

30-Day AHPRA-Compliant Content Calendar



Here's your 30-Day AHPRA-Safe Content Calendar for Australian aesthetic clinics in Australia. Each post idea is carefully crafted to align with AHPRA, TGA, and Australian Consumer Law, while helping you build authority, attract ideal clients, and position consultations as the gateway to personalised care.

COMPLIANT AND CONVERSION-DRIVEN

Each caption avoids direct or indirect reference to Schedule 4 prescription-only medicines (e.g. anti-wrinkle injections, dermal fillers, fat-dissolving treatments) per the latest TGA guidance. Instead, it focuses on consultations, education, skin health, and natural results, key to AHPRA-compliant messaging.

-  Each day includes:
- Content Angle
 - Plug-and-Play Caption
- Storytelling Prompt

WEEK 1: TRUST & EXPERTISE

Day 1 – Meet the Practitioner

- Angle: Introduce your lead clinician's qualifications and care philosophy.
- Caption: "Behind every face we treat is a clinician who genuinely cares. Meet [Name], our [Role] with [X] years of experience in personalised aesthetic consultations."
- Prompt: What inspired your clinic's founder to work in aesthetics?

Day 2 – Why Skin Consultations Matter

- Angle: Educate about individualised care.
- Caption: "No two skins are the same. That's why every journey starts with a thorough consultation, so we can tailor a treatment plan that's right for you."
- Prompt: Share a common skin concern and how consultation revealed a unique cause.



Compliant Content Calendar



WEEK 1: TRUST & EXPERTISE

Day 3 – AHPRA-Safe Testimonials (Indirect)

- Angle: Use de-identified patient experiences.
- Caption: “One of our clients said it best after her consultation: ‘I finally feel like someone listened to my skin story.’”
- Prompt: Use anonymous feedback or common themes you hear from patients.

Day 4 – Realistic Outcomes

- Angle: Set accurate expectations.
- Caption: “We believe in enhancing, not altering. Results are always tailored, natural, and based on a detailed assessment of your unique features.”
- Prompt: What makes your approach different from clinics selling one-size-fits-all results?

Day 5 – Common Myths Busted

- Angle: Educational myth-busting.
- Caption: “You don’t need to ‘fix’ your face to feel great. Many of our clients come in to preserve, not change, what they love most.”
- Prompt: What myth do clients believe that you’d love to clarify?

Day 6 – Feature Your Space

- Angle: Build comfort and familiarity.
- Caption: “Calm. Private. Clinical. Step inside a space designed for comfort and care.”
- Prompt: Take a video tour or photo of your treatment room setup.

Day 7 – Your Clinical Values

- Angle: Showcase ethics over hype.
- Caption: “We’re not here to sell you a service. We’re here to educate, empower, and co-create your aesthetic plan with honesty, always.”
- Prompt: What’s a tough truth you tell clients that builds trust?



Compliant Content Calendar

WEEK 2: SKIN HEALTH & NATURAL BEAUTY



Day 8 – Skin Education Spotlight

- Angle: Teach without selling.
- Caption: “Did you know skin cell turnover slows down after your mid-20s? That’s why targeted support like exfoliation or energy-based treatments can help reset your glow.”
- Prompt: Educate on a common age-related change.

Day 9 – What a Skin Analysis Looks Like

- Angle: Demystify the process.
- Caption: “Ever wondered what we look for during your consultation? Skin tone, texture, hydration, elasticity—and most importantly, your goals.”
- Prompt: Share a breakdown of what’s included in your consultations.

Day 10 – Lifestyle Factors & Skin

- Angle: Holistic wellbeing.
- Caption: “Stress, sleep, nutrition, hormones. They all show up on your skin. That’s why our approach goes beyond the surface.”
- Prompt: Tell a story of a client whose lifestyle changes improved results.

Day 11 – Behind the Scenes: Training

- Angle: Ongoing education.
- Caption: “We never stop learning. This week our team completed advanced training in skin rejuvenation and patient safety.”
- Prompt: Highlight ongoing CPD, conferences, or education.

Day 12 – Let’s Talk Prevention

- Angle: Early intervention & maintenance.
- Caption: “Great skin is a long game. Prevention is more powerful than correction, and consultations help you get the timing right.”
- Prompt: Share a metaphor, like brushing teeth vs. dental work.

Day 13 – Tech Feature: Equipment

- Angle: Spotlight on non-S4 technology.
- Caption: “From RF microneedling to laser resurfacing, we use science-backed tools that target your skin goals with minimal downtime.”
- Prompt: Feature a machine or technique you love (TGA-compliant only).

Day 14 – Long-Term Skin Strategy

- Angle: Map out a journey.
- Caption: “One-off treatments are a thing of the past. Let’s create a year-long roadmap to your most confident skin yet.”

Prompt: Break down how you plan care seasonally.



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WEEK 3: EMOTION, SELF-IMAGE & EMPOWERMENT



Day 15 – Skincare Regret Story

- Angle: Relatable frustration.
- Caption: “Ever spent \$\$\$ on skincare that didn’t work? You’re not alone. That’s why clinical advice makes all the difference.”
- Prompt: Tell the story of “Amelia” who moved from confusion to confidence (see the Audience Insights doc)

Day 16 – Confidence, Not Perfection

- Angle: Celebrate individuality.
- Caption: “You don’t need flawless skin. You need skin that feels like you. And the confidence to love your reflection.”
- Prompt: Share a patient win that wasn’t about looks, but confidence.

Day 17 – Self-Care Routine

- Angle: Integrating into busy lives.
- Caption: “Quick, effective, no downtime. Our skin treatments are designed to work with your life, not against it.”
- Prompt: Create a ‘day in the life’ video of a treatment + coffee break.

Day 18 – No Filters Needed

- Angle: Skin realism.
- Caption: “We’re not here to erase pores or perfect you. We’re here to support you—lines, texture, and all.”
- Prompt: Create a #nofilter story of real skin close-up.

Day 19 – ‘Glow Up’ Redefined

- Angle: Inner and outer shift.
- Caption: “Glow ups aren’t just about looks. They’re about feeling seen, supported, and secure in your skin.”
- Prompt: Share a transformation story without before/after images.

Day 20 – Fear to Confidence

- Angle: Addressing hesitation.
- Caption: “Worried about looking ‘done’? So was [client type]. We believe in subtle, strategic care—not overdone results.”

Prompt: Share how you reassure nervous first-timers.

Day 21 – “I Finally Booked” Moment

- Angle: Empower the decision.
- Caption: “Taking the first step is the hardest part. That’s why we make consultations pressure-free, educational, and honest.”
- Prompt: What happens in a first consultation that surprises clients?



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WEEK 4: FAQs, OBJECTIONS & SERVICE EDUCATION



Day 22 – Consultation FAQs

- Angle: Remove mystery.
- Caption: “Not sure what to expect at your first visit? Here’s a quick look at how we help you feel informed and in control.”
- Prompt: Create a Q&A reel answering top 3 questions.

Day 23 – Not Sure What You Need?

- Angle: Invite curiosity.
- Caption: “You don’t need to know the treatment—you just need to know your goals. We’ll guide the rest.”
- Prompt: Create a graphic of ‘Signs it’s time for a skin consult’.

Day 24 – What You Won’t Find Here

- Angle: Ethical edge.
- Caption: “No pressure, no glamorising youth, no unrealistic promises. Just real care, for real people.”
- Prompt: List 3 values you uphold that set you apart.

Day 25 – Client Confessions

- Angle: Authenticity wins.
- Caption: “One client told us, ‘I just wanted to feel like myself again.’ That’s what we’re here for.”
- Prompt: Use real (non-testimonial, ie no diagnosis, treatment or outcome) language you’ve heard.

Day 26 – Skin Wins: The Subtle Stuff

- Angle: Small shifts, big confidence.
- Caption: “Sometimes it’s the little things (glow, hydration, smoother tone) that make you feel like you again.”
- Prompt: Describe subtle but impactful results (no before/afters).

Day 27 – Why We Don’t Do Quick Fixes

- Angle: Set boundaries.
- Caption: “There’s no ‘magic’ in medicine—just experience, care, and science-backed plans that work long term.”
- Prompt: Share a time you helped someone move from desperation to direction.

Day 28 – Professional Integrity

- Angle: Safety first.
- Caption: “Just because it’s trending, doesn’t mean it’s right for you. We’ll always say no when it protects your health.”
- Prompt: Tell a story of when you advised against a procedure.

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Day 29 – Clinic Culture

- Angle: Show your vibe.
- Caption: “Care, comfort, connection. It’s not just about treatments—it’s about feeling safe, seen, and supported.”
- Prompt: Share behind-the-scenes team moment or quote.

Day 30 – Final CTA: Book a Consult

- Angle: Convert softly.
- Caption: “If you’ve been thinking about it, let’s talk. No pressure, no commitment—just a personalised consult to explore what’s possible.”
- Prompt: Video message inviting new clients to DM or book online.

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- We provide marketing that’s compliant, compelling and actually converts. Contact Cate on 0401 718 454 , visit sanesocialmedia.com or reach out via email to cate@sanesocialmedia.com.

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