



THE  
**KLINIQUE**  
SURGERY CENTER

**What the KOL must do after the surgery ?**

# 1. Send photos to the clinic after the procedure on the following days:

Day 1 / Day 2 / Day 3 / Day 4 / Day 5 / Day 6 / Day 7 / Day 14 / 1 Month (No need to post publicly)

Example:



**2. Post a video and photos reviewing the surgery** on at least 2 platforms with the highest number of followers. The content should be in the style of a KOL (Key Opinion Leader), sharing their genuine experience — **not a paid review**.

Video Brief: Submit a draft of the video 1 month after the surgery.

Example : <https://www.instagram.com/p/C9T4azwvy05/>

<https://www.instagram.com/p/C-40029pkYs/>

- Include photos from the consultation day showing the face before the procedure, explaining the issues that led to the decision for surgery, and specifying the procedure and the doctor performing it.
- Include photos of preparation before surgery and on the surgery day, showing the beautiful clinic in the heart of Siam and the excellent service from the staff.
- After surgery, review the feelings and experience—such as numbness, no pain, and how to care for oneself during the early recovery period.
- Provide ongoing photo updates up to 1 month post-surgery, including photos of the operated areas (nose/face/body/figure) looking beautiful. In the video: 30% should feature the clinic, and 70% should be personal shots showing confidence, satisfaction, and impressions after the procedure.

Photo Brief: Submit draft 1 month after the surgery

Photos taken at the clinic >> Photos with the clinic's sign / 2-3 photos showing the final look about 1 month after surgery / Before-and-after photos



#### **Keywords for photos and videos:**

- All surgeries performed by a specialist plastic surgeon
- Operating room meets hospital standards
- General anesthesia administered 1:1 by an anesthesiologist (for cases requiring anesthesia)
- VIP recovery room for every case (for cases requiring anesthesia)
- Professional nursing team provides care throughout the post-operative period
- Convenient location in the heart of Siam

**3. Post videos 4 times and lifestyle photos 4 times on at least 2 platforms with the highest number of followers, and tag the clinic.**

At 3 months / 4 months / 6 months / 8 months / 10 months / 12 months / 1 year 2 months / 1 year 4 months

**Example:**



Photos and videos posted must tag the clinic both in the caption and within the video/photo itself. For videos, please send them for review before posting (only for surgery reviews; lifestyle videos do not need to be sent).

**TikTok :** <https://www.tiktok.com/@thekliniquesurgery>

**IG :** [https://www.instagram.com/theklinique\\_surgerycenter](https://www.instagram.com/theklinique_surgerycenter)

**Facebook :** <https://www.facebook.com/THEKLINIQUESURGICAL>

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**Please send the link after posting.**

4. Post an IG/FB Story every time you visit the clinic.

5. Post surgery reviews in closed surgery groups 4 times (a team will create captions for the posts).

6. Do a photo shoot.

# **Clinic's channels have a production team to handle:**

1. LIVE Q&A sessions about the procedures performed (by the clinic's team)
  - Before surgery
  - Immediately after surgery
  - 7 days / 14 days after surgery (depending on current results)
  - 1-month follow-up
  - 3-month follow-up
2. The clinic can use high-quality photos from the KOL's channels (with permission before use).
3. KOL will do a photoshoot with the clinic; the clinic's team will handle wardrobe and styling.
4. The clinic will produce content for its own channels.