JP MARKETING

CALENDAR + EXAMPLES

30 Days of Social Media Content Ideas for Counselors & Therapists

A ready-to-use posting calendar, captions, and tips

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Why post on social at all?

Social media won't always bring in clients the same day. But it does 3 big things:

1. **Builds trust.** People check your Facebook or Instagram before they call.
2. **Keeps you top of mind.** When they need a therapist, they remember you.
3. **Feeds search.** Videos and posts can show up in Google, and people now search on TikTok, YouTube, and Instagram like they search on Google.

You don't need to be on every app. Pick **2**. For most counseling practices, that's **Facebook + Instagram**, then add **TikTok or YouTube Shorts** if you like making videos.

Words to know

Word	What it means
Reel / Short	A short vertical video (under 90 seconds).
Carousel	A post with several photos or slides you swipe through.
Story	A post that disappears after 24 hours.
Hook	The first line or first 2 seconds that make people stop scrolling.
Engagement	Likes, comments, shares, and saves.
Batching	Making lots of posts at one time.

Your 5 content buckets

Rotate through these so you never run out of ideas:

Content bucket	What it is
Helpful tips	Simple coping tips anyone can use.
Meet the therapists	Faces and personalities build trust.

Content bucket	What it is
Myth busting	Clear up fears about therapy.
Community	Local events, resources, awareness months.
Behind the scenes	Your calm office, your values.

Your 30-day posting calendar

Post 5 days a week if you can. 3 is fine too. Just be steady.

Day	Format	Idea
1	Video	Meet our founder: why I started this practice
2	Carousel	5 grounding tricks for stressful moments
3	Photo	Our calm therapy room
4	Reel	Myth: therapy is only for big problems
5	Carousel	What happens in a first session
6	Video	Therapist answers: how long does therapy take?
7	Quote graphic	A kind reminder for today
8	Reel	3 things to say on a consult call
9	Carousel	Counselor vs. psychologist vs. psychiatrist
10	Video	Meet Jordan, our couples therapist
11	Story poll	Do you check in with yourself daily?
12	Carousel	Sleep tips for busy minds
13	Reel	Signs of burnout (general)
14	Photo	Team photo
15	Video	What EMDR is, in 60 seconds
16	Carousel	How to support a friend who's struggling
17	Reel	Breathing exercise you can do at your desk

Day	Format	Idea
18	Quote graphic	Gentle quote of the week
19	Video	How online therapy works
20	Carousel	Teen therapy: what parents should know
21	Reel	One thing I wish everyone knew about therapy
22	Photo	Local event or awareness walk
23	Carousel	Fees and insurance made simple
24	Video	Couples tip: the 'pause' rule
25	Reel	Self-care that isn't bubble baths
26	Carousel	Holiday boundaries with family
27	Video	Office tour
28	Quote graphic	You don't have to do it alone
29	Reel	How to pick the right therapist
30	Video	Free consult call: what it's like

Sample captions you can copy

> Feeling stretched thin? Try the 5-4-3-2-1 trick: name 5 things you see, 4 you hear, 3 you can touch, 2 you smell, 1 you taste. It pulls your brain back to right now. Save this for later.

> Therapy isn't just for 'big' problems. Lots of people come in because life feels heavy, or they just want to understand themselves better. That's a good reason too.

> Meet Jordan, LMFT. Jordan helps couples stop having the same fight over and over. Evening sessions in Plano and online across Texas. Free 15-min consult, link in bio.

How to make posts fast

1. **Batch it.** Pick one hour a week. Shoot 5 to 10 short videos and photos at once.
2. **Use your phone.** Good light + steady hands = good enough.
3. **Talk to one person.** Pretend you're explaining to one client.
4. **Hook in 2 seconds.** Start videos with the most interesting part.
5. **Add captions on videos.** Lots of people watch with sound off.
6. **End with one simple ask.** Save this, share this, or book a free consult call.

Easy video ideas (no fancy editing)

- Answer one question you get every week
- Show a 'before and after' (with permission)
- Introduce one team member
- Walk through your space or your work
- Bust one myth
- Share one quick tip
- React to a common mistake you see

Hashtags and location

- Use 3 to 5 hashtags. Mix local and topic tags, like #Plano and #TherapistTips
- Tag your city in the post location (unless the post shows kids or private homes)
- Don't use 30 random hashtags

Rules for Counselors & Therapists

> **Important:** Never post about clients, even with names removed. Don't promise results. Add crisis info (988) on posts about suicide or self-harm. Don't give individual advice in comments.

Turn posts into leads

- Put your booking link in your bio
- Pin your best review or offer to the top of your profile
- Reply to every comment and message within a day
- Turn your best posts into Google Business Profile posts too
- Use a free resource (like a checklist) to collect emails

Monthly checklist

- [ ] Planned the month's 20+ posts
- [ ] Batched videos and photos
- [ ] Scheduled posts (Meta Business Suite is free)
- [ ] Replied to all comments and messages
- [ ] Reused the top 4 posts on Google Business Profile
- [ ] Checked which posts got the most saves and shares

Common questions

Do I have to show my face?

No, but faces build trust fast. Even a short hello from the owner helps.

What if nobody likes my posts?

That's normal at first. Keep going for 90 days. Look at which posts get saves and shares, and make more like those.

Should I pay to boost posts?

Only your best posts, with a small budget, aimed at your local area.

Want us to do this for you?

JP Marketing helps local businesses show up on Google, Google Maps, and AI search tools like ChatGPT. We build the websites, write the pages, run the ads, and set up the follow-up.

Book a free strategy call at jpmarketing.co. We'll look at your site and your Google profile, and show you the 3 fastest wins for your business.

Rules on Google, Meta, and AI tools change a lot. This guide was last updated November 2026. It is general marketing info, not legal advice.