Getting Social: How to Grow and Promote Your Practice

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Wednesday, June 20
Why Social Media?

- Majority of Americans now use Facebook, YouTube
- 1 in 3 adults on Instagram
- Pinterest use at almost 30%
- LinkedIn more of a professional networking site
- Twitter good network to use hashtags and tie in current news, trends
Setting Up a Facebook Page

• Go to facebook.com/pages/create

• Click to choose a page type (Business)

• Fill out the required information
  - Name of Your Page
  - Category

• Continue to set up your Facebook page settings

• Assign page roles
Setting Up a Facebook Page

• Profile photo (Icon)

• Cover photo (large photo at top)

• Basic Information
  - Hours
  - Services
  - Address
  - Check-ins

• Settings for notifications, messaging, tags, mentions

• “Publish page”
Things to Keep in Mind

• Assigning roles: Page admin, content creators
• Responding to direct messages
• Responding to public posts on the page
• Sharing content
• Frequency of updates
• Promoting page to patients
• Inviting friends to like page
• HIPAA/PHI
Promoting Your Practice

- East Lake Pediatrics
- Trinity & Palm Harbor, Florida
- Over 2,000 likes on Facebook
- Review of 4.8
- Use of ‘feel-good’ photos/videos
- Dr. Mike Jordan, Founder
Promoting Your Practice

- MacArthur OBGYN
- Irving, Texas
- Over 10,000 likes on Facebook
- Review of 4.7
- Also active on Twitter, Instagram, Pinterest
- Verified
- Dr. Jeff Livingston, CEO
Other Social Media Outlets

- YouTube
- Twitter
- Instagram
- LinkedIn (personal or professional)
- Pinterest
Have You Googled Yourself?

- Prospective patients turning to online reviews
- Be proactive with current patients
- Respond to reviews
- Take any negative messages off-line
- Unless vulgar, against policy, DO NOT delete comments
- Facebook, Yelp top sites
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www.greenwayhealth.com/ENGAGE
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