



# Are You Engaging?

## How Social Media Can Drive Practice Growth

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# Why Social Media?

Current and future patients are online

**73%** are active social media users

Becoming more active participants in their own healthcare  
Investigating health matters and related issues

**45.6%** of U.S. adults searched for health information while using social media

**33.8%** asked for health advice

**20.6%** rated the quality of care they received from a health care provider

# SOCIAL MEDIA = CONDUIT OF INFORMATION TO PATIENTS AND VICE VERSA

- Increase Visibility/Top-of-Mind Awareness
- Inform Patients/Potential Patients
- Increase Patient Base
- Connect with Physicians for Referrals
- Position Yourself as an Expert
- Create Emotional Connections/Sense of Belonging/Ownership

**And...**if you don't, your competition will.

**Last But Not Least...**the price is right!

# So Many Platforms. So Little Time.

## What makes sense for your practice?

- Where is your audience?  
Envision your ideal patient, staff member or physician
- What are your goals?  
Bring attention to health care messages & campaigns, help create & enhance your brand, drive website traffic, increase patient base, improve patient satisfaction, engage influencers
- What are your resources?

Your commitment should be consistent, compelling & informative.

People will follow a trail of dependable & informative news.



# By the Numbers...



1.35 billion monthly active users



288 million monthly active users



1 billion+ monthly active users



332 million members

# Establish Short-Term Objectives & Key Metrics

**Objectives, tactics & key metrics will be different depending on channel**

## **Sample Short-Term Objectives**

- Share a mix of relevant links, engaging content, videos & polls
- Promote upcoming event
- X posts per day
- Engage with influencers

## **Sample Key Metrics**

- Number of posts
- Number of social shares
- Audience growth (likes, followers, subscribers)
- Engagements (likes, mentions, favorites, RT)
- SEO improvements
- LinkedIn discussions

# Blogging

**Informal | Conversational | 350-400 words**

- Increase your exposure
- Connect with audience
- Provide content for your website, social media channels
- Optimize with links and key words

# Blog Post Ideas

- New developments in your specialty
- Case studies showcasing your work
- Upload your presentations using Slide Share
- Address questions you hear
- Debunk myths
- Tips for patients within your specialty
  - Three Ways to Save Your Back When Shoveling Snow
  - Five Things to Know Before Beginning an Exercise Routine
  - Milestones Your Child Should Reach by Kindergarten
  - The Importance of Vaccines for You & the Community
- Seasonal issues—sunscreen, flu shot reminder, holiday depression
- Ask them what they'd like to know



# Facebook Tips

- Create an official page (like) not a profile (friend)
- Don't set it and forget it
- Explore its functionality and use its mechanics
- Decide on a reasonable posting schedule & stick to it
- Make use of post scheduler
- Highlight and pin important posts
- Think in terms of giving fans an insider's view
- Don't be boring—mix it up
- Post wellness tips, local health events

# Facebook Tips

- Encourage participation with testimonials, polls, quizzes, questions, contests
- Be aware of policies pertaining to contests
- Think about impact of images (39% more interaction)
- Show them you're human; have fun (photos from seminar, office gatherings, staff members' accomplishments/awards/life events)
- Repurpose those posts for other social media channels
- Be creative with short videos
- Use SlideShare to share a recent presentation
- Regularly review Insights page

# #Twitter Tips

- Brand your background
- Make good use of your bio section (use specific keywords so people find you)
- Real estate is a precious commodity (120 is the new 140)
- Use a link shortener (bit.ly) and place link in middle of tweet
- #Hashtags are your friend but don't saturate the tweet; place at end of tweet
- Identify your own unique hashtag
- Recognize value of quality over quantity
- Connect with those who are relevant to your practice

# #Twitter Tips

- Actively look for new people to follow every week (use hashtags)
- Join Twitter chats relevant to your specialty
- Use Twitter's list feature
- Get your followers involved by asking questions; be proactive not reactive
- Thank folks for RTs (with a thank you tweet or by retweeting something of theirs)
- Be generous with your RTs
- Be consistent. A continual stream of tweets will build trust & familiarity
- If you begin a tweet with a handle (@) only those following you and the person whose handle you used will see the tweet. Use a period or any symbol before @ when used first to allow everyone to see.

# #Twitter Tips

- Schedule tweets, but be careful
- Make a list of keywords that best describe your focus area
- Use those keywords
- When you RT, cut the RT @username portion of the RT & paste at the end. The first words in your tweet are indexed by Google.
- Review trending topics regularly
- Add yourself to Twellow (Twitter Yellow Pages) or other Twitter directories and use categories to search for followers and key people to follow in your focus area and local community.
- Don't send auto DMs; take time to look at their account/website to find something meaningful to say

## A Tale of Two Tweets

Having a great time @montmedicine  
Practice Management Update!

“45.6% U.S. adults searched for #health info  
while using #socialmedia” via  
@montmedicine #PracticeManagement  
Update

# YouTube

- YouTube is the world's 2<sup>nd</sup> largest search engine
- People are watching 2 billion videos a day on YouTube
- Every minute, 300 hours of video is uploaded to YouTube
- Brand your channel to align with your other marketing efforts
- Topics: Informational videos about the proper way to shovel snow, help your child learn colors, newest technology & how it works

# LinkedIn

- Mostly used for professional to professional contact
- A good channel for informative posts by your practice or articles written by others
- Fill out your profile completely
- Research and send invitations accordingly
- It's okay to ask for recommendations
- Link your blog feed and tweets to LinkedIn
- Use an app like Zite to evaluate new stories/content and match stories to your interests
- Join groups to see what's happening in your focus area
- Choose settings to receive emails from groups



# Insights & Analytics

- Uncover trends
- Benchmark against historical data
- Get to know your audience
- Optimize in real time
- Use analytics to create content to better align with your audience



Ads Manager | Pages | Help | Switch to the Old Insights

Promote your page



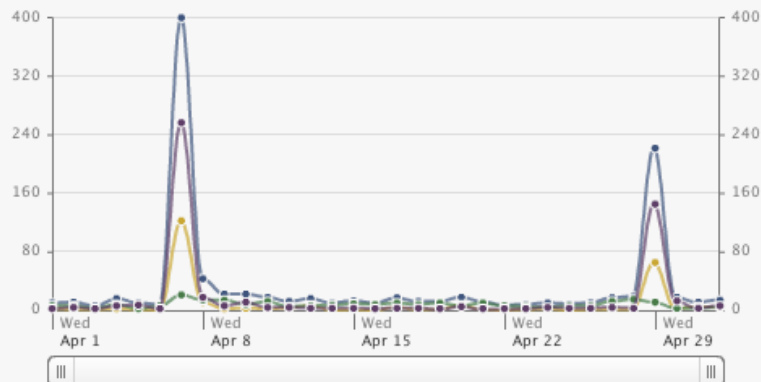
**310** Interactions this week (?) **177** Likes **79** Comments **54** Wall Posts

★★★★★ **3.6** Post Quality (?)

Fans Who Interact With Lexicon [Learn More](#)

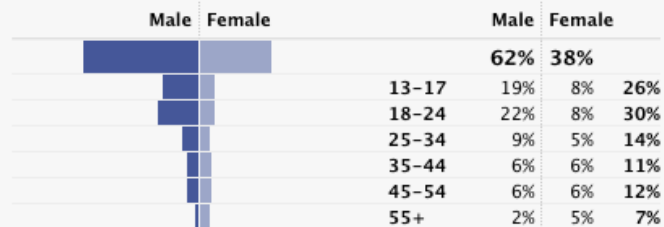
Choose a graph: **Interactions**

Total Interactions  Comments  Wall Posts  Likes



**290** Active Fans This Week (?)

↑ **280** Since May 01



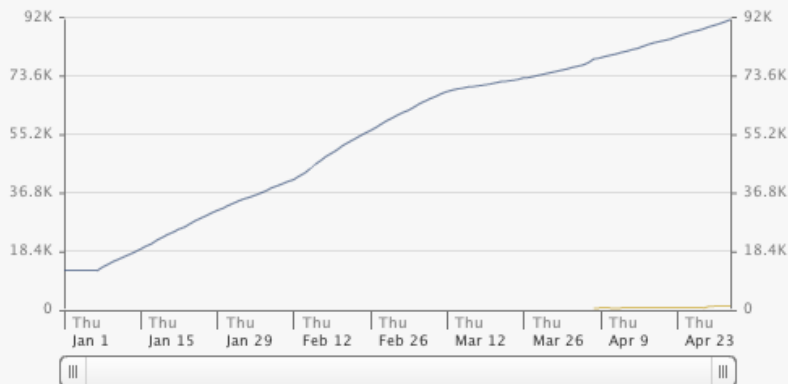
Top Countries	Top Cities	Top Languages
<b>United States</b> 275	<b>New York</b> 16	<b>English (US)</b> 265

View All

All Fans of Lexicon [Learn More](#)

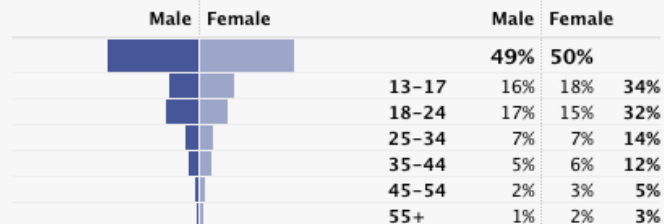
Choose a graph: **Total Fans / Unsubscribed Fans**

Total Fans  Unsubscribed Fans



**91,109** Total Fans on May 03

↑ **572** Since May 02



Top Countries	Top Cities	Top Languages
<b>United States</b> 86,161	<b>New York</b> 3,410	<b>English (US)</b> 86,065

View All

Showing the last 7 days of data.  
7/1/2013 - 7/7/2013

Page Likes >

**13,507** Total Page Likes  
▲ 1.6% from last week

New Page Likes

**213**

▼ 17.8%

— This week  
— Last week



Post Reach >

**35,452** Total Reach  
▲ 16% from last week

Post Reach

**20,324**

▲ 13.2%

— This week  
— Last week



Engagement >

**1,986** People Engaged ⓘ  
▼ 4.6% from last week

Likes

**452**

Comments

**77**

Shares

**44**

Post Clicks ⓘ

**3,427**



Your 5 Most Recent Posts >

Reach | Post Clicks | Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
7/08/2013 4:34 pm	I finally have the new Facebook Insights! Do you??	📄	🌐	2K	229 51	Boost
7/08/2013 10:07 am	I partnered with ShortStack to create this new eBook . Get your free copy! http://facebook-advertising-ebo	📄	🌐	4.3K	524 83	Boost
7/07/2013 11:15 pm	Don't stop with one or two ads, and then declare your campaign a failure. Success and failure start with y	🔗	🌐	2.4K	153 22	Boost
7/06/2013 11:30 pm	Have I convinced you yet? Are you using Power Edit or to create your Facebook ads? #facebookmarketin	🔗	🌐	2.3K	126 19	Boost
7/05/2013 11:45 pm	Fan Overlap is a topic I've heard more and more about lately. Do you know which Pages overlap with you	🔗	🌐	1.8K	83 6	Boost

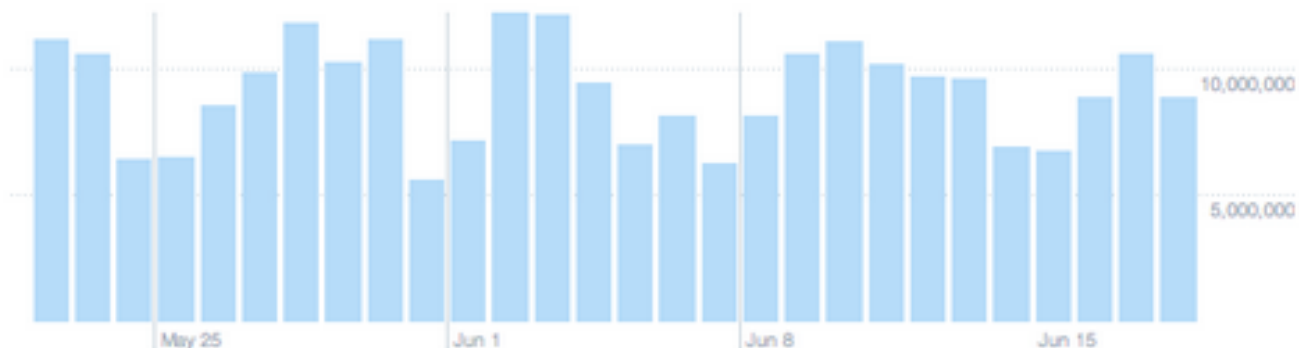
See All Posts

## Tweet activity






Export data

### Your Tweets earned **255.4M impressions** over the last **28 days**

That's **7.6% more impressions** than the previous 28-day period



**Your Tweets**  
So far today, your Tweets have earned **8.9M impressions**. This is lower than your 28-day average of **9.1M impressions per day**.

Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>BuzzFeed</b> @BuzzFeed · 19m 2 Reasons The Washington Redskins Will Change Their Name, And 2 Reasons They Won't <a href="#">bzfd.it/1HvOkt</a>		31,711	563	1.8%
	<b>BuzzFeed</b> @BuzzFeed · 28m 14 Faces That Tell You Exactly How Stunning Spain's World Cup Elimination Was <a href="#">bzfd.it/1IA39j</a> <a href="#">pic.twitter.com/kLmJVT6HYM</a>		64,407	7,230	11.2%
	<b>BuzzFeed</b> @BuzzFeed · 39m 22 Capybaras Bein' So Fancy <a href="#">bzfd.it/1jztbP</a> <a href="#">pic.twitter.com/zmFvUKXa0H</a>		65,109	4,341	6.7%
	<b>BuzzFeed</b> @BuzzFeed · 47m Hackers Are Using World Cup Fever To Steal Gamers' Personal Information <a href="#">bzfd.it/1nkk21W</a>		59,899	429	0.7%
	<b>BuzzFeed</b> @BuzzFeed · 1h		72,204	1,717	2.4%

#### Engagements

Showing last 28 days with daily frequency

Engagement rate **5.8%** Today **6.7% engagement rate**



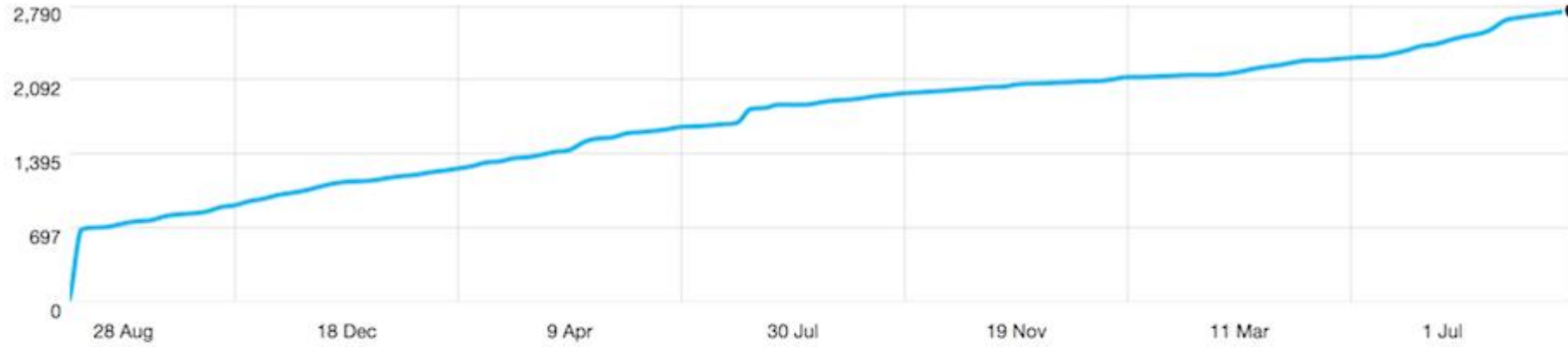
Link clicks **5.2M** Today **219.3K link clicks**



Link clicks up **17.1%** compared to the previous 28 days

2,745 followers as of 8/26/2014 (days shown in Pacific time)

8/26/2014  
2,745 followers



### Interests

Most unique interests ?

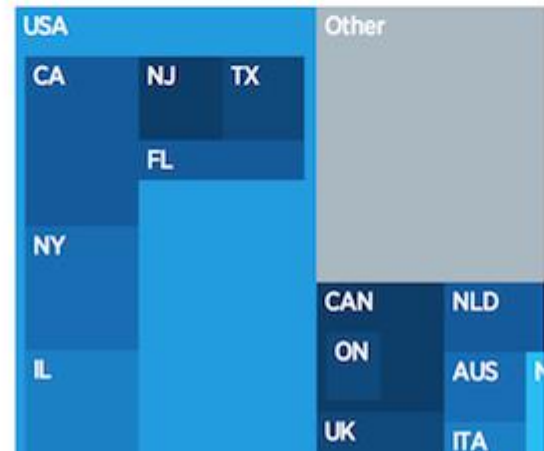
- 57% Business news and general info
- 26% Financial news
- 25% Government
- 7% Geography
- 7% U.S. military

Top interests ?

68% Business and news

### Location

Top countries and states



### Gender



### Your followers also follow

- 37% nytimes · Profile
- 34% AP · Profile
- 34% mashable · Profile
- 32% BarackObama · Profile

# Tips for Starting Out

- Don't try to be all things to all people
- Start with one platform
- Ensure consistent branding across all mediums
- Choose a schedule that keeps you accountable
- Be patient and stay the course
- Explore, explore, explore!
- Learn to repurpose content
- Analyze and adjust as necessary
- Promote your presence
- Never use social media as main online presence (it doesn't belong to you)

# Spread the Word!

- Send an email to your patients
- Add links to social media channels on your website
- Make it visible
  - Business cards
  - Email signatures
  - Billing statements
  - Office signage/static clings
  - Marketing collaterals
- Encourage staff to “like” and “follow” your practice and to share content

# Your social media effort should:

- Add value
- Build relationships and engage people
- Create dialogue
- Reach a larger audience by repurposing content
- Identify new social networking influencers
- Be consistent across your website and social media channels
- Be professional, but can be fun too





**Like Us on Facebook:**

Montgomery County Medical Society

**Follow Us on Twitter:**

@montmedicine

**Join Our Group on LinkedIn:**

MCMS Practice Administrators  
MCMS Physician Members

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