

SOCIAL MEDIA

SOLVED

Definitive Facebook strategies to promote your
practice and acquire patients online

SEARCHTIDES

- Enabling Healthcare Practice Success Online -



SOCIAL MEDIA AS AN ACQUISITION TOOL

Social media, as a patient acquisition tool, is very different than using social media as a personal branding or networking tool.

Patients *discover* practices before they interact with their social media accounts. Patients look on Google, or get a referral, see options from insurance companies, or receive a recommendation.

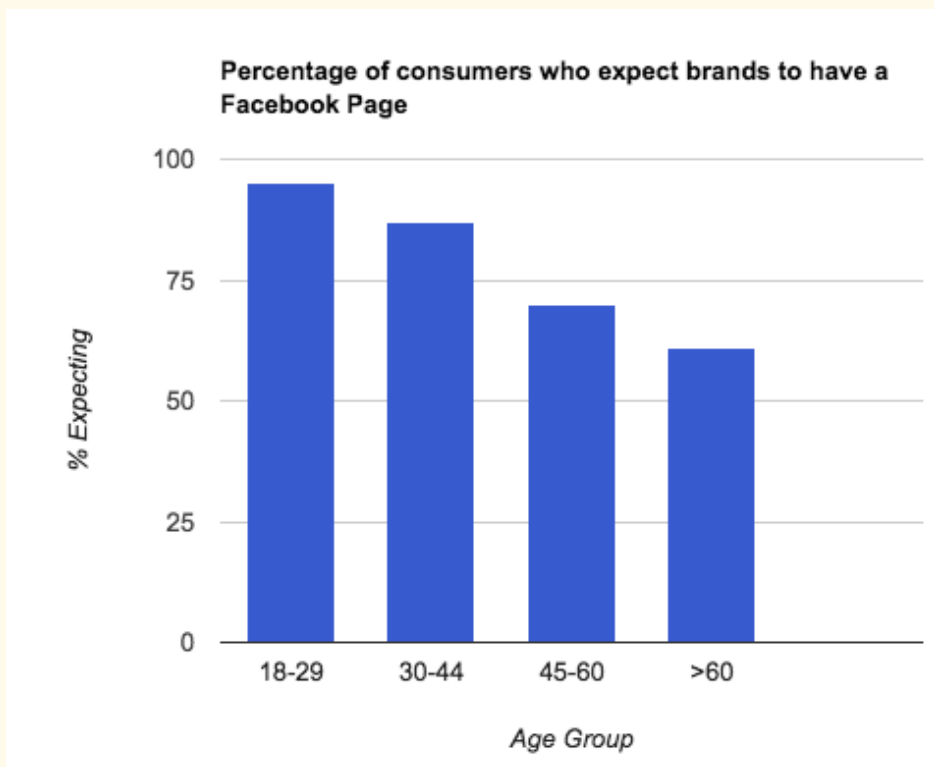
Therefore, patients use social media to *examine* your practice. Remember, they already know of your existence, now they are trying to determine your credibility.

Your objective becomes validating your presence through social media without it taking up all of your day.

WHY FACEBOOK?

Facebook in particular is great because:

- There is a low posting frequency needed to maintain an active account
- The platform is highly visual in nature and allows your practice to tell a compelling story
- 83% of consumers expect your practice to have a Facebook page, and will be disappointed if you do not.



OPTIMAL POSTING SCHEDULE

Tuesday, 12 PM: Content

Wednesday, 12 PM: Patient Photo (Smiling)

Saturday, 12 PM: Content

Sunday, 12 PM: Testimonial/Review

| SAMPLE MONTH | | | | | | COLOR-CODING KEY: |
|--------------------|--------|--------------------|-------------------------|----------|--------|--------------------------------|
| | | | | | | Content |
| | | | | | | Testimonial/Review |
| | | | | | | Patient Photo (Smiling) |
| | | | | | | *Post at 12 PM EST or 7 PM EST |
| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
| Testimonial/Review | OFF | Content from Lists | Patient Photo (Smiling) | OFF | OFF | Content From Lists |
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PATIENT PICTURES (SMILING)

The section on taking patient pictures is more extensively discussed in the [SearchTides blog post](#) regarding Facebook strategies.

Here is a brief recap:



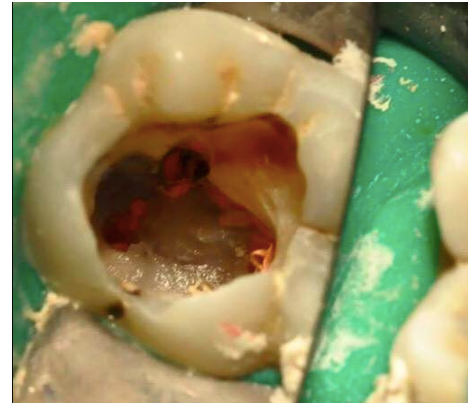
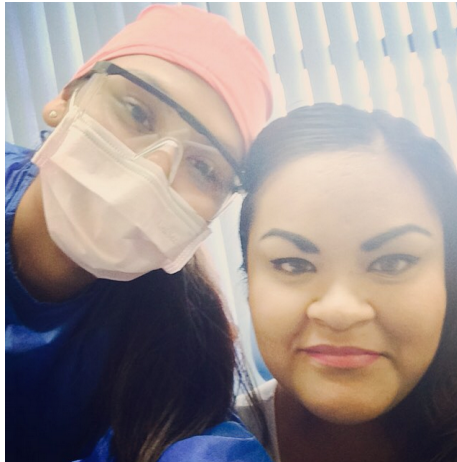
**THESE PICTURES ARE GOOD EXAMPLES OF PHOTOS TO
USE BECAUSE:**

- The patients are smiling
- The photos look authentic (not staged), but they are still clear
- The practice is relatable and the brand is humanized

PATIENT PICTURES (SMILING)

The section on taking patient pictures is more extensively discussed in the [SearchTides blog post](#) regarding Facebook strategies.

Here is a brief recap:



**THESE PICTURES ARE BAD EXAMPLES OF PHOTOS TO
USE BECAUSE:**


- Lack of picture quality
- Scary elements (needles, mid-operation)
- Lack of smiles

TESIMONIALS AND REVIEWS


The section on taking patient pictures is more extensively discussed in the [SearchTides blog post](#) regarding Facebook strategies.

Here is a brief recap:

OPTION 1: REPURPOSE A REVIEW BY POSTING IT ON FACEBOOK AND ADDING COMMENTARY

**Leaf Medical**
1 min · 🌐

Thanks for the 5 star review Ashley! See why Yelpers love us so much:
<http://www.yelp.com/biz/leaf-medical-brooklyn-2>

**Shannon B.**
Brooklyn, NY
👤 77 friends
📄 14 reviews

[Share review](#)
[Compliment](#)
[Send message](#)
[Follow Shannon B.](#)

★★★★★ 5/26/2015

I'm so happy this practice is in my neighborhood!

From start to finish, this was a really positive experience. I had seen flyers in my apt lobby when they opened, and remembered to look them up when I needed to see someone earlier today. I was able to see details of the practice online, and book an appointment same day via ZocDoc, as well as download and prepare new patient paperwork.

When I arrived at the office, it was very clean and the staff was welcoming. They even took me a little bit early! The nurse and doctor were both very friendly and professional. Dr Sunwoo took the time to listen to my concerns, and explain to me what the possibilities could be. I feel reassured and confident in next steps.

I will definitely return to Dr Sunwoo and Leaf Medical for all regular check ups going forward as well.

Was this review ...?

💡 Useful 2

😊 Funny

❄️ Cool

TESIMONIALS AND REVIEWS

The section on taking patient pictures is more extensively discussed in the [SearchTides blog post](#) regarding Facebook strategies.

Here is a brief recap:

OPTION 2: REBRAND A REVIEW BY USING CANVA AND CREATING A QUOTE:



GRABBING CONTENT ON SOCIAL MEDIA

STEP ONE: FOLLOW THIS TWITTER LIST

Twitter provides the most convenient and effective platform for grabbing interesting, up to date news.

Navigate to this web address and “Subscribe” to this twitter list. Then click the “Tweets” button:

<https://twitter.com/SearchTidescom/lists/personalities-news>

The screenshot shows a Twitter interface. On the left, the list header is 'Med Personalities + News' with a red circle icon. Below it, it says 'A public list by Mojits' and 'A list of medical professionals and nation-wide news accounts to follow'. It shows 13 members and 0 subscribers. The 'Subscribe' button is circled in red. Below the header, the 'Tweets' button is also circled in red. On the right, the 'Tweets' section shows three tweets. The first tweet is from KQEDscience, retweeted by Christina Farr, with a photo of a doctor examining a patient. The second tweet is from Stanford Medicine about a bioethicist helping a female athlete. The third tweet is from U-M Health System about a total artificial heart patient.

Med Personalities + News
A public list by Mojits
A list of medical professionals and nation-wide news accounts to follow

MEMBERS 13 SUBSCRIBERS 0

Subscribe

Tweets

Christina Farr retweeted

KQEDscience @KQEDscience · 41m
Frustrated Looking for a Doctor? These Websites Aim to Help ow.ly/Qx7is

Stanford Medicine @StanfordMed · 25m
Stanford bioethicist @Karkazis helps female athlete with the condition #hyperandrogenism win right to compete stan.md/1W1Xpm1 #sports

U-M Health System @UMHealthSystem · 27m
Heart in a box: Total artificial heart patient heads home for wait for transplant: umhealth.me/1T3CRW2

Recently added members · View all

Steven Asch @steveaschmd
Follow

Stanford Dept Med @Stanf...
Follow

Stanford Pain @StanfordPain

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STEP TWO: FIND RELEVANT CONTENT

You can conveniently view the latest tweets from the members of the list (you do not need to update anything, simply return to this page at any time to access the latest tweets from this list):

<https://twitter.com/SearchTidescom/lists/personalities-news>

Let's run through a few examples of how to use the SearchTides Twitter list to find content...

STEP TWO: FIND RELEVANT CONTENT

Tweets

Christina Farr retweeted



KQEDscience @KQEDscience · 46m

Frustrated Looking for a Doctor? These Websites Aim to Help ow.ly/Qx7is



1



Stanford Medicine @StanfordMed · 31m

Stanford bioethicist @Karkazis helps female athlete with the condition #hyperandrogenism win right to compete stan.md/1W1Xpm1 #sports

2

[View summary](#)



U-M Health System @UMHealthSystem · 32m

Heart in a box: Total artificial heart patient heads home for wait for transplant: umhealth.me/1T3CRW2

3

[View summary](#)



AMA @AmerMedicalAssn · 37m

Some of society's most vulnerable citizens are most likely to overlook #cancer warning signs. spr.ly/6012B1XIO (via @reuters)

4

[View summary](#)

1 – We would not share this article because we want patients to use OUR website to find us!

2 – This is a “feel good” story, which is good in general, but here this story is too specific for most patients to care about it

3 – We would only share this article if our practice was specific to cardiology

4 – This article would generally not be shared because it does not have a positive connotation (would you want to be called a “vulnerable citizen”?)

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STEP TWO: FIND RELEVANT CONTENT

 **Atul Gawande** @Atul_Gawande · Aug 4
Our new research in @Health_Affairs: Hospital board & management practices strongly affect the care you receive bit.ly/1gHyrZs

← ↻ 81 ★ 63 ...


1

 **AMA** @AmerMedicalAssn · Aug 4
.@CDCgov report looks into diverse circumstances of the 1 in 5 U.S. adults living w/ a disability. spr.ly/6012B1VhK (via @USAtoday)

← ↻ 7 ★ 4 ...

2


[View summary](#)

 **Stanford Dept Med** @StanfordDeptMed · Aug 4
A look back at #Medicare's 50 years: stanford.io/1hgIV2U

← ↻ ★ ...

3


 Christina Farr retweeted

 **Rock Health** @Rock_Health · Aug 3
It's hard for transgender people to find the right doctor. Here's 2 websites trying to change that: bit.ly/1DITb2Y

← ↻ 8 ★ 3 ...

4

[View summary](#)

 **U-M Health System** @UMHealthSystem · Aug 4
Squeezing handgrips and other natural ways to lower blood pressure: umhealth.me/1HmNZqk

5

1 – You might share this article if you were NOT a hospital and wanted to highlight the intimacy of your care

2 – If your practice works with disabled patients often, you might share this article to remind them they are not alone

3 – Medicare is a controversial topic – stay away from it!

4 – Transgenders are another controversial topic – you stand a better chance of alienating prospective patients unless your practice is located in a very progressive area

5 – This is a fun article that has wide application to patients of many ages – a definite share!

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STEP TWO: FIND RELEVANT CONTENT

U-M Health System retweeted



C.S. Mott Children's @MottChildren · Aug 3

Bouncing bubbles = better than regular bubbles. Get the recipe: umhealth.me/1Uacsbl #MottCamp

1



← ↻ 2 ★ 3 ...



Steven Asch @steveaschmd · Aug 3

Time to spread it! #Ebola vaccine safe and likely quite effective, lets use it and study its implementation #impsci nytimes.com/2015/08/03/opi...

← ↻ 5 ★ ...

2

[View summary](#)



Stanford Medicine @StanfordMed · Aug 3

DREAM training program empowers women in #Zimbabwe to pursue careers in surgery: stan.md/1HIR6P7



3

1 – If your practice deals with children, or with parents, this is a FANTASTIC article to share. Not every piece of content has to be directly related to medicine – you are primarily looking for content that current and prospective patients are interested in

2 – Another general feel-good story for the healthcare industry to share. Staying on top of worldwide news allows your practice to appear up to date and modern (because you are)

3 – While this piece could be shared, there are simply superior pieces of news and content from the SearchTides Twitter List.

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STEP TWO: TAKEAWAYS

You can see that articles will often times be appropriate for some practices, but not others.

It is important to use your judgment and always put yourself in the shoes of a prospective patient:

What age, gender, and demographic is the patient your practice is looking to acquire? What lifestyle does this person have?

What will this person think of the article you are considering posting? Will they find it interesting, boring, relevant, offensive, or impressive?



STEP THREE: POST ON FACEBOOK

You've found a great piece of content! Now it's time to share it on your Facebook page. We'll use the UofM article on Controlling High Blood Pressure:



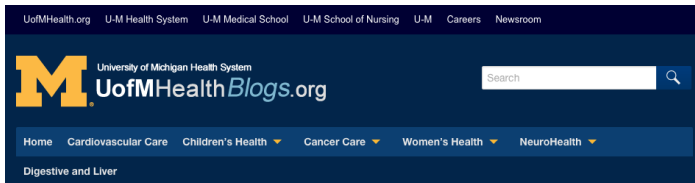
U-M Health System @UMHealthSystem · Aug 4

Squeezing handgrips and other natural ways to lower blood pressure:
umhealth.me/1HmNZqk

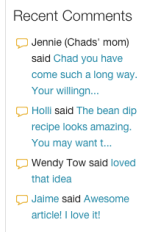


STEP THREE: POST ON FACEBOOK

First, we'll click on the link in the post and read the actual article. We'll look for something interesting



Watching fish swim has proven to lower blood pressure? That's interesting!

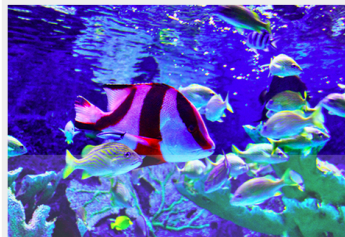


8 ways to control high blood pressure

Watching fish swim has proved to reduce stress and lower blood pressure

Posted by By Robert D. Brook, MD, on July 31, 2015

High blood pressure, also known as hypertension, is a worldwide problem and the leading risk factor for death. With an estimated one billion people diagnosed with high blood pressure throughout the world, it is truly a global problem, on par with tobacco use as a risk for dying. But, there are techniques to help control high blood pressure.



A new study has shown that watching fish swim in an aquarium can help lower your blood pressure and reduce your heart rate.

In fact, the blood pressure control rate has improved over the last decade in the United States. Approximately 50 percent of those diagnosed with hypertension

1. Maintain an active lifestyle and healthy weight.
2. Limit salt and sodium consumption.
3. Eat a healthy diet.
4. Restrict alcohol consumption.
5. Avoid smoking.
6. Reduce consumption of caffeine.
7. Limit stress.
8. Take medications as directed.

Other blood-pressure-lowering techniques

An expert panel that assessed alternative methods of controlling blood pressure found the following non-invasive techniques to be effective:

- **Device-guided slow breathing:** This alternative method features a computerized device connected to a sensor belt (worn around the abdomen) and earphones that are plugged into the device. When turned on, the device generates musical patterns (based on the user's breathing rate), which guide the user to slow his or her breathing rate to fewer than 10 breaths per minute. This method was determined by the panel to be effective in lowering blood pressure when performed for 15-minute sessions four or five times per week. Several varieties are available online.
- **Isometric handgrip exercises:** This method involves athletic handgrips, which can be purchased at most sporting goods stores. Hold the athletic gripper in one hand and squeeze it for two minutes, then switch hands and repeat the exercise for a total of 15 minutes per day. Over a period of four weeks, according to the panel's assessment, this method resulted in some of the most impressive reductions in blood pressure.

When practiced consistently, there is good scientific evidence that these alternative techniques can help lower blood pressure when added to a treatment regimen after patients discuss their goals with their doctors.

Take the next step:

- Read about a new study that finds fish tanks can help lower blood pressure.



Dr. Robert D. Brook is associate professor of medicine and a cardiologist at the U-M Frankel Cardiovascular Center. He is also chair of an expert panel that assessed alternative methods of controlling blood pressure.

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STEP THREE: POST ON FACEBOOK

The line about watching fish swim will be interesting and allow us to write a teasing headline.

Let's go to our Facebook page and paste the link in our Status Box:

STEP THREE: POST ON FACEBOOK




Notice that Facebook automatically brings in the image and some supporting text from the link we paste.

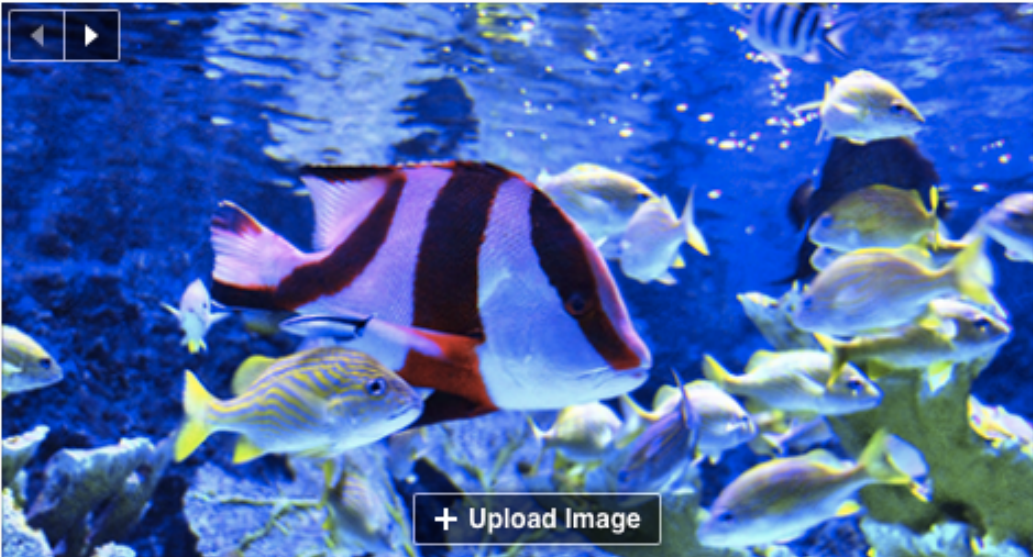
We can use the arrows at the top left of the picture to select another image (or upload our own, but we generally do not need to do this)

The body text has been highlighted in yellow. We can hover over the headline, the body, or the link picture and modify that text to say whatever we would like. In this instance, the default text does a great job so we will leave it as is.

STEP THREE: POST ON FACEBOOK

Status Photo / video Offer, Event +

 Did you know that watching fish swim reduces blood pressure? This University of Michigan article outlines 8 easy ways to reduce hypertension -- check it out!

 + Upload Image

8 ways to control high blood pressure

High blood pressure, also known as hypertension, is a worldwide problem and the leading risk factor for death. With an estimated one billion people diagnosed with high blood pressure throughout the world, it is truly a global problem, on par with...

UOFMHEALTHBLOGS.ORG

😊 📍 📍 Boost Post 🌐 Publish ▼

Now, we enter our headline in the space at the top of the post. We can delete the link from this text area – Facebook will still remember the post is a link and readers can still click through to the article.

You have successfully grabbed an interesting piece of content for your prospective patients. They will be very impressed when combing through your Facebook account to vet how current your practice is.

BONUS: WHAT IF THE ARTICLE WAS POOR?

Let's pretend you went to read the article on reducing high blood pressure and it was poorly written or really didn't add any value.

What should you do?

Since you know the topic is relevant and interesting, simply go to Google and type in the topic of the article ("how to reduce high blood pressure"). You'll easily find lots of suitable replacements:

Google search results for "how to reduce high blood pressure".

Web News Videos Shopping Images More Search tools

About 79,600,000 results (0.31 seconds)

Cardiovascular Care NYC
Ad www.nyulangone.org/ (646) 655-9703
NYU Langone Cardiovascular Experts Offer Superior Patient Care.
NYU Langone Medical Center has 165 followers on Google+

Here are 10 lifestyle changes you can make to lower your blood pressure and keep it down.

1. Lose extra pounds and watch your waistline. Blood pressure often increases as weight increases. ...
2. Exercise regularly. ...
3. Eat a healthy diet. ...
4. Reduce sodium in your diet. ...
5. Limit the amount of alcohol you drink.

10 ways to control high blood pressure without medication ...
www.mayoclinic.org/.../high-blood-pressure/.../high-blood-pre... Mayo Clinic

10 ways to control high blood pressure without medication ...
www.mayoclinic.org/.../high-blood-pressure/.../high-blood-pre... Mayo Clinic
Here are 10 lifestyle changes you can make to lower your blood pressure and keep it down. Lose extra pounds and watch your waistline. Blood pressure often increases as weight increases. Exercise regularly. Eat a healthy diet. Reduce sodium in your diet. Limit the amount of alcohol you drink.

13 Ways To Lower Blood Pressure Naturally - Prevention
www.prevention.com/.../how-lower-blood-pressure-naturally Prevention
Aug 1, 2014 - While medication can lower blood pressure, it may cause side effects such as leg cramps, dizziness, and insomnia. Fortunately, most people can bring down their blood pressure naturally with medication. Most people can bring down their blood pressure naturally with medication. Most people can bring down their blood pressure naturally with medication.

NOW WHAT?

You've successfully learned exactly how to build out a Facebook presence in order to acquire patients online. This will help your practice immensely.

But you shouldn't quit now...

If you want to learn the number one initiative responsible for the online success of healthcare practices in the United States, click below:

I WANT TO
LEARN MORE

([Or Click Here](#))

SEARCHTIDES