



Healthcare Social Media Compliance Review Kit

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A practical internal review tool for clinics, medical centres and healthcare groups managing social-media content, patient communications and healthcare advertising.

USE THIS KIT TO

Review content before publishing; assign clinical and compliance ownership; record approvals; identify higher-risk patient and treatment content; and assess governance maturity.

Important: This kit provides general business and operational information. It is not legal or regulatory advice. Confirm current requirements and obtain appropriate professional guidance before acting.



1. Ten-point pre-publishing checklist

- ☐ 1. The promoted service falls within the facility's authorised scope.
- ☐ 2. Professional names, titles, specialties and qualifications match licensing records.
- ☐ 3. Clinical and outcome-related claims are factual, supportable and approved.
- ☐ 4. Wording avoids guarantees, absolute certainty and unrealistic expectations.
- ☐ 5. Material risks, limitations or disclaimers are presented where relevant.
- ☐ 6. Written, documented consent exists for patient images, video or statements.
- ☐ 7. Before-and-after content follows current requirements and is not misleading.
- ☐ 8. The appropriate clinical reviewer or Medical Director has reviewed the content.
- ☐ 9. Any required advertising or health-promotion approval has been considered and recorded.
- ☐ 10. The final content, approvals, consent references and publication evidence will be archived.

Decision: ☐ Ready to publish ☐ Revise and re-review ☐ Escalate for specialist advice



2. Content risk matrix

Use the highest applicable risk level. Internal policy may require stricter review.

Level	Typical examples	Minimum review approach
LOW	Opening hours; location updates; recruitment; non-clinical announcements	Marketing check; brand accuracy; archive final post
MEDIUM	Doctor educational reel; service explainer; general health education; professional profile	Marketing + clinical review; verify titles and facts; record approver
HIGH	Treatment claims; promotions/packages; patient stories; testimonials; before-and-after images; influencer collaborations	Clinical + compliance/Medical Director review; consent and approval references; retain complete evidence

Escalation triggers

- [] A claim cannot be objectively substantiated.
- [] A patient is identifiable or patient information is referenced.
- [] The wording may create urgency, fear or unrealistic expectations.
- [] A professional title, service scope or approval status is unclear.
- [] An influencer or external agency will publish on the clinic's behalf.



3. Content approval workflow

1. CREATE	Marketing prepares copy, visual, audience, platform and campaign details.
2. MARKETING REVIEW	Check brand, accuracy, links, dates, offers and intended audience.
3. CLINICAL REVIEW	Verify clinical accuracy, claims, professional titles, limitations and patient safety.
4. COMPLIANCE CHECK	Review consent, advertising approvals, patient privacy and risk classification.
5. APPROVE	Named accountable approver records approval and any conditions.
6. PUBLISH	Publish only the approved final version on the approved platform and date.
7. ARCHIVE	Store content, approvals, consent references, URLs and screenshots.
8. MONITOR	Review comments, corrections, complaints, expiry dates and removal needs.

Owner for this workflow: _____ Review cycle: _____



4. Social media content approval record

Field	Record
Campaign / content title	
Platform and account	
Planned publication date	
Facility / branch	
Featured clinician / licensed title	
Content risk level	Low / Medium / High
Clinical reviewer / date	
Compliance reviewer / date	
Medical Director / accountable approval	
Patient consent reference	
Advertising / regulatory approval reference	
Final asset location / version	
Published URL / archive screenshot	
Monitoring notes / removal date	



5. Patient content check

Complete this section whenever content includes a patient image, video, voice, testimonial, case detail or other potentially identifiable information.

- ☐ Written consent is documented and stored.
- ☐ The consent covers the intended content, platform and use.
- ☐ The patient understands whether paid promotion or reuse is intended.
- ☐ Identifying information has been limited to what is necessary and approved.
- ☐ The content does not imply a guaranteed or typical result without support.
- ☐ Before-and-after images are comparable and include required context/disclaimers.
- ☐ The patient record and marketing asset are stored with appropriate access controls.
- ☐ A process exists for future questions, withdrawal requests or content removal.

Patient consent reference: _____

Reviewer / date: _____

Decision: ☐ Approved ☐ Revise ☐ Do not publish



6. Clinic self-assessment score

Score each statement: 2 = Yes, 1 = Partly, 0 = No / unclear.

#	Assessment statement	0	1	2
1	We have a documented healthcare social-media approval policy.	☐	☐	☐
2	Account ownership and publishing permissions are clearly assigned.	☐	☐	☐
3	Professional titles are checked against licensing records.	☐	☐	☐
4	Clinical claims are reviewed and evidence can be produced.	☐	☐	☐
5	Patient consent is documented and traceable.	☐	☐	☐
6	Before-and-after and testimonial content receives enhanced review.	☐	☐	☐
7	The Medical Director's role is defined for higher-risk content.	☐	☐	☐
8	External agencies and influencers follow our approval workflow.	☐	☐	☐
9	We archive final content, approvals and consent references.	☐	☐	☐
10	We monitor published content and can correct or remove it promptly.	☐	☐	☐

TOTAL SCORE: _____ / 20

GREEN 16-20	Core controls appear established. Confirm they are consistently used and periodically tested.
AMBER 9-15	Important controls are partial or inconsistent. Prioritise ownership, documented approvals and evidence retention.
RED 0-8	Material governance gaps may exist. Pause higher-risk content and obtain appropriate review.

If you scored Amber or Red, request an initial OzaniX Healthcare Marketing & Compliance Review.

OzaniX Partners supports healthcare Digital Growth, Licensing & Regulatory coordination and operational governance. Visit ozanixpartners.com to request a discovery call.

Prepared for practical internal use. Always confirm the latest applicable requirements with the relevant authority.