

PR • PELLER .|||. PULSE

THE SOCIALSETTER

WHAT IS LO-FI CONTENT?



“Low-fidelity” content, known colloquially as lo-fi, refers to content with an unpolished, DIY feel. Shirking big budget shoots and flashy production, it offers an authentic and imperfect way to communicate with your audience—imperfect being key here. People are tired of perfection; they want to see things in the everyday, to understand how a product looks and works, as if they were using it themselves. Lo-fi content has exploded in popularity in recent years thanks to TikTok, Meta Reels, and, most recently, **BeReal**.



WHY LO-FI FOR HCPs?

HCPs are people beyond their profession—they want to consume content in a way that is genuine and personal. As 89% of HCPs turn to social to learn about treatment options, the vulnerability that lo-fi content brings can create a more engaging experience than traditional, heavy-branded content.



HOW CAN I MAKE IT?

The beauty about creating lo-fi content is in its ease—big celebrity names aren’t needed, nor are high-budget visuals. In most cases, all that’s necessary are a phone camera and someone who truly knows the brand. For content, consider hosting a **Q&A session**, giving a **product overview**, or walking through a **day in the life**, whatever can give viewers the most authentic and straightforward insight into your brand. Social media users don’t want to see content that’s traditional advertising, so consider tailoring assets to blend in with larger content trends. Additionally, lo-fi content lends itself well to living across multiple platforms—whether it’s for TikTok, Instagram, or Facebook, users crave authentic content.



WHERE DO I GO FROM HERE?

Key takeaways for healthcare marketers when thinking about lo-fi content:

- Go beyond polished experiences—embrace the everyday to connect with them
- Understand platform nuances when creating content—social media is not one-size-fits-all
- Don’t overthink creating lo-fi content—this should be simple, easy to understand messaging

Be on the lookout for our next Socialsetter!
[Contact us today.](#)