DOCTOR VIDEO

Instagram Reels for doctors: hooks, length, format

Build Reels like a good answer at the end of a consultation, not like a slide deck.

Swipe →

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THE JOB

"

Make a relevant local person think: this doctor explains things clearly, I would be comfortable seeing them. Bookings follow from that familiarity.

Expect each Reel to produce appointments directly and you will make louder, worse Reels.

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LENGTH

3 minutes

is the ceiling: Instagram says Reels over three minutes are not recommended to new audiences

A ceiling is not a target. The right length is the length of the answer.

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HOOKS THAT WORK

Tell the right viewer this is for them

- The patient's own question: patients ask me every week whether...
- The specific audience: if you sit at a desk eight hours...
- The common confusion: an X-ray and an MRI are not the same
- The behind-the-scenes view of a pre-operative check
- The honest limit: I cannot tell you on Instagram whether...

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HOOKS TO AVOID

Attention without sensationalism

- Fear-led openings that dramatise symptoms or outcomes
- Cure, guaranteed, best doctor and similar claims
- Before and after visuals of patients
- Clickbait the video then fails to answer

Since 6 October 2026, NMC guidelines bar testimonials and before-and-after images, even with consent.

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FORMATS

Pick three or four shapes and rotate them

STRAIGHT ANSWER	One patient question in the doctor's words; easiest to batch
MYTH, CORRECTION	Common belief, then the fact; needs careful review
WALKTHROUGH	First visit, cashless documents, follow-up
COMMENT REPLY	A general question from an earlier Reel, never an individual's case
CLIP	A subtitled cut from a longer interview

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STRUCTURE

Five parts, whatever the length

1. Hook: name the question or audience, no greeting
2. Context: why it matters or confuses people
3. Answer: two or three plain points
4. The single takeaway, repeated as on-screen text
5. A calm route: if this is you, speak to a doctor

Name and specialty go in a lower-third, not a spoken intro.

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TEST AND SUSTAIN

Change one thing at a time

- Trial reels: show non-followers first, test two hooks on one answer
- Watch skip rate in Edits; early exits mean the hook is wrong
- One planning chat, one weekly sitting, one review window
- Keep two or three reviewed Reels in backlog

A reviewed Reel every week for a year beats daily for three weeks, then silence.

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READ THE FULL GUIDE

Instagram Reels for doctors, in full

- Captions, on-screen text and the cover frame
- Consent and what never goes in a Reel
- The eight-point pre-publish checklist
- gauravphogat.com/instagram-reels-for-doctors-hooks-length-format

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