

# Social Media Guide + Templates

## Why this matters to you

Thank you for accessing this Resource. I love that you are taking initiative and I couldn't be more excited that you are interested in this style of therapy and business!

Below are Social Media Post descriptors, guides and hashtags that you can use right now! Feel free to brand them with your logo and/or website as well as tailor them to your needs/expertise when posting. I hope that you can use them as a guide for your ongoing social media strategy.

Please note that each post has a theme as it is informing, educating and appealing to your potential client. Marketing walk and talk therapy services is so essential and very different to usual therapy practice advertising, so I'm very happy that you are on your way to learning more about it and using it effectively!



## Hashtags

#walkandtalktherapy #walkandtalkpsychology #naturetherapy #outdoorthery  
#depression #anxiety #stressmanagement #stress #happiness #motivation  
#therapist #walkandtalk #localtherapist

Add hashtags that describe your ideal client e.g. #childtherapy and/or #adulttherapy, the presentations you work with e.g. #trauma #postpartum, #weightmanagement and finally ensure that your title is in there e.g. #psychologist, #lifecoach etc NOTE: **always add a call to action at the end of each post!**

## Posts

### POST 1 - nature inspired

This is where you will include any inspiring nature shots that you find while you are out and about in your area. Familiar locations will make your potential local clients feel safe and allow them to visualise their own sessions with you

For example:

"Office views that soothe and heal.

To experience your very own supported walk and talk session click in the link below/send me a DM/phone xxxx"

This description can be short and sweet, allow the location shot to speak for itself, but don't forget to ask your ideal client to take some action too!

### POST 2 - action shot

We tend to copy the actions we are continuously exposed, hence the success of all those influencers! Even the weight loss tea drinking ones (insert eye roll here). So what you want do, is use this to your advantage! Use images that represent actions that you want your clients to take. Think tying up shoelaces, feet in the water, movement of nature, accessing your bookings page!

### **POST 3 - your services**

Use posts to outline your services, one at a time. Not just the "book here" kind, but take a moment to explain to your client how they feel during this service and what transformation they will experience. Don't be afraid of selling, be very specific and know that your services and this information is necessary and needed.

For example:

"If you ever sat across from a therapist and you were MORE worried about the notes they took THAN how you were feeling, then this service is for you!

If you feel your chest tighten when you enter a room, then step outside with me.

If you love a cup of coffee, fresh air and a walk to clear your mind, let's do just that!

We are offering Walk and Talk Therapy Services in \_\_\_\_ (insert name of time) on \_\_\_\_ (days and times you work). Contact us via email \_\_\_\_ or give our friendly staff a call on \_\_\_\_

For more information check out [www.yourwebsite.com](http://www.yourwebsite.com)"

### **POST 4 - benefits of walking/nature/therapy**

Talk about research, benefits, case studies etc on walking, nature and therapy individually or as a whole. This will help you ascertain yourself as the expert and build further trust with your clients.

For example:

"Did you know that getting outside into nature can do wonders for your mood?"

Brown et al. (2001) conducted a study women who were identified with mild to moderate depression symptoms. They reported that a brisk 20-minute outdoor walk and a vitamin supplement increased women's overall mood, self-esteem, and general sense of well-being!

In another study Wirz-Justice et al. (1996) found that an hour walk outdoors reduced the symptoms of seasonal affective disorder by 50%!

Now just imagine what a walk could do for your mood if it is accompanied by a trained therapist! Let's do this together! Let's walk! Click on the link in bio and book your session today."

## **POST 5 - inspirational quote to encourage action taking**

Similarly to the action shot that inspires an action, use inspirational quotes to do the same. If your service is focused on clients who need to take that first step, find quotes that reflect that. If your clients need to identify that they need support, find quotes that will reflect that.

## **POST 6 - mental health story**

Seeing someone else going through the same struggles as ourselves is powerful. Seeing someone we think has it all together or who we uphold to different standard; multiplies that! When celebrities or well known people speak out, they often give others permission to do the same. This is exactly why we are including mental health stories from a public space. Keep in mind that you need to share stories that relate to your clients in particular.

For example:

*"Prince William opens up about mental health pressures*

*"That raw emotion... I could feel it brewing up inside me and I could feel it was going to take its toll and be a real problem. I had to speak about it."*

*Read more: <https://www.bbc.com/news/uk-48317793>"*

## **POST 7 - tips and education**

This style of post will give you another opportunity to position yourself as the expert. Think of the top 5 questions you get asked and answer them here. Not about your service, about the issues that your clients present with. Don't get so carried away talking about the outdoors that we forget why clients need us in the first place, their own personal struggles. This is your space to show them how well you can deal with those.

For example:

*"What to do when doubt kicks in!  
Blurb about doubt and confidence here  
Here are my top 3 tips you can use:*

*To learn more about doubting yourself and gaining confidence check out this blog post"*

### **POST 8 - email / SMS details**

Don't forget to ask you clients for their contact details. We need them more than you realise and they will create an important part of your launch, re-launch and sales process. You can keep this post super simple.

For example:

"Have you subscribed to our mailing list yet?

Be the first to get access to our best content and support."

### **POST 9 - FAQ**

Now this is the place to answer all your clients concerns about taking their therapy sessions into the outdoors. What do we do if it rains? Where do we meet? What happens if we see someone I know? Give them all the details in these posts to calm their fears and to reassure them. End these posts with a positive statement of the service that opposes their worries and a booking action call!

### **POST 10 - Free offer**

This post gives your client a taste of who you are, what work with you is like and how they can connect with you. This might include a free initial 30 minute phone session, a "mindfulness walk" freebee or anything else that your client will find helpful.

No it won't compare to a 1-1 session with you but it's a start. Think, what will give my client a little win that will inspire them to want to work with me and create even more change?

Don't make it massive, bite sized works here!

**Thank you for showing up, reading and soon implementing all the information above.**

**Don't forget to access your social media templates by [CLICKING HERE](#) and start sharing!**