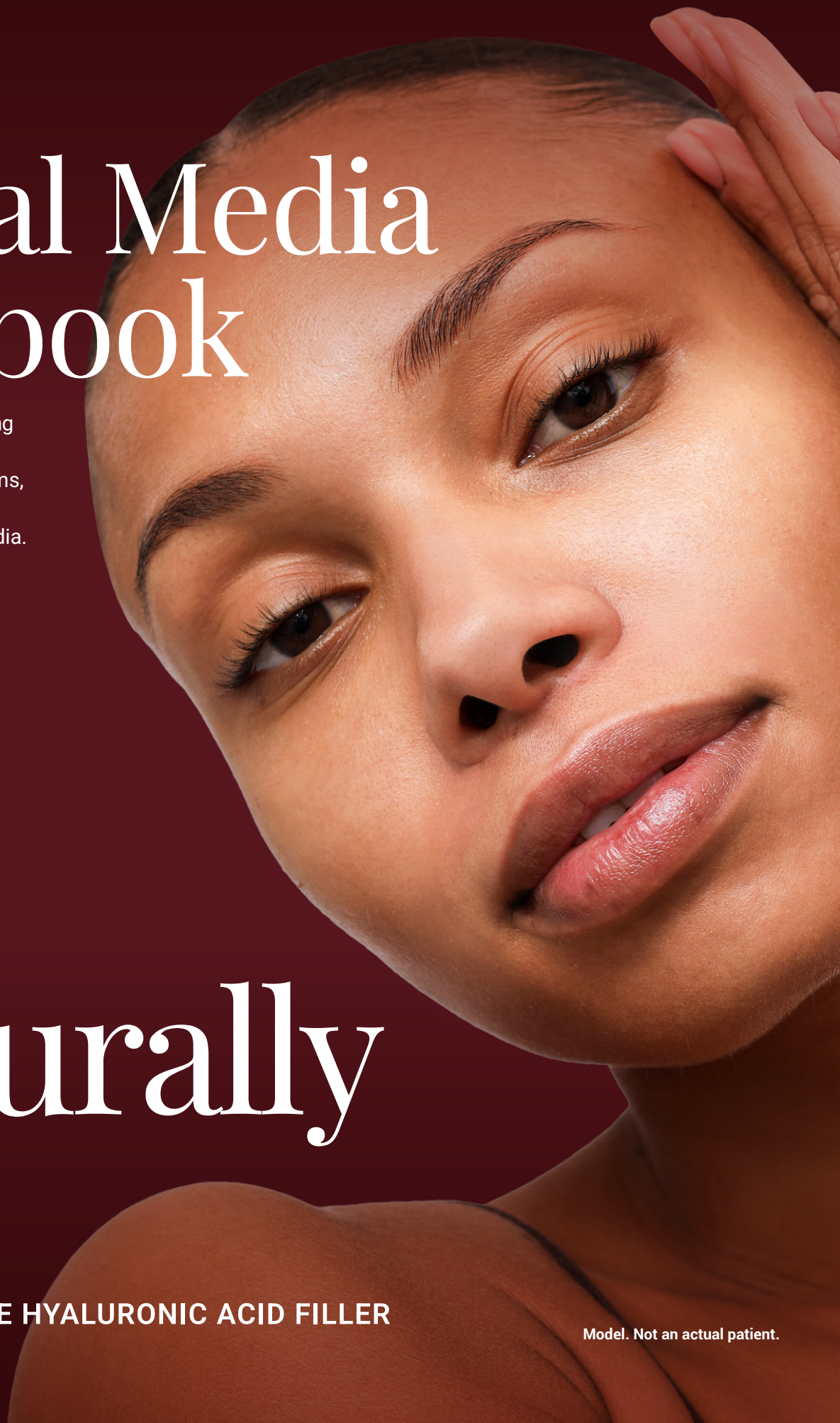
Allergan Aesthetics
an AbbVie company

Social Media Playbook

Best practices for addressing filler sentiment, navigating evolving platform algorithms, and maximizing patient engagement on social media.



Naturally *You*

WITH INJECTABLE HYALURONIC ACID FILLER

Model. Not an actual patient.

Consumers go to social media before seeking treatment

Many consumers learn about potential treatments before they ever step into an aesthetic practice. Social media can greatly influence consumers' feelings and actions about filler treatment.

Social media influences filler decisions

70% of patients decided they wanted filler treatment before entering an office.[1,*]

54% of considerers use social media as a source of filler information.[1,†]

*Based on a 2025 US survey of 94 consumers.[1]
†Based on a 2025 US survey of 277 consumers.[1]

Cost, fear of unnatural outcomes, and lack of education can keep consumers from trying filler for the first time. Social media can heighten fears or amplify misinformation, further discouraging the typical consumer who may not be well-educated on fillers or their benefits.[1]

You can help shape filler perception on social media

"My HCP's social account" is the top source that considerers use to learn about fillers. You are the voice considerers trust most. You're not just delivering treatment, you're providing reliable, trustworthy information to help create and define the true filler story and experience for patients.[1]

How you can help shape the *filler conversation*

Filler sentiment may be affecting your practice and potential patient base. Allergan Aesthetics wants to partner with you and empower you to positively influence filler perception.

Overall objective

Our goal is to help you drive positive filler sentiment with engaging social posts designed to educate patients about Injectable Hyaluronic Acid (HA) Fillers.

With this information, we want to help you boost your authority as a respected expert and ultimately position you as the aesthetic provider who can deliver the natural-looking results that patients want.

This playbook provides ways to get started, including:

- Understanding social media algorithms so you can use it to your advantage
- Sharing best practices for posting positively and to elevate your message

Social tools we've created to make it easier for you to post

- Static and carousel posts
- Reels
- Suggested scripts to help you create your own videos

How the algorithm works

On social media, filler sentiment is being shaped by the algorithm, not by education, and the best way to influence it is to first understand how it works.

Understanding the algorithm

Social media algorithms are complex AI systems that personalize the user experience. They filter and recommend content based on user behavior, relationships, and content quality.

	Priorities[2-7,*]	Additional tips[2-7]
	• **User relationships:** who you interact with the most • **Engagement signals:** your likes, comments, saves, and shares • **Watch time:** especially for Reels • **Content type and recency:** favors consistent posting and variety (eg, carousels, Reels, Stories)	• Reels are ranked based on watch time, likes per reach, and sends per reach • The Explore page uses over 30 signals to predict what you'll engage with next
TikTok	• **Watch time:** especially full views and rewatches • **Engagement signals:** your shares and comments • **Engagement velocity:** how fast a video gains traction • **Content relevance:** based on hashtags, captions, and sounds	• TikTok focuses on content discovery and virality, even for new creators • TikTok now uses Creator Search Insights to help creators find trending topics and content gaps • The algorithm adapts quickly to your behavior—even one viral video can skyrocket your reach

*Algorithm insights as of June 2025.

How to be *positively* social

Shaping filler sentiment takes a strong and proactive content strategy. Here are some best practices to help you have more positive conversations about Injectable HA Fillers on social platforms.

Do's

- **Consistently create** and share accurate, evidence-based information, framed with positivity
- **Be the source:** When your audience trusts you as a primary source, they are less likely to seek or believe misinformation
- **Moderate comments strategically:** Remove or hide comments that are clearly spam, hateful, or spreading dangerous misinformation
- **Debunk myths proactively** without naming or shaming
- **Encourage community interaction:** Use polls and sliders and ask open-ended questions to spark discussion among followers
- **Partner with other HCPs or peers:** Co-promotion expands your reach to engaged audiences
- **Show off your work:** Display the beautiful, natural-looking results patients can get with you. Tell them which product you used and how much
- **Make it easy for patients to get in touch:** Include your practice information and online scheduling in your posts and/or link in bio

Don'ts

- **Amplify:** Directly engaging with inaccurate content, even to correct it, may give it more visibility
- **Give into clickbait:** The algorithm interprets your interaction as a sign of interest, potentially showing it to more users
- **Engage** with commenters who are pushing **hateful or dangerous information**
- **Ignore viewers** whose reactions may be coming from a place of anxiety or concern—responding to sentiment builds loyalty
- **Share content** from any source you don't trust or is **not reputable**
- **Include irrelevant trends**, trending topics, or hashtags just for likes. Ensure that it's authentic
- **Only focus on close-ups** of filler areas (eg, lips): Showcase before-and-after photos of the full frame and specific areas

Did you know?

⬆ 38% engagement

How-to or behind-the-scenes videos get 38% more engagement and 2x many comments on Instagram.[8,9]

⬆ 40% views

Vertical, native format content with music yields higher reach on TikTok.[10]

Key takeaway

A strong proactive content strategy focuses on being a consistent, reliable, and positive source of information. By not amplifying inaccurate or misleading content, you naturally draw your audience away from it while simultaneously elevating the accurate information you do share.

Optimize your social posts

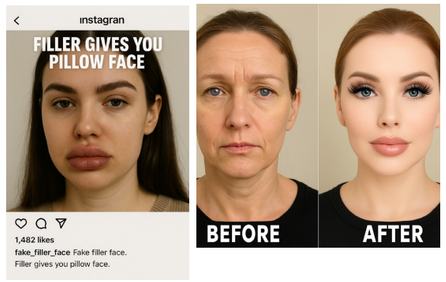
Your social media presence may already be great, but there are always ways to make it better. Here are some tips to help you make your social posts more engaging:

Do's

TIP: Use soft, natural lighting and calming audio. Harsh light, heavy filters or glare reduce perceptions of authenticity and trust

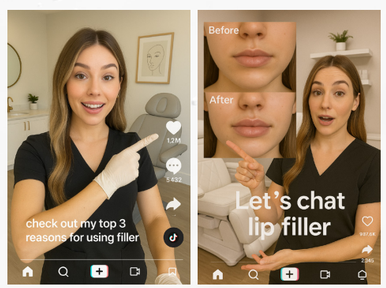
- Use polls and questions in Stories
- Create authentic and relatable "Day in the Life" content
- Prioritize Reels and hook interest in the first 2 seconds
- Make sure content is not only educational, but can be saved and shared

Don'ts



- Engage with inaccurate or negative filler content
- Show filtered or unrealistic patient outcomes
- Use stock photography instead of real providers or patients
- Use excessively designed graphics without people

TikTok Do's



TIP: Use the green screen filter when filming your videos for Instagram or TikTok

- Provide quick tips and an intro hook
- Create reaction videos using green screen to further educate
- Use trending audio and templates
- Be authentic and relatable to create a personal connection with viewers

TikTok Don'ts

- Sound rehearsed or inauthentic
- Use heavy filters or show photos that set unrealistic expectations
- Use blurry or bad lighting
- Crowd your shot with too many things in frame
- Amplify negative keywords or sentiments

We encourage open disclosure when using AI-generated images. The images shown above were created using generative AI tools, based on text prompts. While they can be highly realistic or imaginative, they may not depict actual people, places, or events. These images do not represent practices, injectors, or their patients.

Start posting with these resources

Allergan Aesthetics has created ready-to-use social posts and videos to help you discuss Injectable HA Fillers in a positive light. We have 3 kinds of posts:

Download these posts and instructions for use from
AllerganBrandBox.com/campaigns/naturally-you-with-injectable-hyaluronic-acid-filler

1. Filler Fact vs Fiction Posts

These static and carousel posts can help you directly address common misconceptions about filler treatment in an engaging and educational way.

2. Injectable HA Filler Science Reels

These short video reels help break down the science behind Injectable HA Fillers so you can educate patients on a variety of topics, all within a minute or less.

TIP: Videos continue to be popular. 78% of people prefer to learn about new products through short content videos[11]

3. Expert POV Scripts

These video scripts provide sample dialogue to help you make your own Injectable HA Filler videos for social media.

TIP: Your personality is your secret weapon. People want to book with someone they know, like, and trust

Naturally *You*

WITH INJECTABLE HYALURONIC ACID FILLER

Learn More

Together, *let's grow* the Injectable HA Filler category

References:
1. Data on File, Allergan Aesthetics, March 20, 2025; Global HA Strategy and US NTX Market Review. 2. Glover R. How the Instagram algorithm works in 2025 (+ tips to get seen). Updated July 9, 2025. Accessed August 12, 2025. https://www.wordstream.com/blog/instagram-algorithm. 3. Shah S. How the Instagram algorithm works: Your 2025 guide. Buffer blog. Accessed August 12, 2025. https://buffer.com/resources/instagram-algorithms. 4. Instagram Creators. See how Instagram algorithms can work for you. Instagram Creators website. Accessed August 12, 2025. https://creators.instagram.com/grow/algorithms-andranking?locale=en_US. 5. Adisa D. How the TikTok algorithm works in 2025. Sprout Social Inc website. Accessed August 12, 2025. https://sproutsocial.com/insights/tiktok-algorithm. 6. Lang K. TikTok algorithm guide 2025: everything we know about how videos are ranked. Buffer blog. Accessed August 12, 2025. https://buffer.com/resources/tiktok-algorithm. 7. TikSnap. Understanding the TikTok algorithm in 2025. Accessed August 12, 2025. https://tiksnap.net/blogs/understanding-the-tiktokalgorithm-in-2025. 8. Social media video insights. 90 Seconds. Accessed August 12, 2025. https://90seconds.com/insight/social-media-video-insights. 9. Adete from InVideo. 113 Instagram Statistics You Cannot Miss in 2025. InVideo - Online Video Creator for Content and Marketing Videos. Accessed August 12, 2025. https://invideo.io/blog/instagram-statistics. 10. Howes G. 10 TikTok Best Practices for Maximising Engagement and Reach. Magicbrief.com. Accessed August 12, 2025. https://magicbrief.com/post/10-tiktok-best-practices-for-maximising-engagement-and-reach. 11. 50+ of the Most Important Social Media Marketing Statistics for 2023. Sprout Social. Accessed August 12, 2025. https://sproutsocial.com/insights/social-media-statistics.

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