PT Posting Steps

Private, honest posts about movement, inside your license.

Name: _____ **Date:** _____

1. Rules first

APTA Code, state board, policy.

2. Who you serve

Ages, settings, states, video.

3. Pillars

Five or six, plus privacy.

4. Safety post

911, 988, red flags. Pin it.

5. Credentials

PT, DPT, PTA only if held.

6. No promises

Sources, no timelines or miracles.

7. Private design

No patient faces or bodies.

8. Rhythm

Two or three posts a week.

9. Replies, review

No advice by DM. Check monthly.

What this planner is and is not

A plan for ethical PT posts, not a script for any one patient.

Is Public education and logistics	Pillars, dates, care checks
Is not Not a crisis service	Treatment, diagnosis, a promise
Care No patient stories or faces	Sourced, inclusive, private

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

Emergency: call 911. Crisis: call or text 988. Red flags: seek care.

Never review an MRI or change a program by Instagram or DM.

PT is not emergency care. Not affiliated with APTA, CDC or CMS.

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PT 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 (ortho, neuro, home, pelvic): _____

Credentials I may show (PT, DPT, PTA): _____

Telehealth states (patient location): _____

Standard reply to symptom DMs: _____

Who checks comments and DMs: _____

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

Highlights to update this month: _____

911 emergencies. 988 crisis. Account not monitored for emergencies.

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PT Post Care Check

Read each post as a patient or caregiver first.

Name: _____ **Date:** _____

Check	Post 1	Post 2	Post 3	Post 4
License and states accurate	☐	☐	☐	☐
Only PT, DPT or PTA you hold	☐	☐	☐	☐
No diagnosis or MRI review	☐	☐	☐	☐
No outcome or timeline promise	☐	☐	☐	☐
No patient faces, bodies or details	☐	☐	☐	☐
No exercise program for strangers	☐	☐	☐	☐
Source on any fact	☐	☐	☐	☐
911, 988, red flag line if needed	☐	☐	☐	☐
Says general education	☐	☐	☐	☐

PT posting pocket cards (cut out)

Privacy No patient stories	Credentials Only what you hold	Promises None, ever
DMs No advice by text	Programs No exercises by DM	Images No MRI reviews
Facts Cite the source	Crisis 911 or 988	Help Not emergency care

Education, not therapy. 911 or 988 in a crisis. Account is not monitored.

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Physical Therapist Instagram Templates

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

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