Pillars, dates, care checks
Is not Not a crisis service	Therapy, advice, a promise
Care No client stories, ever	Neutral, inclusive, private

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

Danger: 911 · DV Hotline 1-800-799-7233 or text START to 88788

Crisis: call or text 988 · Couples therapy may not fit if there is abuse.

Not affiliated with AAMFT, ACA, APA, The Hotline or 988 Lifeline.

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Couples 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

Licenses I hold and states I serve: _____

Who I see (couples, families, premarital): _____

Secrets policy in one plain line: _____

Standard reply to personal DMs: _____

Who checks comments and DMs: _____

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

Highlights to update this month: _____

Remove or archive this month: _____

911 · DV Hotline 1-800-799-7233 · 988 · Account not monitored for emergencies

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Couples Post Care Check

Read each post aloud as each partner before it goes live.

Name: _____ **Date:** _____

Check	Post 1	Post 2	Post 3	Post 4
Fair to both partners	☐	☐	☐	☐
No diagnosis or labels	☐	☐	☐	☐
No promise to save a couple	☐	☐	☐	☐
No client or couple details	☐	☐	☐	☐
Inclusive of all partners	☐	☐	☐	☐
Abuse kept apart from conflict	☐	☐	☐	☐
No testimonial or review ask	☐	☐	☐	☐
Crisis and DV lines if needed	☐	☐	☐	☐
License and states accurate	☐	☐	☐	☐

Couples posting pocket cards (cut out)

Both Write to the couple	Privacy No client stories	Secrets Point to your policy
Safety Abuse is not conflict	Words Partners, not roles	Promises None, ever
Reviews Never ask clients	DMs Kind standard reply	Help 911 · Hotline · 988

Education, not therapy. 911 · 1-800-799-7233 · 988 · Not monitored for emergencies

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Couples Therapist Instagram Templates

Holiday sale on Etsy until Dec 2: about $22.08, was $28

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