



Social Media for Your Practice



**“Whether it’s
Facebook, Twitter, LinkedIn,
YouTube or Blogging
the mainstream adoption of Social Media
is igniting a shift in the way
we communicate”**

Social Media is a Communications Tool

- ✓ Social Media quickly became integrated into many aspects of our daily lives.
- ✓ The core principle of Social Media is the ability to share content with others.
- ✓ Because of the versatility of Social Media it can be applied to any form of communications
- ✓ Social Media isn't quite as easy as it looks, and quite a few businesses and organizations have embarrassed themselves on Facebook and Twitter
- ✓ Consuming, Connecting, Curating and Creating



Social Media & the Health Sector



Public life is now completely obsessed with Social Media...

‘The Age of Facebook’

Social Media is everywhere in Canadian society today

✓ **Healthcare is absolutely “Social”**

- 80% of Internet users go online for answers to health questions

✓ **Increase in Medical Social Media conversations**

- 33% of consumers now use social media sites such as Facebook, Twitter, YouTube and online forums for health-related matters
 - seeking medical information
 - tracking and sharing symptoms
 - broadcasting how they feel about doctors, drugs, treatments, medical devices and health plans



Social Business is Good Business for Registered Massage Therapists/Clinics

In the Past

Relied on old style word-of-mouth to inform the general public about naturopathy

Building a practice involved the use of static media and traditional marketing

Building a practice involved referrals

Attended trade shows

Developing a network

Social Media

Social Media provides more options to connect and engage directly with communities, groups and potential clients

With social media, the relationship between provider and client becomes interactive

Social Media sites provide an interactive way of discovery and dealing with potential clients

Social media gives Massage Therapist's a Voice.

**Therapists are natural communicators
Social Media is extension of what they do every day!**

Choosing the Right Social Media Channel

- ✓ Is the audience that you are targeting a part of the Social Media platform?
- ✓ How much time and effort are you willing to dedicate to that particular Social Media channel?
- ✓ How do you envision your success with this particular Social Media channel?



Choosing the Right Social Media Channel



Twitter

- ✓ a real-time information network
- ✓ fastest paced platform and the best vehicle for interacting in real-time
- ✓ one of the most accessible social media channels
- ✓ say nearly whatever you want to whomever you want, with one main caveat
 - keep it brief
- ✓ tweets are only productive for a short time and frequent interaction is expected on your end
- ✓ can be vehicle to provide essential information

Choosing the Right Social Media Channel



Facebook

- ✓ largest social network, boasting about a billion users
- ✓ connects people with friends
- ✓ your social 'business casual' platform
- ✓ 67% of online adult users
- ✓ about social interaction and visual stimulation
- ✓ message is limited by the network of your earned "likes,"
- ✓ chance to highly target potential customers based on content in user's profiles with Facebook ads
- ✓ best opportunity for community building with customers
- ✓ lends itself to discussions
- ✓ a destination of immediate consumption

Choosing the Right Social Media Channel

LinkedIn

- ✓ network for professionals
- ✓ #1 B2B social networking tool and is perfect for aiming your messaging at specific B2B market segments
- ✓ as a professional networking site, LinkedIn is understandably less open
- ✓ your posts will only reach your 1st degree connections or followers
- ✓ joining groups related to your business is perhaps the most effective thing to do

Choosing the Right Social Media Channel



Pinterest

- ✓ 'pin' images, videos and other objects to their pin boards
- ✓ visually driven - format is centered around images
- ✓ predominantly women
- ✓ target demographic is educated women with disposable income
- ✓ good platform in creating a personality to your brand
- ✓ excellent to direct referral traffic to your website



- ✓ Google+ steadily growing - aided in large part by its automatic incorporation within other Google applications.
- ✓ the culture around Google+ is still taking shape
- ✓ drive traffic to your website
- ✓ attracts more networking-focused individuals (in terms of professional networking)

Social Media Success

What to consider when drawing up your Social Media strategy

- ✓ What are your goals?
- ✓ Who do you want to engage?
- ✓ What are you trying to say?
- ✓ How much time can you devote?



Using Social Media

Before You Start



Think



Listen!

Social Media Listening

Train Your brain to notice potential content



- ✓ Industry/market data
- ✓ Industry best practices
- ✓ Reports based on industry research
- ✓ Content that educates
- ✓ Thought-provoking content
- ✓ Industry case studies
- ✓ Industry-related news topics and takeaways

Focus on more general keyword terms related to your local area

Social Media Success

**Content Strategy + Audience Awareness Tactics
=
SOCIAL MEDIA SUCCESS**



“Create a strategy, roll it out,
and then tweak it and tweak it (optimize tactics)
until it’s getting the results that you are looking for”

No Content, No Social Media

How Much Time Does Social Media Marketing Really Take?

Social media is free.

It only takes 5 minutes per day.
After all, it's just playing around on Facebook and tweeting.

Right?

WRONG

How time is actually spent “doing Social Media”

- ✓ Strategy and Planning
- ✓ Learning
- ✓ Researching posts (Listening)
- ✓ Creating content
- ✓ Formatting
- ✓ Curating content
- ✓ Responding
- ✓ Acknowledging
- ✓ Measuring
- ✓ Continuous improving
- ✓ Exploring



Using Social Media for Your Practice

- ✓ Become a “thought leader”
- ✓ Build your digital profile
- ✓ Social Media can influence search
- ✓ Drive traffic to your site
- ✓ Social Media promotes your blog content
- ✓ Builds a stronger community of like-minded people



Five Easy Pieces for a Social Media Success



1. Determine the Goal for your Initiative
2. Describe your Target Persona
3. Decide on Social Media Platform(s)
4. Develop a Content Strategy
5. Analyze and Optimize

If you are not 100% committed to Social Media, you will not succeed.

Social Media & the Health Sector Issues



- ✓ Avoiding communicating personal or private information
- ✓ Include a medical disclaimer
- ✓ Do not offer specific, individualized medical advice
- ✓ Communicate about specific conditions in general terms
- ✓ Patients and prospects wanting specific medical advice should be encouraged to make a clinic appointment
- ✓ Never include actual full patient names, even in response to input or questions
- ✓ Monitor your social platforms regularly for offensive behavior and remove inappropriate comment

***Social Media is just a communication tool
How you use it will determine your success!***