



YOUR PRACTICE / BUSINESS

## What Condition Is Your Social Media In?

TREAT YOUR SOCIAL MEDIA LIKE YOU DO YOUR PATIENTS

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### WHAT YOU NEED TO KNOW

- To effectively use social media as a marketing tool for your practice, it's important to assess and understand the current condition of your social media pages.
- The length of time a social media page has been active can be an indication of its overall health.
- Social media pages with a large number of followers are more likely to have a wider reach and attract new followers.
- It's important to post regularly, but it's equally important to ensure that the content you share is high-quality and relevant to your audience.

Have you ever dropped in to see what condition your social media pages are in? As a practitioner, it's understandable that most of your time is spent treating patients, rather than developing your social media presence. However, just like diagnosing and treating a patient's condition depends on their symptoms and individual needs, leveraging social media as a marketing tool requires a similar approach.

To effectively use social media as a marketing tool for your practice, it's important to assess and understand the current condition of your social media pages. Let's uncover what condition your social media pages are currently in, introduce some treatment options, and maximize your online presence to attract new patients using social media.

*P.S. If you don't currently use social media to market your practice, don't worry, this article is still for you, too.*

Treat Your Pages Like You Do Your Patients

To effectively market your practice online, it's crucial to have a healthy social media presence. This starts with understanding the current condition of your social media pages. By conducting an audit, you can gain insights into the state of your pages and determine the appropriate treatment needed to improve their health.

A strong social media presence can help you expand your practice, engage your patients and reach a wider audience. Don't underestimate the importance of investing time and effort into your social media pages, as they can be a powerful tool for growing your practice that will help engage your patients and reach more prospects.

Similar to your intake process for new patients, the health history of your patients provides you with a comprehensive understanding of the condition, and helps you develop a personalized treatment plan that addresses the root causes. In essence, your social media pages require a similar level of attention and care as your patients.

#### Health History: *Evaluate the Current Condition of Your Social Media Pages*

When it comes to evaluating the health history of your social media pages, there are two important metrics to consider: how long the page has been active; and how many posts and followers it has.

*How long the page has been active:* The length of time a social media page has been active can be an indication of its overall health. An active social media page is more likely to have established a loyal following and a reputation for producing high-quality content with high engagement.

*How many posts and followers it has:* Social media pages with a large number of followers are more likely to have a wider reach and attract new followers through likes, shares and word-of-mouth recommendations. If your pages have too few followers, your reach becomes narrow and limits the potential for attracting new patients and prospects.

#### Symptoms and Conditions: *Key Factors to Consider During Diagnosis*

Spend time diagnosing what symptoms could be affecting the overall condition of your social media pages. Ask yourself how you can improve your social media presence and create a treatment plan that begins to build trust and generates engagement within your community.

Here are some signs and symptoms to look for that *do not* promote a healthy social media presence:

- *Posting too infrequently.* If you're not posting regularly, your followers may forget about you. It's important to post consistently to stay top of mind with your audience. When was your last post?
- *Ignoring engagement.* If you're not responding to comments or messages, you're missing out on opportunities to engage with your audience and build relationships.
- *Focusing too much on promotion.* While promoting your products or services is important, it's not the *only* thing you should be posting about. Mix up your content with valuable and engaging information that provides value to your audience.
- *Not using #hashtags.* Hashtags are a powerful tool to increase your reach and visibility on social media. If you're not using them, you're missing out on opportunities to be discovered by new potential patients.

#### Treatment Plan: *How to Optimize the Health of Your Social Media Pages*

After analyzing the current state of your social media pages, it's time to develop a plan of action to restore their health. In order to build credibility and attract more followers from your community,

it's essential to utilize social media as a marketing tool.

Here are some actionable tips you can implement today that *do* promote a healthy social media presence. Whether you're new to social media or seeking to enhance your current pages, these tips are crafted to assist you in establishing a sturdy groundwork for your practice's social media presence:

*Analyze your current social media profiles.* Analyze your Facebook, Twitter and Instagram profiles, including your bio, profile picture, cover photo, and posts. Review the consistency of branding, voice and messaging across all platforms.

*Define your goals.* Determine what you hope to achieve through your social media presence, whether it's increasing brand awareness, generating new prospects or fostering patient engagement.

*Maintain consistency.* Establish a consistent posting schedule and stick to it. This will help keep your followers engaged and build a sense of trust and reliability. It's easy to fall behind, and when you lose sight of your posting schedule, so do your followers.

*Prioritize quality over quantity.* It's important to post regularly, but it's equally important to ensure that the content you share is high-quality and relevant to your audience. Create original content to post; as a practitioner, think about the questions patients ask you each day - your answers could be used as content. You have an endless supply of content with each patient you treat.

*Follow your industry.* Follow what influences your industry. Stay up-to-date with the latest news and innovations. Sharing this information with your followers can help increase engagement with your content. Provide your own insights and opinions to create a conversation around the content you share.

*Use the 99/1 rule.* Focus 99% of your social media on informative content about yourself, the modalities you provide and the conditions you treat. The remaining 1% of your posts should be promotional or sales-oriented. Your followers may feel turned off if they perceive that you're always trying to sell them something. Instead, build trust by sharing informative content about your services and directing traffic to your website; a fuller schedule will naturally follow.

### Practical Takeaway

Having a healthy social media presence for your practice is a crucial marketing tool that cannot be overlooked; it establishes trust and can help attract new patients and prospects in your community. With effort and dedication, you can make the most of your social media marketing by utilizing this powerful tool. Remember, your next patient is on social media looking for your help, right now.

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