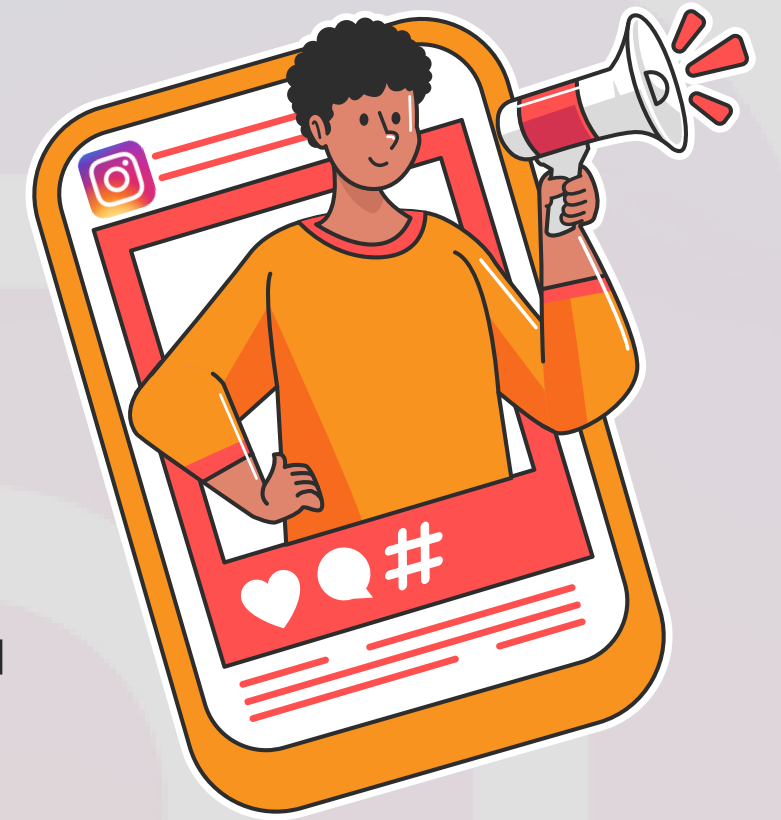




Business Support Partner

Instagram MANAGEMENT.



Helping your business stay visible, consistent, and connected.



MEET RICKY.

Since 2024, I have been developing practical skills in Social Media Management, including content planning, content creation, community engagement, and performance monitoring. I use these skills to help businesses maintain a consistent, organized, and purposeful online presence while taking care of day-to-day social media tasks.

My goal is to support your business by keeping your social media active, relevant, and aligned with your goals—so you can spend less time managing content and more time focusing on your business.





WHAT I TAKE CARE OF.

What parts of your social media can you stop worrying about?



Content Planning & Scheduling

Keeping your content organized and scheduled consistently.



Community Engagement

Monitoring messages, comments, and audience interactions.



Social Media Account Management

Keeping your social profiles and online presence active & updated, organized, and professional.



Performance Monitoring

Tracking key metrics to understand what is working.



Content Coordination

Organizing content ideas, captions, and posting schedules.



Content Organization

Keeping social media assets, ideas, and workflows organized.



Less time managing social media. More time focusing on your business.



IMPACT

What better social media support can give your business.



More Consistent Presence

Keep your business active and visible with a more consistent posting routine.



Stronger Audience Connection

Stay responsive to comments and messages and maintain meaningful interactions with your audience.



More Purposeful Content

Organized content planning helps ensure your posts have a clear purpose and direction.



Better Visibility Into Performance

Track your social media activity and identify what content is getting attention.



More Time for Your Business

Spend less time managing daily social media tasks and more time focusing on your customers and operations.



A consistent social presence, without taking your focus away from the business.



FEATURED PROJECT

SmilePoint Dental Care

Instagram Content Strategy & Management

- 01 — Content Pillars
- 02 — Content Calendar & Planning
- 03 — Content Creation
- 04 — Instagram Post Design
- 05 — Profile Optimization
- 06 — Community Engagement



FEATURED PROJECT

01. Content Pillars

Content Pillars are the key topics that organize a dental clinic's Instagram content to educate, build trust, showcase expertise, and connect with patients.

Why Content Pillars Matter

- **Keep content organized** — Give every post a clear purpose and place.
- **Create variety** — Avoid posting the same type of content repeatedly.
- **Stay consistent** — Make it easier to plan content regularly.
- **Build trust** — Balance education, expertise, patient experiences, and clinic information.
- **Generate better ideas** — Turn each pillar into multiple content topics and post ideas.

Content Pillars - The Foundation of a Consistent Instagram

Before creating individual posts, I define content pillars based on what patients need to know, what builds trust, and what supports the clinic's goals.



Core Pillars

✓ **Services / Treatments**
General Dentistry; Teeth Cleaning; Whitening; Dental Fillings; Braces / Aligners; Dental Implants

✓ **Tips & Dental Education**
Doctor's Advice; Oral Hygiene Tips; Brushing & Flossing; Foods to Avoid; Children's Dental Care; Myth vs Fact; Dental Facts; At-Home Care; Dental Anxiety / Confidence

✓ **FAQs**
Treatment Questions; Pain & Recovery; Treatment Duration; Community Questions

✓ **Before & After**
Teeth Whitening; Smile Makeover; Orthodontic Results; Smile of the Week

✓ **Testimonials / Reviews**
Patient Testimonials; Google Reviews; Patient Experiences

✓ **Meet Us / Our Team**
Dentist Profiles; Dental Team; Clinic Introduction

✓ **Patient Stories**
Patient Journey; Consultation to Treatment; Smile Transformation Story



Supporting Pillars

✓ **Our Clinic**
Reception; Treatment Rooms; Equipment; Clinic Atmosphere; Clinic Tour

✓ **Treatment Process**
Treatment Steps; What to Expect; Root Canal Process; Preparation; Recovery

✓ **Technology & Equipment**
Digital Equipment; Dental Technology; Treatment Tools

✓ **Insurance & Payment**
Accepted Insurance; Payment Options; Financing Information



Timely Pillars

✓ **Promotions & Offers**
Current Promotions; New Patient Offers; Seasonal Campaigns

✓ **Booking & Clinic Information**
How to Book; Contact Information; Opening Hours; Location

✓ **Seasonal & Awareness Content**
Back-to-School Dental Care; Holiday Dental Tips; Oral Health Awareness Days; Seasonal Dental Tips

✓ **Clinic Announcements**
Opening Hours Updates; Holiday Closures; New Services; Clinic Events



RICKY

FEATURED PROJECT

02. Content Calendar & Planning.

Turning content pillars into a balanced and consistent posting plan.

For SmilePoint Dental Care, I created a monthly content plan based on the selected content pillars.

Objective:
The goal is to maintain a balanced mix of education, trust-building, patient-focused, and promotional content while keeping the Instagram feed consistent and engaging.

INSTAGRAM					
March 2026					
INSTAGRAM	Monday, Mar 2, 2026	Tuesday, Mar 3, 2026	Wednesday, Mar 4, 2026	Thursday, Mar 5, 2026	Friday, Mar 6, 2026
	CONTENT TYPE	CONTENT TYPE	CONTENT TYPE	CONTENT TYPE	CONTENT TYPE
	CARROUSEL	SINGLE POST	CARROUSEL	SINGLE POST	SINGLE POST
	CONTENT PILLAR	CONTENT PILLAR	CONTENT PILLAR	CONTENT PILLAR	CONTENT PILLAR
	OUT TEAM	BEFOR & AFTER	TIPS	SERVICES	REVIEWS
	STATUS	STATUS	STATUS	STATUS	STATUS
INSTAGRAM	Posted	Posted	Planning	Planning	Planning
	ABOUT	ABOUT	ABOUT	ABOUT	ABOUT
	Meet Dr. Sarah	Smile Transformation	5 Tips for a Healthier Smile	Patient Testimonial	Dental Care Services
	CAPTION	CAPTION	CAPTION	CAPTION	CAPTION
	Meet Dr. Sarah! 🦋🌟 She is passionate about providing comfortable, personalized care and helping every patient feel confident about their smile.	A smile transformation can make a big difference. 🌟 Here's a look at one of our patients' smile journeys and the results of personalized dental care.	A healthier smile starts with simple daily habits! 🦋 From brushing and flossing to staying hydrated, small steps can make a big difference over time.	We love hearing from our patients! 💙 Thank you for trusting SmilePoint Dental Care and taking the time to share your experience with us.	Your smile deserves care that fits your needs. 🦋🌟 From routine checkups and preventive care to cosmetic treatments, our team is here to support your dental health.
	At SmilePoint Dental Care, we believe great dental care starts with listening. We're here to make every visit a positive experience.	Every smile is different, and every treatment is planned around the patient's individual needs and goals. 🦋	Save these five tips as a reminder and share them with someone who could use a little dental care motivation. 🦋🌟	Your comfort, confidence, and overall experience matter to our team. We're grateful to be part of your smile journey. 🦋🌟	Not sure which treatment is right for you? Get in touch with our team and let's find the right place to start.
INSTAGRAM	CTA / LINK	CTA / LINK	CTA / LINK	CTA / LINK	CTA / LINK
	Send us a message or book your visit today. [Link In Bio]	Ready to start your smile journey? Book a consultation	Save this post. Book your visit today! [Link In Bio]	Ready to experience personalized dental care?	Not sure which treatment is right for you? Send us a
	HASHTAGS	HASHTAGS	HASHTAGS	HASHTAGS	HASHTAGS
	Core / General Dental	Results, Services & Social Prc	Education & Trust	Core / General Dental	Results, Services & Social Prc
	#Dentalcare #Dentist #OralHealth #HealthySmile #DentalClinic #SmileCare #DentalHealth #SmilePointDentalCare	#DentalServices #CosmeticDentistry #Dentist #SmileTransformation #BeforeAndAfter #SmileMakeover #PatientReviews #PatientExperience	#DentalTips #DentalEducation #OralCareTips #DentalFAQ #PatientEducation #PreventiveDentistry #DentalHealthTips #HealthyTeeth	#Dentalcare #Dentist #OralHealth #HealthySmile #DentalClinic #SmileCare #DentalHealth #SmilePointDentalCare	#DentalServices #CosmeticDentistry #Dentist #SmileTransformation #BeforeAndAfter #SmileMakeover #PatientReviews #PatientExperience



FEATURED PROJECT

03. Content Creation

Our Team content pillar - Introduce Dr. Sarah to potential patients and make the clinic feel more personal, approachable, and trustworthy.

Objective:
People connect with people — introducing the team helps turn a dental clinic into a more approachable and trusted brand.

Content Pillar: 🧑🏻‍⚕️ Our Team
Content Topic: Meet Dr. Sarah
Format: Instagram Carousel

Content Structure - carousel format (a multi-slide post)

Slide 1 — Hook

Meet Dr. Sarah 🙋🏻
The dentist behind your healthier, more confident smile.

Slide 2 — Introduction

Dr. Sarah Johnson, DDS
General & Cosmetic Dentist
Dr. Sarah is passionate about helping patients feel comfortable while receiving personalized dental care.

Slide 3 — Expertise

Her Areas of Care

- General Dentistry
- Preventive Care
- Cosmetic Dentistry
- Teeth Whitening

Slide 4 — Patient Approach

Her Approach to Dental Care
I believe every patient deserves to feel heard, informed, and comfortable throughout their dental journey.

Slide 5 — Personal Touch

Outside the Clinic
When she's not caring for patients, Dr. Sarah enjoys hiking, reading, and spending time with her family.

Slide 6 — CTA

Ready to Meet Dr. Sarah?
We'd love to welcome you to SmilePoint Dental Care.

Book Your Visit →



FEATURED PROJECT

04. Instagram Post Design

Our Team Design

This design introduces Dr. Sarah through a combination of professional credentials and personal details, making the clinic’s brand feel more human and approachable.

Objective:
To showcase Dr. Sarah’s professional expertise and personal side, helping potential patients feel more familiar, comfortable, and connected. This helps make the clinic feel more approachable and welcoming before their first visit.

Carousel (a multi-slide post) - Our Team

Slide 1 — Hook



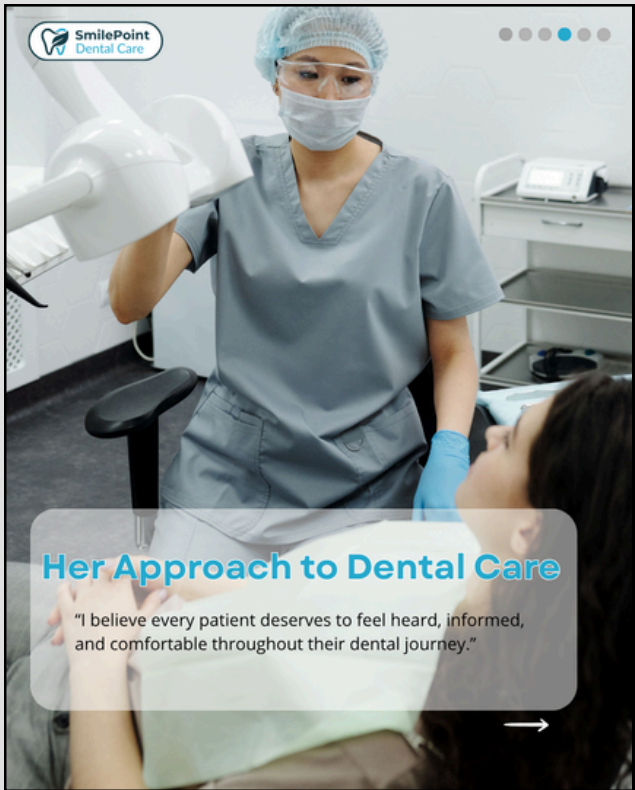
Slide 2 — Introduction



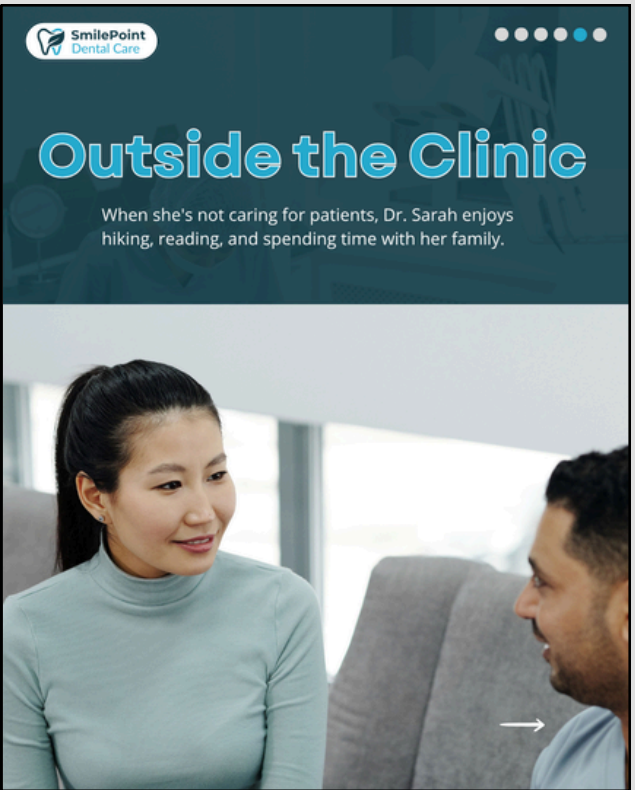
Slide 3 — Expertise



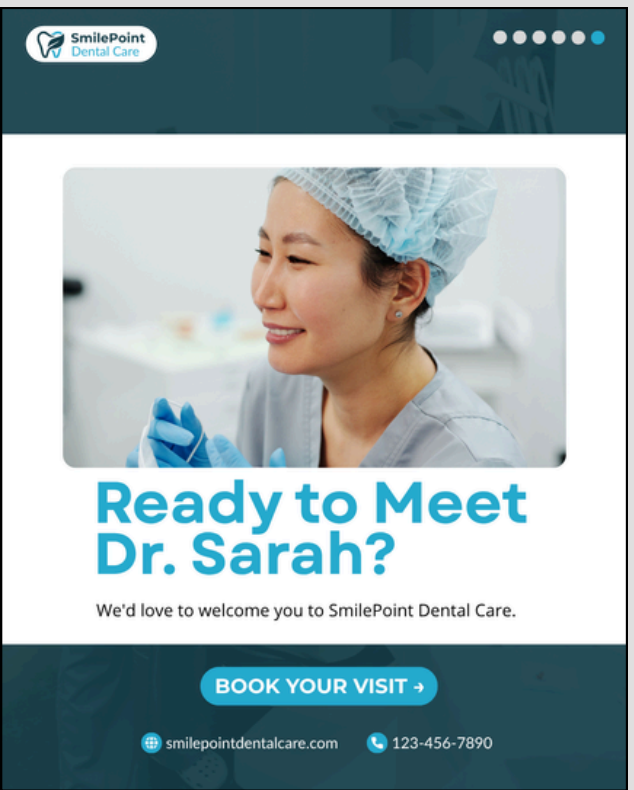
Slide 4 — Patient Approach



Slide 5 — Personal Touch



Slide 6 — CTA



FEATURED PROJECT

04. Instagram Post Design

Dental Tips Design

This design turns practical dental advice into a simple, easy-to-follow visual format, making educational content more engaging and easier for patients to understand and remember.

Objective:
To provide useful oral health information while reinforcing SmilePoint Dental Care as a helpful and trusted source of dental knowledge.

"To maximize audience reach, I developed a dual-visual strategy for the dental clinic's educational content, adapting the same core messaging into two distinct design styles:"

Single post format - Dental Tips

Dental Insights Style

- **Visual Direction:** Clean, sterile, professional, minimalist, and trustworthy.
- **Function:** Delivers dental tips from an authoritative medical perspective, ideal for establishing the dentist's expertise and reputation.



Dental Edutainment Style

Education + Entertainment

- **Visual Direction:** Welcoming, cheerful, dynamic, and interactive.
- **Function:** Presents the same dental tips in a lighthearted, highly relatable way, effectively reducing the common anxiety of visiting a dental clinic.



FEATURED PROJECT

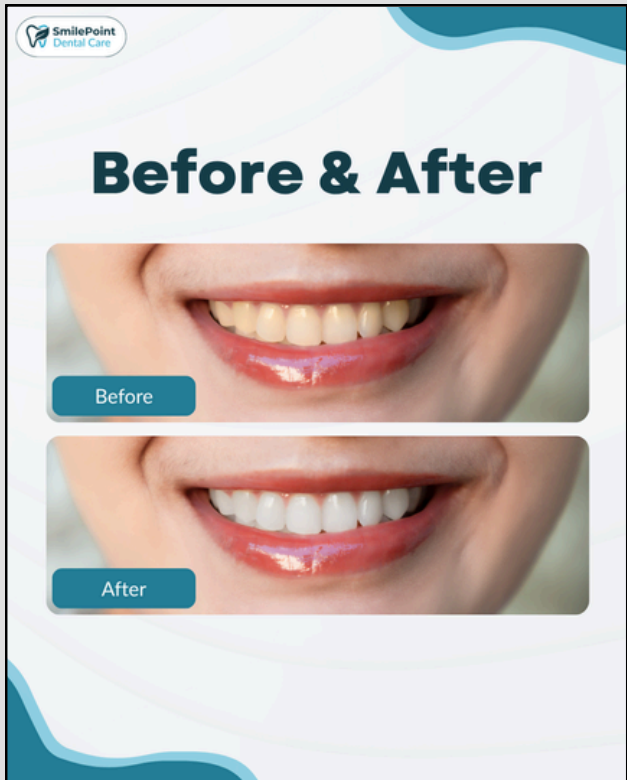
04. Instagram Post Design

Before & After Design

This design highlights a treatment transformation in a clear and visually engaging format, helping potential patients see the value and results of the clinic's services.

Objective:
To build trust through visible treatment outcomes and give prospective patients a better understanding of what SmilePoint Dental Care can achieve.

Single post format - Before & After





FEATURED PROJECT

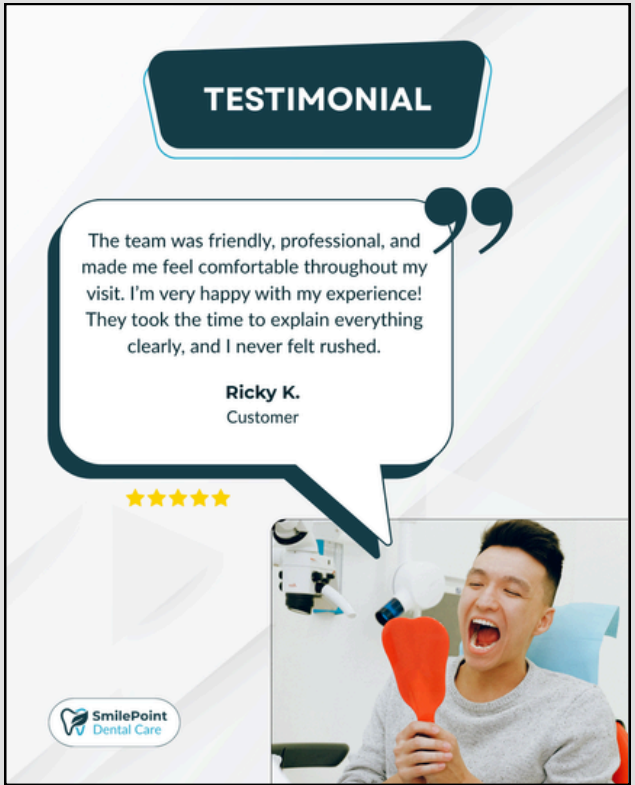
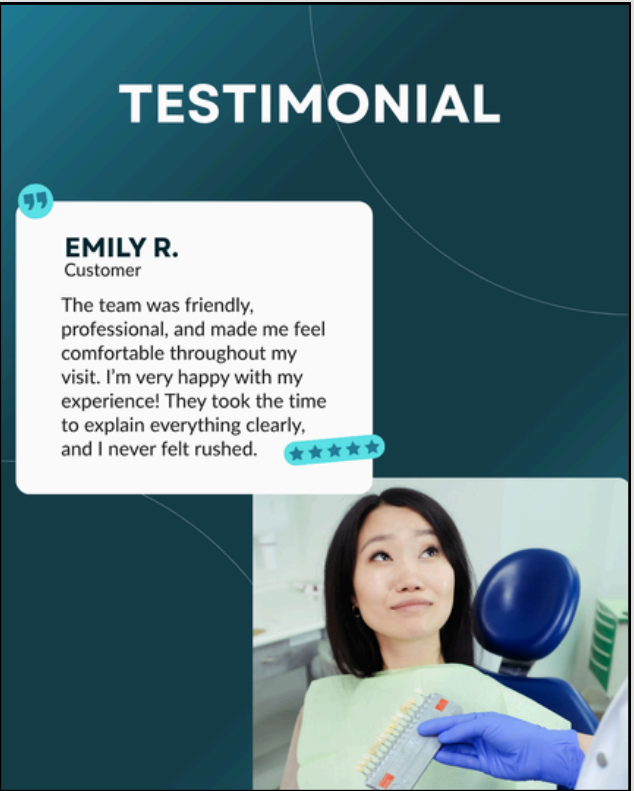
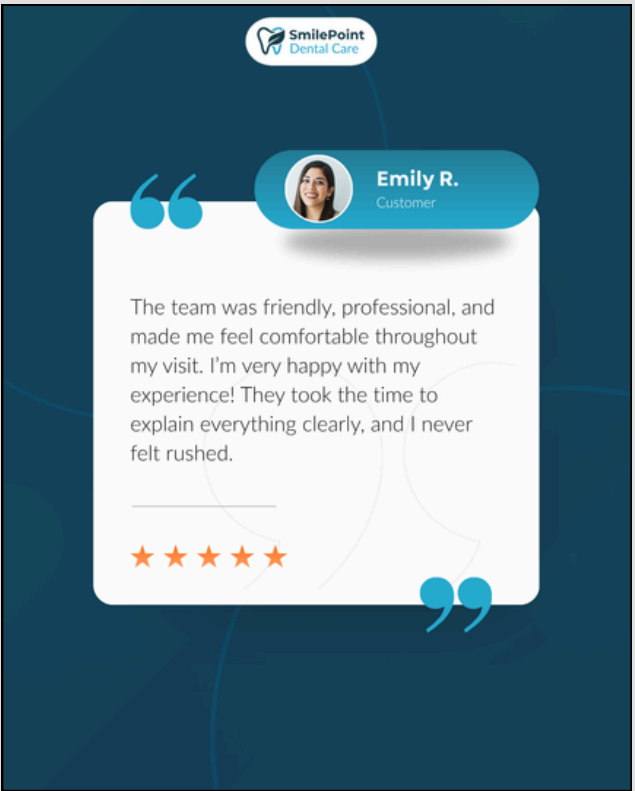
04. Instagram Post Design

Patient Review Design

This design presents a patient’s experience in a clean, simple & authentic format, allowing real feedback to become part of the clinic’s social proof.

Objective:
To build credibility and confidence by showing potential patients what they can expect from the SmilePoint Dental Care experience.

Single post format - Patient Review



FEATURED PROJECT

O4. Instagram Post Design

Treatment Process Design

This visual content gives patients a glimpse into the treatment process using authentic, real-life images from the clinic.

Showing the actual treatment environment helps patients know what to expect and makes the experience feel more familiar and approachable.

Objective:
To build transparency and trust by showing the real environment, care, and process behind each treatment.

Single post format - Treatment Process





FEATURED PROJECT

04. Instagram Post Design

Core Pillars Design

Each post is planned around a specific content pillar to keep the content balanced, purposeful, and consistent.

The goal is to create content with purpose—not simply to post consistently.

- OUR TEAM → Build connection & trust
- BEFORE & AFTER → Showcase results
- TIPS → Educate & provide value
- FAQ → Answer questions & remove uncertainty
- REVIEWS → Build credibility
- SERVICES → Promote & inform

Single post format - Core Pillars

OUR TEAM



BEFORE & AFTER



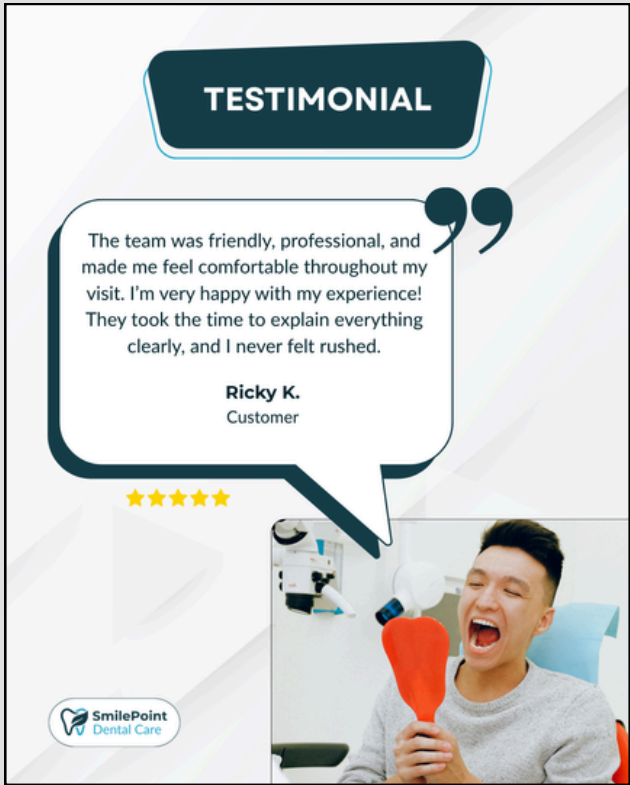
TIPS



FAQ



REVIEWS



SERVICES





Turning the content plan into ready-to-publish Instagram posts.

Objective:
With the content pillars, ideas, and post designs in place, the content calendar brings everything together into one organized publishing plan for SmilePoint Dental Care.

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FEATURED PROJECT

05. Profile Optimization

The profile is structured to help potential patients quickly understand who SmilePoint Dental Care is, what services they offer, where they are located, and how to get in touch.

Objective:
To make the profile informative, trustworthy, and easy to navigate—helping turn profile visitors into potential patients.

smilepointdentalcare

SmilePoint Dental Care | Dental Clinic

625 posts 2K followers 78 following

Gentle care for healthier, confident smiles
General & Cosmetic Dentistry
450 Lexington Ave, New York
📍 Book your appointment
www.smilepointdentalcare.com

Following ▾

Message

+8

Services

Our Team

Reviews

FAQs

Results

Visit Us



FEATURED PROJECT

06. Social Engagement

Building relationships through timely, helpful, and personal interactions.

Objective:
To make patients feel heard and supported by responding to comments, questions, and messages in a friendly and professional way.



smilepointdentalcare
Meet Dr. Sarah! 🦷 ✨ She provides personalized, comfortable care to help every patient feel confident about their smile. At SmilePoint Dental Care, we believe great dental care starts with listening.



Question

Emily R
Hello Dr. Sarah. I've been thinking about whitening, but I'm worried it might be painful. Is it?



Response

smilepointdentalcare
Hi Emma! Whitening is generally comfortable, although some people may experience temporary sensitivity. It can vary from person to person. If you're concerned about sensitivity, we'd be happy to discuss your options during a consultation. 😊



Question

Claire
Hi! How much does teeth whitening cost?



Response

smilepointdentalcare
Hi Claire! Thanks for reaching out 😊 The cost can depend on the type of whitening treatment that's right for you. We'd be happy to walk you through the available options and pricing.



PROFESSIONAL TRAINING

Building the skills to support your business.



Professionally Trained - Virtual Assistant

Virtual Assistant Training – SGBVA (@sgb_va)
Mentored by Tatiana Gromenko (@tanyagromenko).

This training strengthened my skills in professional virtual assistance, client support, communication, and organization, while also providing practical training in Social Media Management, including content planning, content creation, community engagement, and social media support.



WHAT MY CLIENT SAYS

Feedback from a business owner I support

This testimonial reflect feedback from client I currently support in other areas of business support.



I've had the pleasure of working with Ricky since 2010, and he has been an exceptional asset to our team. He is incredibly reliable, detail-oriented, and always responsive to our needs. More than that, Ricky is someone we've always been able to count on.... he's dependable, flexible, and a truly valuable partner to our business. Ricky's been a trusted partner through it all and we continue to rely on his services to this day.

Deni RajaAmpat

Business Owner

 www.rajaampatadventures.com

 [@RajaAmpatDeni](https://www.instagram.com/RajaAmpatDeni)



LET'S WORK TOGETHER

Ready to Take Social Media Off Your Plate?

If you're looking for reliable social media support to keep your Instagram active, consistent, and relevant, I'd be happy to learn more about your business and see how I can help.



Email: ricky@workwithricky.my.id



Website: www.workwithricky.my.id



Linkedin: [linkedin.com/in/rickyva](https://www.linkedin.com/in/rickyva)



Instagram: [@workwith.ricky](https://www.instagram.com/workwith.ricky)



Phone / WhatsApp: [\(+62\)858-2769-0501](tel:+62858-2769-0501)

Thank
you.