

THINKBIG MEDIA

30 PROMPTS · FREE RESOURCE

# 30-Day Content Prompt Calendar for Health Clinics

30 AHPRA-aware prompts. One per day. No starting from scratch, no guessing what's compliant.

[thinkbigmedia.com.au](http://thinkbigmedia.com.au)

2026 Edition

## HOW TO USE THIS CALENDAR

# One prompt per day. Brief AI or write it yourself in under five minutes.

Each prompt tells you the content type, the angle, and what to check before posting. Fill in the highlighted sections with your clinic's specifics. Every prompt has been shaped around AHPRA's advertising provisions so you're not starting from scratch with compliance each time.

**EDUCATIONAL** Teaches something useful — builds authority without outcome claims

**TRUST** Your expertise and approach — professional credibility

**SERVICE** What you offer and for whom — compliant service promotion

**ENGAGEMENT** Questions and interaction — builds community

**CULTURE** Behind the scenes and team — humanises the practice

Day 01 **EDUCATIONAL**

Most people have heard of [condition] but fewer know what it actually does. Here's a plain-English breakdown...

*No outcome language in the treatment section*

Day 02 **TRUST**

What I actually look for in a first appointment with a [patient type] before we decide on anything...

*Expertise, not results*

Day 03 **SERVICE**

Who we see at [Clinic Name]: if you've been dealing with [problem], this is the kind of assessment we do...

*Describe the service, not the outcome*

Day 04 **ENGAGEMENT**

Quick question for the [city] community: what's the one thing you wish you'd known before your first [treatment type] appointment?

*Questions are safe — no clinical claims needed*

Day 05 **EDUCATIONAL**

Myth: [common misconception]. Reality: [evidence-based correction]. We hear this one constantly, and it matters because...

*Avoid implying the correction will fix something for them specifically*

Day 06 **CULTURE**

Behind the scenes at [Clinic Name]: what a [day / morning / intake session] actually looks like for our team...

*Pure behind-the-scenes, no clinical content needed*

Day 07 **EDUCATIONAL**

5 signs you might benefit from seeing a [practitioner type]: 1) ... 2) ... 3) ... If any of these sound familiar, it's worth getting an assessment.

*Use "might benefit from" — not "you need to see us"*

Day 08 **TRUST**

My approach to [specific part of practice] and why I do it differently from what most people expect...

*Philosophy and method — no comparative outcome claims*

Day 09 **EDUCATIONAL**

The difference between [Treatment A] and [Treatment B] — and how we work out which is the right fit for each patient...

*Explain the process, not the result*

Day 10 **SERVICE**

What actually happens in a first appointment at [Clinic Name]: a step-by-step breakdown so you know what to expect...

*Describe the process only — no outcome language*

Day 11 **ENGAGEMENT**

If you could ask a [practitioner type] one question right now, what would it be? Drop it below and I'll answer...

*Invitation to ask — responses need individual compliance review*

Day 12 **EDUCATIONAL**

Things we wish more people knew about [body system / condition]: [4 evidence-based facts]. Which one surprised you?

*Facts and education — avoid prescriptive language*

Day 13 **CULTURE**

Introducing [team member's first name]: [role], trained in [specialty], and the person who [personality note about them]...

*Credentials and character — no outcome implications*

Day 14 **TRUST**

The question I get asked most often by [patient type]: "[common question]." Here's my honest answer...

*Your answer is the expertise signal — keep it informational*

Day 15 **EDUCATIONAL**

Quick guide: [condition] explained in plain English. What it is, who gets it, what to look for, when to seek an assessment...

*"When to seek assessment" — not "when to come to us specifically"*

Day 16 **SERVICE**

We see a lot of [patient type] at [Clinic Name]. Here's what the assessment process looks like

Day 17 **ENGAGEMENT**

[City] check-in: what's been the biggest health challenge you've faced this [season]

Day 18 **EDUCATIONAL**

The most common question we get about [topic]: "[question]." Short answer: [1-2]

Day 19 **CULTURE**

Why we started [Clinic Name]: the problem we kept seeing in [specialty] that wasn't being

Day 20 **TRUST**

The training and qualifications behind [service we offer] — what we look for when keeping up with

for them, and what we're looking for...

*Assessment process and expertise — no clinical outcomes*

/ year]? Just asking because we see a lot of it...

*Empathetic and open — no advice or recommendations in the post itself*

sentences].  
Longer answer: [2-3 sentences of nuance]...

*Informational answer — end with "individual assessment" framing*

addressed the right way...

*Founding story — no implied clinical superiority claims*

the evidence in [specialty area]...

*Credentials and CPD — not comparative claims about other practitioners*

Day 21 **EDUCATIONAL**

Red flags that mean you shouldn't wait: [3 situations where someone should see a practitioner promptly]. This isn't about us — it's just useful to know.

*Public health framing — "see a practitioner" generally, not specifically your clinic*

Day 22 **SERVICE**

We're often asked if [service] is right for [demographic]. Here's how we think about that, and what the initial conversation looks like...

*Decision-making process — not suitability guarantees*

Day 23 **ENGAGEMENT**

Poll: when it comes to [health topic], have you ever... [Option A] / [Option B]? (Just trying to understand what our community is dealing with.)

*Polls are low-risk — follow-up comments may need individual review*

Day 24 **EDUCATIONAL**

What [body part / system] actually does — and why it matters more than most people realise. A quick anatomy explainer...

*Pure education — no treatment-linked outcome language*

Day 25 **CULTURE**

What the space at [Clinic Name] is designed to feel like — and the thinking behind it. [Brief description of clinic environment and values it reflects]...

*Atmosphere and values — safe, no clinical content*

Day 26 **TRUST**

Something I believe about [aspect of your specialty] that isn't widely talked about — and why it shapes how I approach [patient type]...

*Professional opinion, not outcome claim*

Day 27 **EDUCATIONAL**

The difference between [Symptom A] and [Symptom B] — and why it matters for how each one is assessed. A quick explainer...

*Clinical education only — no treatment outcome framing*

Day 28 **SERVICE**

Booking at [Clinic Name]: what to expect, how long it takes, and what to bring to your first appointment...

*Logistics — completely safe, no clinical claims*

Day 29 **ENGAGEMENT**

What made you first look into seeing a [practitioner type]? I ask because the answer is usually more interesting than people expect...

*Invites experience-sharing, not outcome claims — replies may need review*

Day 30 **CULTURE**

A month of showing up. What we've been thinking about at [Clinic Name] this month, and what's coming next for our community...

*Reflection post — warm close, no clinical content needed*



### Before every post goes live

Review the completed caption against AHPRA's advertising provisions (s.133, National Law). Ask: does any part of this imply a clinical outcome, reference a patient result, or

create an expectation about what treatment will do? If yes, edit it out. Under the National Law, you are the advertiser for anything published under your clinic's name — the compliance responsibility doesn't transfer when you use AI or a template. When in doubt, describe the service and the practitioner's expertise. Never the result.