



What IS Social Media Marketing??

Using online platforms...

... where people communicate and connect (social media)
... to promote your services or products to increase "sales"
(marketing)

What are the differences amongst the various platforms??

Your Blog:

- Fresh, relevant content = happy search engines
- Content = Subject matter expert
- Comments from others = dialog + community
- Attracts attention, helps convert prospects to patients

LinkedIn:

- Bi-directional networking with biz community people
- Introductions to persons of influence
- Get questions answered
- Groups = community
- LinkedIn is popular with search engines

Facebook:

- Profiles = bi-directional conversation with friends, family, and biz community people
- Status updates = opportunity to share, be useful, provide value
- "Like" Pages (used to be Fan Pages) = brand visibility, a public platform for reaching large numbers of people
- Events pages = notifications of upcoming events
- Groups = like-minded sub-communities collecting around an idea, topic, theme. Allows direct messaging to Inboxes (up to 5,000 Group members). Are best when moderated.
- Facebook Pages are popular with search engines (they are indexed by them)

Twitter:

- 140 characters to communicate (a "tweet") = brevity and clarity of thought!
- Tweet to share info, resources and ideas, ask questions, track events and happenings, spread messages "virally", deliver instant customer service
- Tweets now indexed by Google and searchable
- Find good people to follow – you'll have lots of great stuff to share with your audience

Social Media Marketing = 5 key ideas:

1. Create a "**Know, like and trust**" impression
2. **Distinguish** your practice from your competitors
3. Make it **easy** for your connections and prospects
4. Manage your **reputation**
5. Invest the **time** ... it will take time!

The Dos and Don'ts of Social Media Marketing for Physicians

THE TOP TEN DO'S

1. **Plan** your use of business-related social media – pick one or two tools and commit to using them regularly
2. Create fully-fleshed out professional **profiles** that shine – “classy, but approachable, and ever so helpful”
3. Allow your **personality** to show
4. Be willing to share your **message** about your practice/business (no place for false modesty here). It's okay to toot your own horn tastefully.
5. Be **strategic** about your updates
6. **Give**, give, give ... thoughtfully
7. Be on the lookout for valuable **content** to share/retweet/post
8. **Participate actively** – communicate, reach out, comment, “like”, share photos/videos/useful resources, answer questions, respond to others comments (especially on your blog), welcome feedback, ask for recommendations
9. Invest **30 – 60 minutes a day** on social media marketing activities
10. It's okay to **outsource** your social media activities to someone who represents you really well – and keep an eye on what is going on!

THE TOP TEN DON'TS

1. Avoid **pushiness**
2. Don't be **self-aggrandizing**
3. No **crudeness**, stupid photos, or hostile aggression
4. Don't expect **results** today, or even tomorrow ... this is about building awareness and loyalty
5. Don't send **canned invitations** to connect
6. Avoid **spammy behaviors** such as mass-following on Twitter, auto-Direct Messages, or “friending” people you have no connection with unless you create a personal message of introduction
7. Don't **expect** people to follow or friend or connect to you – it is *their* choice
8. Don't **promote** something you don't believe in or haven't tried just to make a few quick affiliate bucks
9. Don't post or write or tweet anything you'd be **ashamed** of later – the Internet has potentially an infinite memory!
10. Don't **preach!**