



# Mark Hyman, MD

Co-Founder & Chief Medical Officer of Function Health

415k followers • [View Profile](#)

**8**

POSTS / WEEK

**5 PM, UTC**

MAIN POSTING TIME

**830**

AVG REACTIONS

80 comments

**47%**

CALL-TO-ACTION

FREQUENCY

## #1 SUCCESS FACTOR

He turns medical authority into simple, shareable “health truths” that people can pass to friends: short hooks, clear takeaways, and a small next step anyone can do. That consistency (profile trust → easy-to-share education → occasional clear offers) makes his posts travel far beyond his existing audience and keeps selling from feeling like a hard pitch.

## FORMAT BREAKDOWN

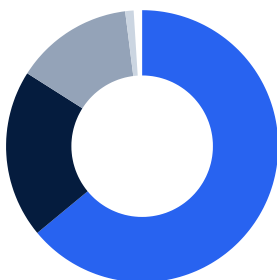


Image	64%	1410 avg reactions
Video	20%	540 avg reactions
Text Only	14%	360 avg reactions
Carousel	1%	80 avg reactions

## 7 Tactics You Can Steal

01 [Tell people who to share it with in the first line](#)

02 [Share a surprising fact, then stack a few hard numbers](#)

03 Use swipe images and a numbered promise to keep attention

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04 Make the action tiny, then explain it with a few science details

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05 Pick a clear enemy, then offer a simple better way

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06 End with a question that's easy to answer in one sentence

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07 When you sell, teach first and give one clear next step

# 7 Tactics You Can Steal

## 1 Tell people who to share it with in the first line

He often starts with a direct “send this to...” or “tag someone...” line, and he names the relationship (partner, loved one, health buddy). That gives people a clear reason to repost or DM it, because it feels like a gift, not a broadcast. This matches the broader pattern that posts with CTAs perform better in this sample (39 CTA posts average 158.7 reposts vs 100.0 without). To copy it: write your main point, then add one line at the very top like “Send this to a friend who needs it today.”

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

## 2 Share a surprising fact, then stack a few hard numbers

Several of his biggest posts lead with something that feels like breaking news, then they add 3–5 specific numbers to make it believable and quotable. People comment because the claim is bold, and they share because the numbers make them feel confident repeating it. You can see this style in a top performer that opens with “new data,” and it fits his broader ‘urgency beats setup’ pattern in advocacy topics (2.86x for urgency posts vs 0.63x for slower ones). To copy it: lead with one fresh stat, add a short list of supporting stats, then end with one clear “so what.”

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

## 3 Use swipe images and a numbered promise to keep attention

His most reliable format is image-led, especially swipe/list visuals that promise multiple takeaways. Images average 1.75x relative engagement (median likes 1,406) compared to video at 0.76x (median likes 541) and text-only at 0.91x (median likes 355). The “numbered promise” makes the value obvious at a glance, and the swipes keep people on the post longer. To copy it: turn one idea into 5–7 short points, put them into simple images, and keep the caption tight.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

## 4 Make the action tiny, then explain it with a few science details

When he pushes a simple action anyone can do (like going for a walk), he adds a few memorable body details so it feels expert-led and new. This works because it’s both easy and “smart,” so people feel good sharing it. Movement posts are one of his strongest repeatable themes (7 movement posts average 2.42x relative engagement), and the walking-focused posts are among his highest performers. To copy it: give one small action, add 2–4 clear benefits with specific terms, then tell readers to do it today.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

**5****Pick a clear enemy, then offer a simple better way**

Many top posts work because they draw a sharp line between an 'old way' and a 'better way' (pills vs habits, calories vs food quality, "food" vs ultra-processed products). People share these because they're easy to repeat, and people comment because they either agree strongly or want to argue. This shows up repeatedly among his highest-performing posts, which cluster around strong, identity-based contrasts. To copy it: write one sentence that names the enemy idea, then give your replacement idea in one short line.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**6****End with a question that's easy to answer in one sentence**

He regularly finishes with a simple prompt that invites a fast reply ("what's one thing you'll do," "what's one food you'll stop," "what are you grateful for"). That turns a lecture into a conversation, and it gives people an easy way to join without writing a long comment. Engagement-question CTAs are his most common CTA type (23 posts), and CTA posts overall average higher engagement in this sample (1,285 likes / 99.8 comments / 158.7 reposts vs 1,047.5 / 93.6 / 100.0 without). To copy it: make your question specific, personal, and easy to answer quickly.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**7****When you sell, teach first and give one clear next step**

His promos work best when the post starts with real help (symptoms, causes, simple tips), and only then offers one clear next step (a free guide, a program, or a book link). That matters because pure promo/logistics posts are his lowest performers (~0.09x), while value-first promos average 1.03x. He also keeps CTAs straightforward and usually places them at the end, which makes the pitch feel earned. To copy it: write 80–90% education, then add one link or one action and stop there.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

# Profile Breakdown

## HEADLINE FORMULA

**Co-Founder & Chief Medical Officer of Function Health**

[Top authority title] of [one flagship company]. It works because it's clean and specific: the senior operator role ("Co-Founder & Chief Medical Officer") signals real-world responsibility, the single brand name ("Function Health") gives instant recall, and the "MD" credential is already carried by the name—so the headline stays uncluttered while still feeling highly credible.

## BANNER STRATEGY

**The bold, no-holds-barred manifesto Big Food hopes you'll never read.**

**NOW AVAILABLE**

Find out more at [FoodFixUncensored.com](https://FoodFixUncensored.com)

One bold, direct-response visual that sells one primary asset: [book cover] + [provocative headline that names the enemy] + [one dedicated URL]. It works because it turns profile visits into a single obvious next click, and the "truth-teller vs Big Food" framing matches the activist, systems-change identity in the About section.

# Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Lifestyle habits that feel doable (movement, sleep, stress, mindset)	43%	This is the engagement engine: lifestyle-habit posts average 2.03x relative engagement across 36 posts. The breakout sub-theme is movement—especially walking/exercise-as-medicine—at 2.42x across 7 posts, because it's easy to do and easy to share. What consistently flops inside this pillar are vague, generic prompts without a concrete takeaway (3 posts average 0.25x), which shows the audience rewards clear steps over general motivation.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
Food system, ultra-processed food, and public-health advocacy	18%	Urgency wins here. High-urgency “breaking news / system truth” posts average 2.86x across 5 posts, especially when they name a clear villain (industry incentives, policy failure) and end with a simple takeaway a reader can repeat. Slower “setup” posts without a sharp hook or concrete payoff underperform (3 posts average 0.63x), suggesting this audience wants fast, decisive framing on big topics.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
Practical health science and risk choices (labs, meds, supplements, alcohol)	8%	This content does best when it's practical and a little surprising: contrarian clinical education with clear guidance averages 1.79x across 3 posts. It struggles when it becomes too niche, too complex, or reads like a definition without a next step (4 posts average 0.52x). The winning pattern is: a clear claim → a short explanation → a specific “do this instead.”	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
Offers and mission updates (books, programs, events, guides)	30%	Promotions are common (about 1 in 4 posts in the provided sample), but performance depends on how they're written. Pure logistics/discount/“tune in” announcements are the weakest posts (6 posts average ~0.09x), while value-first promos that teach or advocate before the ask do much better (4 posts average 1.03x). In other words: lead with a real takeaway, then make one clear offer.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>

# Conversion Strategy

## Their Offer(s)

The 10-Day Detox (paid nutrition reset program)

Food Fix: Uncensored (book)

The Inflammation Fix (free guide/lead magnet)

Supplement stacks (holiday sale bundles)

Hyman Hive (membership/community)

The Pegan Diet (book)

Podcast episodes / AMAs

Speaking/event tickets (e.g., Women's Health Summit)

## How They Promote in Posts

He uses CTAs in about 46.99% of posts (39 of 83). CTAs are usually simple and placed after the education: a direct question to spark comments, a "send/share/tag" prompt to drive reposts, or a single external link for offers. In this sample, CTA posts average 1,285 likes / 99.8 comments / 158.7 reposts versus 1,047.5 / 93.6 / 100.0 without CTAs, with the biggest lift in reposts (consistent with share-first wording). Promotion works best when it's value-first (1.03x) and performs worst when it's pure logistics/discount (about 0.09x).

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## How They Promote in Profile

The banner acts like a standing ad for a single book URL (FoodFixUncensored.com), turning profile visits into a clear click-out. The headline anchors trust with one current executive role plus the MD credential, while the About section builds authority with a dense credibility stack and a clear "food is medicine" belief. The biggest conversion gap is that there's no clear About CTA and the Featured section isn't used as a central "start here" hub, so post-driven clicks rely on each post's link instead of one consistent on-profile home base.

[View Profile →](#)

# Top 10 Posts

1



## 5 things I wish I knew at 26.

He shares a short set of health-focused life lessons framed as “things I wish I knew” earlier in life. The promise is time-compressed wisdom (“took me decades to learn”), presented in a swipe-through format that makes the takeaways easy to skim. The close reinforces personal control over health and that it’s never too early or too late to start.

♡ 5445    💬 278    ↻ 541

2

## For the first time in my medical lifetime, the U.S. government has told the truth about food.

He reacts to the latest U.S. dietary guidelines as a historic shift in public nutrition messaging. He contrasts decades of past guidance with worsening chronic disease outcomes and argues the key message is food quality over calorie counting. The post frames this as a long-overdue admission with high stakes for public health.

♡ 4495    💬 295    ↻ 433

3



## Walking is medicine.

He argues walking improves mental and brain health, not just fitness. He lists specific biological effects (like stress hormones and brain-supporting chemicals) and challenges the idea that health requires extreme workouts. He ends with a direct prompt asking readers if they’re getting their steps in today, and he credits the creator of the visuals used.

♡ 3682    💬 236    ↻ 599

4



## Send this to someone you're on your health journey with.

He asks readers to send the post to a health partner and frames daily habits as a long-term investment. He explains how slow, silent processes like inflammation and chronic stress can compound into major problems later. The close is encouraging and inclusive, emphasizing change can start at any age.

♡ 3397    💬 161    ↻ 431

5



## Send this to someone you're on your health journey with.

He repeats a forward-to-a-friend message focused on how small daily choices build future health. He highlights a few controllable levers—food, movement, sleep, and stress—and links them to long-term outcomes. The tone is motivational and designed to be easy to share with someone you care about.

♡ 3293    💬 177    ↻ 397

6



## Regulating our emotions is key to becoming the healthiest version of ourselves.

He connects emotional regulation to physical health by explaining how stress can change cravings and food choices. He ties these behaviors to downstream outcomes like insulin resistance and inflammation, making the argument feel medically grounded. He includes and attributes a quote from another public voice to widen the message beyond personal health.

♡ 3000    💬 205    ↻ 352

7



## The future of medicine isn't found in a pill bottle.

He contrasts medication-first care with a lifestyle-first approach built on food, movement, sleep, and stress management. He argues many chronic diseases are driven by modern inputs like a harmful food system and chronic stress, and he emphasizes the body's ability to heal when supported properly. The post ends with a request to share it with someone you love and includes an attributed quote in the visual.

♡ 2886    💬 273    ↻ 368

8



## Your sign to go for a walk today 🚶‍♂️

He encourages walking today and explains it as a direct boost for energy and mood. He adds specific biological details (about stress pathways and brain chemicals) plus an evolutionary angle about humans being built for movement. He closes with a clear directive to start walking.

♡ 3037    💬 156    ↻ 308

9



## New data just dropped: only 54% of Americans drink alcohol now - the LOWEST rate in 90 years.

He shares fresh data about declining alcohol use and breaks the trend down with multiple stats across groups. He then states a clear health stance about alcohol safety and challenges older "moderate drinking is good" narratives. The post adds risk framing with large-scale impact numbers and points interested readers toward harm-reduction information.

♡ 2800    💬 347    ↻ 335

10



## I've been talking about this for decades: what we call "food" today often isn't food at all.

He argues many modern "foods" are ultra-processed products engineered to affect biology. He references a large body of long-term research and lists a wide range of harms across major systems (brain, gut, heart, metabolism, immune function). He ends with a simple challenge question asking what ultra-processed item readers are ready to give up this week and includes an external link.

♡ 2617    💬 203    ↻ 458