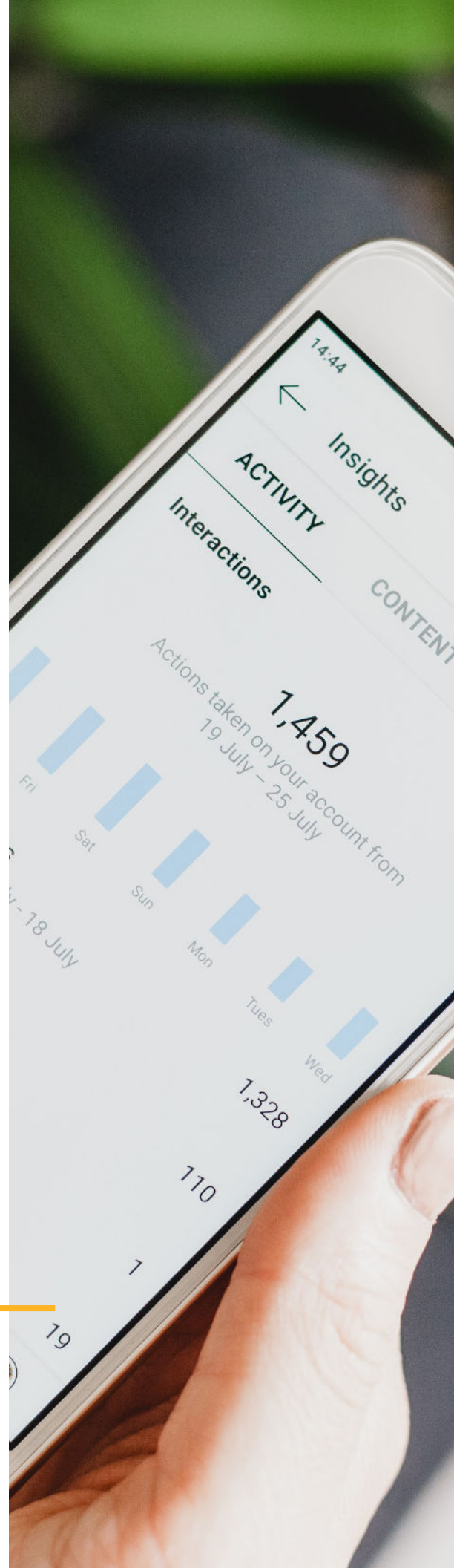


PROVEN SOCIAL MEDIA STRATEGIES

Your Medical Practice Should Be Following



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INTRO TO PROVEN SOCIAL MEDIA STRATEGIES

If you've ever tried to keep up with the wild carousel that is social media, you know how quickly this fast-paced world can be. As a medical practice, you know you need to engage with potential patients digitally. Still, social media is tricky: it's a tangled nest of patient interactions, algorithms, optimization and content curation that takes up a lot of your time.

Instead of ditching social media for good, you can double down on your efforts to get real engagement on social media. All you need is the right approach to find more patients on platforms like Facebook and Instagram.

With [53.6%](#) of the planet's population on social media, your practice can see huge gains by investing in social media marketing. Facebook and Instagram are some of the biggest platforms in the world, with [2.74 billion](#) and [1.22 billion users](#), respectively.

Isn't it time to put your practice in front of these billions of potential patients?



If you've ever tried to do social media marketing in the past and didn't get the results you wanted, it doesn't mean social media marketing isn't working for you. **It means you need a different strategy to back up the time and money you spend on social media.**

Views, likes and follows are just the beginning. Social media marketing makes the most of the time you spend on social media, engaging with prospects and making sure your medical practice is seen.

That's where we come in. The MyAdvice team compiled our collective knowledge to create this **"Proven Social Media Strategies Your Medical Practice Should Be Following."**

In this guide, we'll coach you on topics like:

- Dig into "Proven Social Media Strategies Your Medical Practice Should Be Following" for no-frills social media marketing advice that works. Use the strategies in this guide to grow your social media presence without spending all of your time on Facebook or Instagram. With a consistent approach, you'll get more leads from social media for less work, which means you'll have more time to focus on the things that matter most.

- What social media marketing is and why it matters.
- Audience research.
- Brand authenticity.
- Profile setups.
- Content calendars and scheduling.
- Creating a social media team.
- Hashtags.
- 10 social media content ideas to get more engagement.

WHY YOU NEED A SOCIAL MEDIA STRATEGY

Social media marketing is the practice of promoting your practice or products on social platforms like Facebook or Instagram.

BUT SUCCESSFUL SOCIAL MEDIA MARKETING TAKES THINGS A STEP FURTHER.



Social media marketing is the practice of promoting your practice or products on social platforms like Facebook or Instagram.

So this means that **social media marketing is about a lot more than mindlessly posting a few times a day.** Instead of posting just to show people that the lights are still on, your social media should be an extension of your practice's footprint. **It's not unlike opening another office location;** that's how important social media is to your patients.

Social media marketing connects you with thousands of people who haven't heard about your medical practice. Social media also gives you the power to communicate in a personalized, one-on-one way that just isn't possible with any other form of marketing. That's why this marketing strategy is so powerful: **instead of passively marketing to patients, you have the opportunity to create actual relationships.**

SIX BENEFITS OF SOCIAL MEDIA MARKETING FOR MEDICAL PRACTICES

We get it: social media is a lot of work. If you've tried posting on social media before and didn't get any results, it's easy to think, "Ugh, this is a waste of time."

But if social media marketing were a waste of time, why do medical practices continue to do it?

BECAUSE IT DOES WORK.

You just need a thoughtful strategy to guide your social media efforts. Social media marketing has many benefits to brands, but **we believe these 6 benefits are the best for medical practices:**





1 IMPROVE BRAND AWARENESS

Did you know that people are on social media for an average of [2 hours and 25 minutes](#) every day? That means you have more than two hours per person, per day to connect with potential patients.

Social media is the most effective way to connect these “shoppers” with your practice.

Even if you're a new practice that no one's heard of before, it's possible to have dozens of people share your posts and improve brand awareness.

If your brand is on point and you create fantastic content, **social media marketing will significantly improve your brand awareness.**

That won't guarantee immediate sales, of course, but it will [bring plenty of buyers into your funnel](#) and kick off the lead nurturing process.



2 INCREASE WEBSITE TRAFFIC

Want more people to visit your website? **Social media encourages more people to hop from Facebook or Instagram to your website.** Done right, social media funnels these interested potential patients to your website, where they have the chance to convert and become paying customers.

3 IMPROVE YOUR SEARCH ENGINE RANKINGS

Search engine optimization (SEO) is a complex thing to do and it has a lot of moving parts. However, regular social media engagement is an excellent signal to search engines that you're a relevant medical provider.

That's right: social media posts rank in search engines. **Search engines like Google consider your social media engagements when they rank your practice.**

The more you post on social media, the more often search engines see an active brand presence online. Over time, this pushes you to the top of the search results.

So yes, when you invest in social media marketing, you're also improving your search engine results. Since more than [30%](#) of all global web traffic comes from search engine searches, you need to make your practice as searchable as possible.

4 GIVE PATIENTS A BETTER EXPERIENCE

How easy is it for patients to get in touch with you?

Social media marketing makes it a cinch for patients to learn more about your practice, check your reviews, and even chat directly with your team. It's not uncommon for medical practices to book appointments or provide quick answers via Facebook Messenger. Plus, if you see unhappy patients in the comment section on Instagram, you can quickly direct message — that's "DM" in social media lingo — them to resolve the issue.

Good service is always a must. Since [89%](#) of all businesses compete solely on customer service, social media marketing is a must to keep you a step ahead of the competition.

5 BECOME AN INDUSTRY AUTHORITY

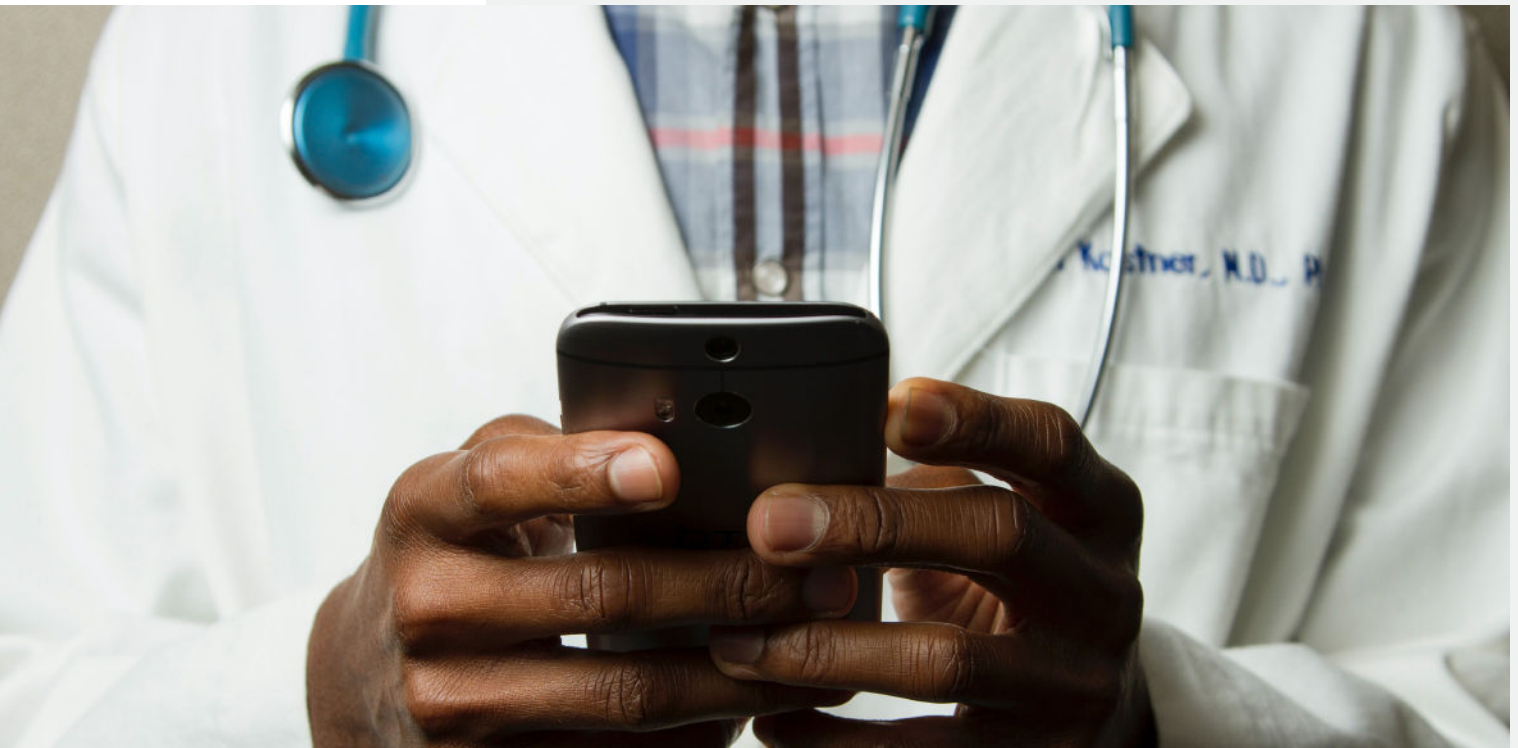
"Authority" sounds like a difficult-to-measure goal, but it's one of the many benefits of social media marketing. Brand authority means that your patients, the industry as a whole and society see you as someone who's a trustworthy expert.

Since experts aren't built overnight, **you need to demonstrate your expertise repeatedly** before people consider you an authority. Social media marketing makes it easier to connect with more people, share your valuable wisdom, and become a trusted industry authority.

6 PRESERVE YOUR MARKETING RESOURCES

The best thing about social media marketing is how affordable it is. Sure, some platforms are pay-to-play and many medical practices run ads on Facebook and Instagram, but you can do organic marketing on these platforms, too.

In fact, we encourage practices to master their organic social media game before moving into the big leagues. **Social media is lower-cost than other marketing tactics**, so it's the best place to start if you want to see easy, budget-friendly wins.



SIX TIPS TO GET MORE SOCIAL MEDIA ENGAGEMENT

As beneficial as social media can be for your medical practice, you must remember one important thing: **consistency is essential**. You have to dedicate time, resources, and focus to social media every day to get results. If that doesn't sound like your forte, a partner like MyAdvice can always do the heavy lifting for you.

It's gut-wrenching when you spend a lot of time on social media, only to see a few new followers for all of your hard work. Instead of throwing in the towel, you can boost your social media engagement to see better outcomes. **Follow these 6 tips to get more engagement from your company's Facebook and Instagram accounts:**

1 BE AUTHENTIC

The first rule of social media is to be yourself. Sounds easy enough, right?

The problem is that practices fall into the trap of being too corporate or formal on social media. Since you're interacting with your patients, formality just doesn't work: they want to see a little personality! After all, people aren't on Instagram because they want to hear about the latest medical conference you attended.

Being authentic is about staying true to who you are and what your patients expect. Your tone needs to be personable, friendly, and engaging — even if you have a more buttoned-up brand in a conservative industry like medicine. You can still be funny, honest, and transparent as a medical practice.

Above all else, stay true to your brand when you post on social media. Think of it much like your bedside manner — you want patients to think of it positively.

2

RESEARCH YOUR AUDIENCE FIRST

Not sure what “authentic” means to your patients? Don’t worry.

Every practice needs to understand its audience before posting on social media.

When you know your audience, you’ll be able to:

- Post content only on the platforms that matter, saving yourself a lot of time.
- Share content your followers actually want to see.
- Fine-tune your promotions, discounts, coupons, contests and more to get the most engagement.

If you haven’t already, you need to create a buyer persona. Think of this as a made-up avatar that represents your ideal patient. This buyer persona should dive into important factors like:

- Gender expression
- Age
- Geography
- Income
- Hobbies
- Career
- Psychographics (attitudes, lifestyles, beliefs, personalities, opinions, values)

... and more to give you a clear idea of your patients’ mindset.

Don’t make any assumptions about your patients, either. When you put in the elbow grease to collect customer data, the findings will almost always surprise you.

For example, you might think your audience is on Facebook, but as it turns out, they actually spend most of their time on Instagram. That means you need to make a massive pivot in your social media strategy to create successful content. You’ll never find important insights like this without audience research.

3

SET YOUR PROFILE UP CORRECTLY

Content might be king, but if your social media profile is half complete, nobody's going to take you seriously. You have to set up your Facebook and Instagram accounts correctly from the start — that's the key to immediately building trust with your audience.

Make sure you:

- Upload a high-resolution logo as your profile picture.
- Create a brand-specific Facebook cover photo.
- Add your URL to your Facebook page and your Instagram account. You only get to share one URL on Instagram, so make it count! Route visitors to either your website's homepage or to a collection of important links with a tool like Linktree.
- Fill out your About section as thoroughly as possible. It's also wise to include SEO keywords here so you show up in relevant searches.

Try to keep your brand image the same across your social media accounts. That means using the same imagery, colors and fonts on all of your profiles. All of these factors play into creating a more consistent brand image, which is critical if you want patients to trust you. Plus, brand consistency can increase your revenue by as much as [33%](#).

4

CREATE A CONTENT CALENDAR AND POSTING SCHEDULE

Does the thought of planning weeks' worth of content feel overwhelming to you?

Of course it does - that's a lot of work!

Fortunately, you don't have to do social media marketing alone. A content calendar stores all of your:

- Text
- Hashtags
- Images
- URLs
- Posting Dates
- Platforms

... in one place. Think of it as a master Excel spreadsheet that plans all of your social posts in one place. We love content calendars because they save medical practices tons of time. Instead of digging around for a graphic or your hashtags, everything is together and easily accessible.

Your content calendar also allows you to see all of your social posts at a high level, ensuring you aren't bombarding your followers with the same videos or blog every week.

But here's the real question: how often should you post on social media? It depends on the platform:

- **For Facebook:** Facebook followers don't want to see 10 posts from you in a single day. Post [just once to Facebook every day](#) to avoid annoying your followers. Studies say the best time to post on Facebook is between [1pm and 3pm](#) - you'll see higher engagement rates on Thursday and Fridays, too.
- **For Instagram:** Feel free to post on Instagram [up to 3 times a day](#) so you show up in your followers' feeds. The best time to post on Instagram is from [10am to 3pm](#), although the best time is at 11am, just before lunch. The best days of the week for engagement are Wednesdays and Fridays.

Keep in mind that social media is constantly changing. **What works for some medical practices might not work for yours.** For example, if your patient demographics are typically women in their prime motherhood age range, you might have better luck posting at 8 p.m. when their children are asleep.

Your content calendar isn't set in stone, either. It's a great playbook for social media engagement, but it should change as your practice changes. When COVID-19 hit, for example, brands rightfully scrambled to re-work their content for the new reality. Don't be afraid to change things up as needed; otherwise, you risk looking tone-deaf.

5 ASSIGN SOCIAL MEDIA TO A TEAM MEMBER

As a medical practice, you're probably too overworked to take on one more thing, let alone managing your social media presence.

Instead of beating yourself up about lagging on social media, assign a team member to handle everything. Make this an official part of their job description so there's no confusion about who's supposed to manage social media.

If you're having trouble trusting a marketing coordinator with your social media, create social media guidelines. This is a document that describes, in detail, how your practice operates on social media. It should include direction on:

- Fonts
- Colors
- Logos
- Where to find assets or templates
- Your brand voice on social media, including spelling and grammar do's and don't's
- A process for approving content before it goes live, if necessary
- Links to your team's social media tools (with URLs)

Social media guidelines help your team members have more positive interactions with your followers. They also educate employees so they feel more confident engaging with the public.

6 DON'T FORGET THE HASHTAGS

Hashtags are a type of metadata on Facebook, Instagram and other social media networks. Think of hashtags as a giant digital filing cabinet: each hashtag is a folder that contains all posts about a particular topic. For example, dog-lovers can look for the hashtag #dogs to find tons of content about man's best friend.

Hashtags are a smart, free way to get more eyeballs on your social media content.

Instagram allows you to share up to 30 hashtags per post, while Facebook doesn't limit hashtags.

Instead of pasting dozens of generic hashtags into your social posts, brainstorm a list of your most relevant, effective hashtags and drop them into your content calendar.

You can find hashtag ideas by looking at:

- Your followers' content
- Your competitors' pages
- Instagram influencers or industry experts

When it's time to post your content, you'll already have a handful of hashtags to choose from. **Make sure every hashtag relates to the topic at hand;** if it's irrelevant, don't use it!



TEN SOCIAL MEDIA CONTENT IDEAS

Are you wracking your brain, thinking, “What in the world should I post today?”

You aren’t alone: most practices struggle to write content that stops thumbs. Instead of falling into a rut of posting the same content every day, shake things up! Use these 10 ideas to breathe life into your social media content and engage with more people in the process.



1 HIGHLIGHT YOUR STAFF

Whether you want to brag about your team's latest accomplishments, share appreciation for your hardworking team, or just want to share some fun "getting to know you" factoids, highlighting your staff on social media is always fun. Plus, it encourages your employees to share the posts on their social media, expanding your reach even more.

2 SHARE TESTIMONIALS AND CASE STUDIES

This is the best way to say "we're the best" without actually saying you're the best. Testimonials from past clients and case studies give potential clients the social proof they need to trust you.

3 BRAG ABOUT AWARDS AND HONORS

Did your practice just win a prestigious award? There's nothing wrong with bragging about it on social media! (Just don't overdo it, OK?)

4 SHARE INSPIRATIONAL QUOTES

There's nothing wrong with an occasional inspirational post. Find a quote you like, design it for free in a tool like Canva, and post it on Instagram for the world to enjoy. Don't forget the #inspiration hashtag!

5 OFFER EXPERT TIPS AND TRICKS

People follow your practice on social media because they want to hear from you. Make it worth their while! Share little-known tips about the industry, specific procedures, or other interesting facts.

6 PROMOTE NEW PRODUCTS

Yes, you should promote your products or services on social media, but do this sparingly. Your profile shouldn't become a spam hot spot. If you promote something new, offer an incentive for your followers, like free samples or a discount code, to pique their interest.

7 SHOW BEHIND THE SCENES

Everybody wants to see behind the curtain. Take your social media followers on a tour of your office, show how your physicians go about their day, and share other behind-the-scenes fun.



8 CREATE MEMES

If you're going to share memes, they have to actually be funny and not offensive. [Brands like Chipotle](#) have mastered meme culture and get a ton of engagement and reshares for it. Doctors can be funny, too, but be mindful of your humor. Run the memes past multiple people to ensure it isn't offensive and that your patients will find it funny.

9 ANSWER COMMON QUESTIONS

Convert the FAQ page on your website into a series of social media posts. For example, if you run an ophthalmology clinic and patients always ask how routine eye exams work, you can do a quick Instagram Live on the subject.

10 ASK QUESTIONS IN SURVEYS OR POLLS

The best way to get engagement is to ask for your followers' opinions. Instagram polls and Facebook surveys are fun, engaging ways to connect with followers.

WHAT NOT TO POST ON SOCIAL MEDIA

Sometimes you can get a little too creative with your social media posts, and that will land your practice in hot water. Remember that you're representing the interests of your practice, its employees and patients with every social media post. Depending on your patients, it might not be a good idea to share things like:

- **Inappropriate Content:** Crude humor or sexually suggestive content is a no-go, even if you think it's hilarious.
- **Politics:** This is automatically divisive and is guaranteed to mire your social media account in negativity. Unless you're a political organization, try not to share political content.
- **Spam:** You want to support your employees, but your company's social media isn't the place for your accountant to sell her daughter's Girl Scout Cookies. Keep every social media post trained on your carefully curated brand image.
- **Unproven Claims or False Information:** Sharing "fake news" will destroy your company's credibility. If you're going to reshare someone else's meme, images or news story, vet it first.
- **Negativity:** There's too much negativity in the world today. Make your practice's social profiles a bastion of connection and positivity.
- **Competitor's Content:** Your competition may have put together an excellent white paper, but don't share it on your social media! That's just free advertising. Share your own content or use content from a trusted industry publication instead.

If you aren't sure about your content, either run it past another person at your company or don't post it at all. **Bad content posted in poor taste can create a PR nightmare**, so when in doubt, don't post it.

HOW SOCIAL POWER CAN HELP YOUR MEDICAL PRACTICE GROW

While there's value in connecting with your patients in person, most of the buyer's journey is happening online. The best way to cut through the noise is to promote yourself with social media marketing.

Done well, social media marketing will help your practice:

- Increase awareness
- Get more website traffic
- Improve your search engine rankings
- Improve the patient experience
- Become a recognized authority
- Save more money

Use our “Proven Social Media Strategies Your Medical Practice Should Be Following” to design better, more patient-centric social media marketing that's engaging and effective. With the right approach, you can build a social presence that sells for you.

But hey, we know all of this sounds overwhelming, especially if you're running a busy practice. If this sounds like you, get in touch with MyAdvice. Our [Social Power](#) tool handles all of your social media marketing so you can focus on what matters most: growing your practice.

Social Power helps medical practices with:

- Custom-built Facebook and/or Instagram pages with cover and profile photos
- Creative, engaging, and informative content that matches your brand identity
- Facebook posts scheduled 4 times a week and Instagram posts scheduled 3 times a week
- A user-friendly dashboard where you can view, edit, delete, or add posts
- Comprehensive analytics and reporting in your Performance Center
- A continually expanding content library so you always have relevant content
- Social profile optimization to maximize search results
- Visual content curated and designed to drive clicks, likes, and shares

READY TO TAKE YOUR MEDICAL PRACTICE TO THE NEXT LEVEL? SIGN UP FOR SOCIAL POWER NOW.

ABOUT MYADVICE

MyAdvice has helped thousands of medical practices like yours grow their business for more than 20 years. Our “Pyramid of Success™” is a six-step formula that leads to guaranteed growth and success. MyAdvice’s Social Power tool allows you to nurture that positive connection with your audience in a personal way to stay top of mind via your optimized social profiles. Utilize our easy-to-use dashboard to see all of your upcoming posts and schedule your own content as well. The [Pyramid of Success™](#) is not marketing, it’s science.

Learn more about [how MyAdvice’s Social Power tool can help you reach your goals.](#)



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