

Social Media Content Pack

Queen City Behavioral Health Partners

A client-facing content package designed to make behavioral health services clearer, more approachable, more credible, and more referral-ready across public-facing social channels.

Prepared for	Queen City Behavioral Health Partners
Prepared by	Provider Presence Strategies
Date	July 9, 2026
Location	Charlotte, North Carolina
Provider Type	Behavioral Health / Outpatient Therapy Group

Content positioning	Use social content to help prospective clients, families, and referral partners quickly understand who the practice serves, what support is available, why the team is credible, and how to take the next step.
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Content pack scope

This pack includes social strategy, ready-to-use captions, content pillars, platform guidance, visual direction, and healthcare-aware publishing notes for public-facing use.

1. Social Content Strategy

Queen City Behavioral Health Partners has a credible and warm behavioral health presence, but the audit identified a need for clearer service pathways, stronger trust proof, more educational content, and more direct referral partner messaging. This content pack translates those gaps into a practical social media framework.

Audit priority	Social content response
Service pathways need clearer structure	Separate post angles for individual therapy, anxiety and depression support, trauma-informed counseling, family support, groups, and
Trust proof is underbuilt	Use posts that surface provider credibility, care philosophy, what to expect, and calm reassurance without making clinical guarantees.
Educational content is too limited	Publish plain-language education that answers common questions and helps people understand when support may be appropriate.
Referral partner readiness could be more direct	Include LinkedIn and referral-oriented posts for primary care offices, schools, discharge planners, and community professionals.
Google/social/search need stronger alignment	Use consistent service language across captions, GBP posts, website pages, and referral materials.

Core content pillars

Pillar	Purpose	Example topics
Education	Answer common questions and support search/social trust.	When therapy may help; anxiety vs everyday stress; what trauma-informed care
Service clarity	Make service options easier to understand.	Individual therapy; family support; group support; medication-management
Trust and approachability	Reduce hesitation and make outreach feel safer.	What to expect; care philosophy; how first contact works.
Local relevance	Reinforce Charlotte-region fit.	Serving Charlotte, SouthPark, Ballantyne, Matthews, and nearby communities.
Referral readiness	Give professional partners clear language.	When to refer; appropriate fit; how to ask service-fit questions.

2. Social Post Captions

These captions are written as ready-to-use public-facing social posts. They can be adapted for Facebook, Instagram, LinkedIn, and Google Business Profile when appropriate.

1. When Therapy May Be a Helpful Next Step

Content Pillar: Education / service clarity

"Therapy is not only for moments of crisis. It can also be helpful when stress, anxiety, depression, trauma, family strain, or life changes start affecting routines, relationships, work, school, or sleep. Queen City Behavioral Health Partners supports adults, young adults, and families who want a clearer path forward. Reaching out for information can be a manageable first step, even if you are not sure which service is the right fit yet. A conversation can help clarify options and make the next step feel less overwhelming."

Best-fit platform Facebook, Instagram, LinkedIn	Recommended CTA Learn more or contact us to ask about service fit.	Visual direction Calm branded graphic with a pathway, conversation bubble, and support icon. Avoid dramatic or crisis-focused imagery.
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2. A Clearer Path for Anxiety and Depression Support

Content Pillar: Education / search alignment

"Anxiety and depression can show up as low motivation, racing thoughts, sleep changes, difficulty concentrating, withdrawal, irritability, or feeling overwhelmed. Support begins with understanding what is happening and identifying the right next step. Queen City Behavioral Health Partners provides outpatient behavioral health care for people seeking professional, approachable support in the Charlotte region. Care does not have to begin with perfect clarity. It can begin with a question, a concern, or a need for a steadier path forward."

Best-fit platform Facebook, Instagram	Recommended CTA Contact us to learn more about support options.	Visual direction Carousel concept: daily impacts, how support can help clarify next steps, and how to reach out.
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3. Social Post Captions Continued

3. What to Expect When You Reach Out

Content Pillar: Trust / conversion clarity

"Starting behavioral health care can feel easier when the first step is clear. When you contact Queen City Behavioral Health Partners, the goal is to understand what you are looking for, discuss service fit, and help identify the most appropriate next step. You do not need to have everything figured out before reaching out. Asking for information is not a commitment to a specific path; it is simply a way to better understand what support may be available. Clear communication can help the process feel more manageable from the beginning."

Best-fit platform Facebook, Instagram, LinkedIn	Recommended CTA Reach out to request information.	Visual direction Checklist-style graphic with icons for inquiry, service fit, and next step.
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4. Understanding Trauma-Informed Counseling

Content Pillar: Education / service clarity

"Trauma-informed counseling recognizes that past experiences can affect stress, relationships, safety, and daily life. The goal is not to force a person to retell everything at once. It is to provide a respectful setting where support can move at an appropriate pace. Queen City Behavioral Health Partners offers counseling support for people seeking a calmer, clearer path forward. A trauma-informed approach centers dignity, choice, and steady support while avoiding pressure or one-size-fits-all expectations."

Best-fit platform Facebook, Instagram, LinkedIn	Recommended CTA Learn more about counseling support.	Visual direction Soft educational graphic with a shield, calm line art, and a steady-path visual.
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4. Social Post Captions Continued

5. Support for Families Navigating Behavioral Health Needs

Content Pillar: Family support / trust

"Behavioral health concerns often affect more than one person. Families may notice changes in mood, motivation, communication, school or work functioning, or stress at home before they know what kind of support is needed. Queen City Behavioral Health Partners helps families ask better questions, understand options, and identify a clearer path forward. Support can begin with helping a family understand what they are seeing and what questions to ask next. Clear guidance can make outreach feel less confusing and more practical."

Best-fit platform Facebook, Instagram	Recommended CTA Contact us to ask about family support options.	Visual direction Warm, non-identifying family-centered graphic; abstract figures or home/support icons rather than stock-photo close-ups.
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6. For Referral Partners: When to Consider Queen City

Content Pillar: Referral readiness / authority

"Primary care offices, schools, discharge planners, and community professionals often need clear behavioral health referral options. Queen City Behavioral Health Partners may be an appropriate resource when an adult, young adult, or family needs outpatient therapy support, family guidance, group support, or medication-management coordination. Referral partners are welcome to reach out with service-fit questions. Clear referral communication helps partners understand when outpatient behavioral health support may be a good next step and how to direct someone toward appropriate information."

Best-fit platform LinkedIn	Recommended CTA Connect with us or contact the practice for referral questions.	Visual direction Professional LinkedIn graphic with a referral pathway, document icon, and connected-node visual.
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5. Social Post Captions Continued

7. Group Support and Connection

Content Pillar: Service clarity / community

"Group support can help people feel less alone while learning in a structured, professionally guided environment. Depending on the need, group-based support may complement individual therapy, family support, or other outpatient care. Queen City Behavioral Health Partners can help prospective clients understand whether group support may be a good fit. Group settings can offer education, connection, and shared understanding while still maintaining a professional care structure. Asking about fit is a helpful first step for anyone unsure whether group support is appropriate."

Best-fit platform Facebook, Instagram, LinkedIn	Recommended CTA Ask about current or future group support options.	Visual direction Circle or connection-themed branded graphic with clean icons and plenty of white space.
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8. Serving Charlotte and Nearby Communities

Content Pillar: Local relevance / visibility

"Queen City Behavioral Health Partners supports clients and referral partners across Charlotte, SouthPark, Ballantyne, Matthews, and nearby Mecklenburg County communities. A clearer behavioral health presence helps people understand what support is available, who it is for, and how to take the next step when they are ready. Local visibility matters because many people begin their search for support close to home, school, work, or a trusted referral source. Consistent service-area language also helps referral partners recognize whether the practice may be a practical fit."

Best-fit platform Facebook, Instagram, LinkedIn	Recommended CTA Contact us to request information.	Visual direction Subtle map-pin or Charlotte-region service-area graphic; no real map logos or clutter.
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6. Platform Use and Publishing Notes

The same core content should be adapted by platform rather than posted identically everywhere. The goal is to keep the practice consistent while making each post useful in the environment where it appears.

Platform	Best use	Recommended adaptation
Facebook	Patient and family education, local trust, service awareness.	Warm caption, simple CTA, occasional community-facing language.
Instagram	Visual clarity, education, trust-building, approachable service explanations.	Use carousel graphics, short captions, and simple next-step language.
LinkedIn	Referral partner credibility, professional education, leadership voice.	Use professional framing for primary care, schools, community partners, and referral
Google Business Profile	Local search reinforcement and quick service visibility.	Shorter post version with clear service language and a direct CTA.
Website / blog	Longer educational explanation and SEO support.	Turn high-performing post topics into FAQs, service explainers, or blog articles.

Healthcare-safe publishing guardrails

Do	Avoid
• Use plain language that educates without diagnosing. • Make the first step feel clear and manageable. • Use general service and support language. • Invite people to request information or ask about service fit. • Review posts through the practice approval process.	• Do not provide individualized clinical advice in captions or comments. • Do not imply guaranteed outcomes or quick fixes. • Do not use patient-identifying details without approval. • Do not publish unapproved clinical claims. • Do not position social media as a crisis or urgent-care pathway.

Provider Presence Strategies

This content pack supports clearer service messaging, stronger educational value, more consistent social presence, and a more referral-ready behavioral health footprint. Final captions should be reviewed and adapted to match the practice's approved clinical language, availability, and internal policies.