Sportive Hub — Social Media Content Plan

Most Sportive Hub clients come through connections , so our content aims to attract new clients through social media.
We'll first introduce the team, services, treatment process, and expected results through educational content, real sessions, cases, and reviews.
The goal is to build trust organic reach, before scale with paid ads.

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01 — Meet the Doctors

Format: Static Posts

Introduce the doctors at Sportive Hub, especially since they are experienced and not junior.

Show who they are, their specialties, experience, and what makes each one different.

Reference:
https://www.instagram.com/p/DUi5Qwkis97/?igsi=MW94dXl4Yno3bThlbQ ==

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02 — The Story Behind Sportive Hub

Format: Main Video / Storytelling

A main storytelling video with the owner or someone senior from the team.

They talk about how Sportive Hub started, why they created it, and what they wanted to add that is different from other places.

It should feel like a story, not a promotional video.

Reference:
https://www.instagram.com/reel/DWbk9S8COZH/?igsi=NnFzOHgwOXkyaXF1

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03 — Meet the Place

Format: Location Video / inside sportive

A video showing the place, similar to the location video we did before.

Show the space, equipment, treatment areas, and the overall experience inside Sportive Hub.

Reference:
https://www.instagram.com/reel/DbGeOZyE-K6/?igsi=MWluNnFpMjc0OWdzNQ==

https://www.instagram.com/reel/DOCYwJkDe3h/?igsi=MWk2a3Y2cjJra2xtag==

https://www.instagram.com/reel/DYbgNGqTozE/?igsi=Z2E4d2pyc2VqNGZw

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04 — The Treatment Journey

Format: Static Post / Smooth Video

Show the full treatment journey inside Sportive Hub.

From assessment → treatment plan → rehabilitation → recovery → getting back to normal activity or sport.

The idea is to show that treatment is a full journey, not just one session.

Reference:

https://www.instagram.com/reel/DcRXfwYsd0O/?igsi=YTR2enkwa3JvZHhu

https://www.instagram.com/p/DQchI3riUZi/?img_index=2&igsi=cTlvbTQ2dHNmMnd1

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05 — Doctor Tips

Format: Short Videos

Short videos where doctors talk about simple tips that help people avoid or deal with common problems.

Examples:

- Neck Pain
- Back Pain
- Knee Pain
- Posture
- Sports Injuries
- Recovery Tips

The goal is to make the doctors a source of useful information.

Reference:
https://www.instagram.com/reel/Da2oK4dtfgC/?igsi=MWRxNzJlYmQ2ZGI1eQ==

https://www.instagram.com/reel/DcLjknGuLQV/?igsi=MWZtaWZkdTZjODUyZQ==

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06 — Educational Static Content

Format: Static Posts / Carousels

Simple posts about tips, protocols, common mistakes, symptoms, and recovery.

The less text, the clearer the message.

Each post should focus on one simple idea.

Reference:
https://www.instagram.com/p/Dcargs2DkZZ/?igsi=MXAxdmI0aXppamozZg==

https://www.instagram.com/p/Dcargs2DkZZ/?igsi=MXAxdmI0aXppamozZg==

https://www.instagram.com/p/DOrJ1b6D1dM/?img_index=1&igsi=Zml6czdjcXM3ZHNp

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07 — Real Sessions

Format: Session Videos / Reels

Videos showing real sessions inside Sportive Hub.

Show the treatment, exercises, equipment, techniques, and how the doctors work with patients.

The goal is to show people what actually happens inside the place.

Reference:
https://www.instagram.com/reel/Db3PHlKC14n/?igsi=ZDNvOTl5ejRpZGQ0

https://www.instagram.com/reel/Db72bwNAM3n/?igsi=MThneWU3cjgwa3hodA==

https://www.instagram.com/reel/DZCn4ObMrHg/?igsi=M3B3OWswajh0OGhr

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08 — Doctors Talking About Cases

Format: Doctor Videos

Doctors talk about real cases they have dealt with.

What was the problem? How did they approach it? What did the treatment journey look like?

Keep it simple and story-based, not too medical.

The goal is to show their experience through real cases.

Reference:
https://www.instagram.com/reel/DcgbXfgsrgu/?igsi=b3RqaWg5d3FvbHEw

https://www.instagram.com/reel/DcbRQytsfIY/?igsi=bm9tcGsya29kZGtv

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09 — Patient Reviews & Testimonials

Format: Testimonials / Reviews

Real patients talking about their experience with Sportive Hub.

They can talk about their problem, their experience, and what changed after treatment.

Keep the reviews natural and real, not overly scripted.

Reference:
https://www.instagram.com/reel/DcJUPdfMpvF/?igsi=MXVpZnk2YnNmOTZ1Mw==

https://www.instagram.com/reel/DcJocxhI0Jn/?igsi=MWk2Mm5qNXZrazY0Yw==

https://www.instagram.com/reel/Db3m8d8I3xR/?igsi=amJiejllOGlmd211

https://www.instagram.com/reel/DbSmzsFN-D6/?igsi=ODRwdzhuMmZ6bHFq

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Thank you