Speech Therapist Posting Steps

Private, honest posts that stay inside your license.

Name: _____ **Date:** _____

1. Rules first

ASHA Code, state board, policy.

2. Who you see

Kids, adults, states, online.

3. Pillars

Five or six, plus privacy.

4. Safety post

911 and stroke signs. Pin it.

5. Credentials

Only titles and CCC you hold.

6. No guarantees

No cures or outcome promises.

7. Calm design

No client faces. Add alt text.

8. Rhythm

Two or three posts a week.

9. Replies, review

No therapy by DM. Check monthly.

What this planner is and is not

A plan for ethical SLP posts, not a script for any one client.

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

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

Sudden speech change, face droop, arm weakness: call 911 now.

Speech therapy is not emergency care. This account is not a clinic.

Not affiliated with ASHA, CDC, NIDCD or the U.S. Department of Education.

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SLP 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 (kids, adults, schools, online): _____

Credentials I may show (license, CCC): _____

Standard reply to symptom DMs: _____

Who checks comments and DMs: _____

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

Highlights to update this month: _____

Remove or archive this month: _____

911 for stroke or choking. Account not monitored for emergencies.

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SLP Post Care Check

Read each post as a parent or adult before it goes live.

Name: _____ **Date:** _____

Check	Post 1	Post 2	Post 3	Post 4
License and states accurate	☐	☐	☐	☐
No CCC claimed if not earned	☐	☐	☐	☐
No diagnosis in the caption	☐	☐	☐	☐
No cure or outcome promise	☐	☐	☐	☐
No client details or faces	☐	☐	☐	☐
Written OK if any review	☐	☐	☐	☐
Inclusive of languages	☐	☐	☐	☐
911 if stroke or choking	☐	☐	☐	☐
Says this is general info	☐	☐	☐	☐

SLP posting pocket cards (cut out)

Privacy No client stories	License Only titles you hold	Promises None, ever
DMs No therapy by text	Kids No faces without OK	Stroke Call 911
Facts Cite the source	Scope Stay in competence	Help Not emergency care

Education, not therapy. 911 for emergencies. Account is not monitored.

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