



## TIPS & TRICKS FOR SOCIAL MEDIA

### Social Media Copy & Tips

- Make sure you add the tag @inmodeaustralia on your pictures, stories, posts and captions so we can see what you're up to - and repost you to our audience!
- When reposting another doctor's Before and Afters (B&A's), please ensure you credit their work by tagging them in the photo/caption too. Feel free to put your clinic logo on press images - but please don't cover or remove the logos on other clinic B&A's.
- Always remember to add your location to your post and stories (as well as relevant hashtags. For instance, #Morpheus8) - and also remember to search 'InMode' on the Instagram GIF feature for InMode related logos, hand-pieces and other animations.
- Add a call to action to your captions – for example “Head to our Website to learn more about Morpheus8, leave your questions about Lumecca below, send us a DM to book a consultation etc”. A suggestion (e.g. head to our website, book a consultation) or a question (e.g. have you tried Evolve before? Did you know Kim Kardashian loves Morpheus8 treatments?) Is a great way to encourage engagement from your followers - and generate interest. Hashtags such as #inmodeaustralia #inmode #morpheus8 #morpheus8inmode #skintightening are great to include - as well as mixed up with hashtags relating to the specific treatment in the post you are captioning. Don't just copy and paste the same hashtags into every caption - use ones relevant to the image you're talking about.

### Content Recommendations

- Present and showcase different angles of each procedure being performed, so that the video offers new access to how treatments and the technology is used and avoid being too repetitious.
- Consider recording B-Roll Footage – this essentially means securing different content to make the edit more dynamic. This may mean carefully zooming in on content (such as device or screen) and offering commentary over the vision rather than talking direct to camera all the time.
- Consider accessing content close up on the screen if this relates to the demonstration or insight being discussed or to show details of the device/treatment and what someone watching should be looking out for or the device handpiece close up! The ideal is to mix up the content a little so that the footage is interesting.
- Shorten the demonstration of different techniques, just to tighten this up and be very focused on the core message.
- Show impact and results on the skin of the “patient” that best present the treatment/technology and outcomes

- When presenting/performing the treatment always look into camera when *first* speaking and introducing the technology/treatment. It is also important that the person introduce him/herself (whom she/he is and why she/he is qualified to show and present the technology/treatment)

## Some #Tags you could use

### EMBRACE RF/BODYTITE PRO (FACETITE/ACCUTITE/MORPHEUS8/BODYTITE)

#inmode #inmodeaustralia #embracerf #morpheus8 #facetite #facetiteinmode  
 #worldsmostanticipated #innovation #facialaesthetics #minimallyinvasive #realresults  
 #collagenproduction #facelift #undereyetrement #eyetrement #eyelidsurgery  
 #skinresurfacing #fractionalmicroneedling #bodytreatment #rftechnology #rfmicroneedling  
 #facecontouring #facialcontouring #bodyreshaping #bodycontouring #lifestyle

### 3 STEP LIFTING (Forma, Minifix, Morpheus8)

#rfmicroneedling #rftechnology #radiofrequencytreatment #skintightening #skin rejuvenation  
 #rfmicroneedling #microneedling #healthyskin #skinrejuvenation #antiageing  
 #noninvasivelifting #3steplifting

### VOTIVA

#inmodeaustralia #inmode #formav #votiva #womenshealth  
 #kegel #womenswellness #vaginalrestoration #vaginalrejuvenation #vaginalhealth  
 #bodyconfidence #innerwellness #rejuvenation #intimatehealth #postpartum #femininity  
 #womenempowerment #empowered #bodyrejuvenation #femaleempowerment  
 #femininecare #votivabyinmode #wellbeing #incontinence #postbirthrecovery #vaginapower  
 #vaginacare #vaginaltightening #morpheus8 #avivainmode #rftechnology #rfmicroneedling

### MORPHEUS8

#inmode #inmodeaustralia #morpheus8 #morpheus8body #microneedling #collagen  
 #skintreatment #skinremodelling #facialremodelling #bodycontouring #facecontouring  
 #RFmicroneedling #skinrejuvenation #cellulitetreatment #acnescarring #acnescartreatment  
 #skintightening #rfmicroneedling #remodelcollagen #skintreatment #undereyetrement  
 #morpheus8prime #bodytreatment #acnescars #skinresurfacing #fractionalmicroneedling  
 #facialcontouring

### EVOLVE

#inmode #inmodeaustralia #evolvetone #evolvebyinmode #remodel #tighten #musclestrength  
 #muscltone #reshaping #musclestrengthening #summer #summerbody #summerbodyready  
 #electricalmusclestimulation #ems #slimdown #tighten #noninvasivetechnology #toneandfirm  
 #skintightening #youthfulappearance #bodycontouring #muscltoning #musclecontractions  
 #rftechnology #noninvasivetreatment #cellulitereduction #evolvetrim #buildmuscle  
 #fatreduction #summerbody #evolvetite #evolvetrim #bodyshaping

### EVOKE

#inmode #inmodeaustralia #evokechin #evokechinbyinmode #remodel #tighten #tighten  
 #rejuvenate #facialcontouring #noninvasivetechnology #aestheticsolutions #chindefining  
 #skintightening #youthfulappearance #rftechnology #noninvasivetreatment #skintightening



I N M O D E®

#rftechnology #chinlift #chin #handsfree #painless #lowerface #lowerfacelift #healthylifestyle  
#lowerfacerejuvenation

LUMECCA

#inmode #inmodeaustralia #Lumecca #IntensePulsedLight #IPL #SunDamage  
#Hyperpigmentation #PortWineStains #Rosacea #Veins #VascularLesions #SpiderVeins  
#SkinBrightening #AntiAgeing #YouthfulSkin #SunSpot #ClearSkin #SkinTreatment #Radiant Skin  
#UVRaysDamage #ClearSkin #YouthfulSkin