# Social Media Video Script Library

Video is one of the most effective ways to reach current and potential patients online. Whether you're on Instagram, Facebook, YouTube, or your clinic's website, short videos can humanize your practice, build trust, and educate in an engaging way. These scripts are here to make that easy.

Each script is categorized by topic and purpose. Most are under 60 seconds, written in a casual, clear voice. Feel free to personalize them with your experience, tone, or clinic-specific details. Every script includes a clear call to action to keep patients connected.

### Allergy Drop Education

* What are Allergy Drops? "Hi, I'm [Name] from [Clinic]. Allergy drops are a form of immunotherapy you take under your tongue instead of through shots. They're safe, effective, and personalized just for your allergies. Want to know if you're a candidate? Click the link to learn more."
* Why Choose Drops Over Shots? "Allergy shots work, but they can require office visits and aren’t an option for some allergens and populations. Allergy drops offer the same benefits, from the comfort of home. Same science, less hassle, and better safety profile. Ask us if they're right for you."
* Are Drops Safe for Kids? "We get this question all the time: Are allergy drops safe for children? The answer is yes—and they can even help prevent related diseases when started early! In fact, kids love that they don't need shots. We personalize treatment even for our youngest patients. Learn more at [link]."
* How Long Do Allergy Drops Take to Work? "You may notice results in a few months, but full treatment takes 3-5 years for most patients. The good news? It helps retrain your immune system. Patients say it’s worth the time. Have questions? We’re here to help."
* What Allergies Can Drops Treat? "From pollen and pets to mold and dust mites, allergy drops can treat a wide range. Reach out to see if your symptoms can be addressed."

### Patient Encouragement & Engagement

* You're Not Alone "If you're dealing with chronic allergy symptoms, you’re not alone. We see patients every day who feel better with allergy drops. Learn if you can too."
* How to Stay on Track "Consistency is key! Taking three doses a day helps build tolerance. Set reminders or join our registry at TrackMyAllergies.com for built-in nudges."
* Missed a Few Doses? Here's What to Do "It happens! If you missed just a few doses, don't panic. Restart now. If you’ve missed more than a few, give us a call. We'll help you get back on track safely."
* Celebrating Progress "We love when patients tell us they’re no longer scared of spring. That’s the power of treating the cause, not just the symptoms."

### Service Announcements & Promotions

* New Provider Welcome "We’re thrilled to welcome Dr. [Name] to our allergy care team! They bring [experience/specialty], and they’re accepting new patients."
* New Location Opening "Exciting news! We're now seeing patients in [New Location]. Same great care, closer to home. Call us to schedule."
* Extended Hours Announcement "We know life is busy. That’s why we’ve added extended hours on [days]! More time for the care you need."
* Telehealth Allergy Consults Available "Busy schedule? No problem. We offer virtual visits to get you started with allergy care from home."

### Myth-Busting & Education

* "My Allergies Aren’t That Bad" "Even 'mild' allergies can wear you down. Fatigue, brain fog, asthma flare-ups—it all adds up. Let’s get to the root cause."
* "Aren’t Allergy Drops Experimental?" "Nope. Allergy drops are backed by decades of U.S. and international research and used by providers nationwide. Safe. Proven. Effective."
* "I Thought Only Allergists Can Do This" "Not true. With the La Crosse Method™ Protocol, trained providers from many specialties safely offer allergy drop treatment."
* "My Kid Will Never Take Three Doses a Day " "We've heard it all. But with sticker charts, silly reminders, and our registry tool, many kids become drop-taking pros."

### Food Allergy Treatment – Use only if your clinic treats Environmental AND Food

* "You Can’t Treat Food Allergies, Right?" "Actually, we can treat many food allergies using personalized drops. It’s not right for everyone, but we’re happy to check if you’re a candidate."
* Allergy Wins, Big and Small "Tried a food you used to avoid? Slept through the night without sneezing? That’s progress! Celebrate the little wins—they add up."
* What Allergies Can Drops Treat? "From environmental allergies like pollen, pets and mold to food allergies like milk or tree nuts, allergy drops can treat a wide range. Reach out to see if your symptoms can be addressed."