Esthetician Posting Steps

Honest, sourced skin care posts that stay in your scope.

Name: _____ **Date:** _____

1. Rules first

Board, scope, FDA, HIPAA, FTC.

2. Your limits

Services, devices, and who you refer.

3. Pillars

Five or six, plus safety.

4. Safety post

Patch test, reactions, 911. Pin it.

5. Your title

State title and license number.

6. No promises

No drug claims or before and afters.

7. Source facts

AAD and FDA wording, named.

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 skin care posts, not advice for any one client.

Is Public education and logistics	Pillars, dates, care checks
Is not Not emergency care	A diagnosis or a promise
Care No client photos without consent	Sourced, modest, private

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

Product reaction: wash off, stop, call your doctor. Report to FDA.

Swollen lips or throat, trouble breathing: call 911 now.

Changing spot: see a dermatologist. Not affiliated with AAD or FDA.

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Esthetician 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			

Studio details and replies

State, title and license number: _____

Board license lookup link: _____

Services and devices my license allows: _____

Who I refer to (dermatologist): _____

Sources I trust (AAD, FDA, board): _____

Standard reply to skin photo DMs: _____

My photo consent rule: _____

Posts to pin, highlights to update: _____

911 emergencies. Not emergency care. Account not monitored.

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Esthetician Post Care Check

Read each post as a careful first-time client would.

Name: _____ **Date:** _____

Check	Post 1	Post 2	Post 3	Post 4
Title and license as state requires	☐	☐	☐	☐
Service within my state scope	☐	☐	☐	☐
No treat, heal or cure claim	☐	☐	☐	☐
No before and after as proof	☐	☐	☐	☐
No testimonial about a condition	☐	☐	☐	☐
No client photo without consent	☐	☐	☐	☐
Source named on any skin fact	☐	☐	☐	☐
Gifts and affiliate codes disclosed	☐	☐	☐	☐
911 and dermatologist lines if needed	☐	☐	☐	☐

Esthetician posting pocket cards (cut out)

Privacy No client stories	Title State title, lic #	Promises None, ever
Drug claims Leave them out	Scope Only what I may do	Photos Written consent
Facts Cite the source	Swelling Call 911 now	Spots See a dermatologist

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

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Esthetician Instagram Templates

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