Massage Posting Steps

Honest, sourced massage posts that read as professional.

Name: _____ **Date:** _____

1. Rules first

Board, ad rules, ethics, HIPAA, FTC.

2. Who you see

Clients, styles, and who you refer.

3. Pillars

Five or six, plus safety.

4. Safety post

CDC clot signs, 911, 988. Pin it.

5. Your title

State title and license number.

6. No promises

No cures, detox or testimonials.

7. Source facts

NCCIH, CDC, AMTA, FSMTB 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 massage 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 or stories	Sourced, modest, private

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

Swollen, painful, warm or red leg or arm: see a doctor soon (CDC).

Chest pain or trouble breathing: call 911 now. Crisis: call or text 988.

Not emergency care. Not affiliated with AMTA, ABMP, FSMTB, NCCIH or CDC.

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Massage 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, title and license number: _____

Board license lookup link: _____

Styles I am trained in, who I refer: _____

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

Standard reply to symptom DMs: _____

Inquiry and boundaries line: _____

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

Highlights to update this month: _____

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

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Massage Post Care Check

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

Name: _____ **Date:** _____

Check	Post 1	Post 2	Post 3	Post 4
License number if state requires	☐	☐	☐	☐
No cure, fix or pain-free claim	☐	☐	☐	☐
No detox or toxin claim	☐	☐	☐	☐
No testimonial about a condition	☐	☐	☐	☐
No client photos or stories	☐	☐	☐	☐
Clinical wording, no innuendo	☐	☐	☐	☐
Source on any fact, its own verbs	☐	☐	☐	☐
Gifts and paid links disclosed	☐	☐	☐	☐
911 and 988 lines if needed	☐	☐	☐	☐

Massage posting pocket cards (cut out)

Privacy No client stories	Title State title, lic #	Promises None, ever
Detox Leave it out	Evidence Keep the may	Draping Say how it works
Facts Cite the source	Chest pain Call 911 now	Crisis Call or text 988

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

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Massage Therapist Instagram Templates

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

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