

Social Media Strategies

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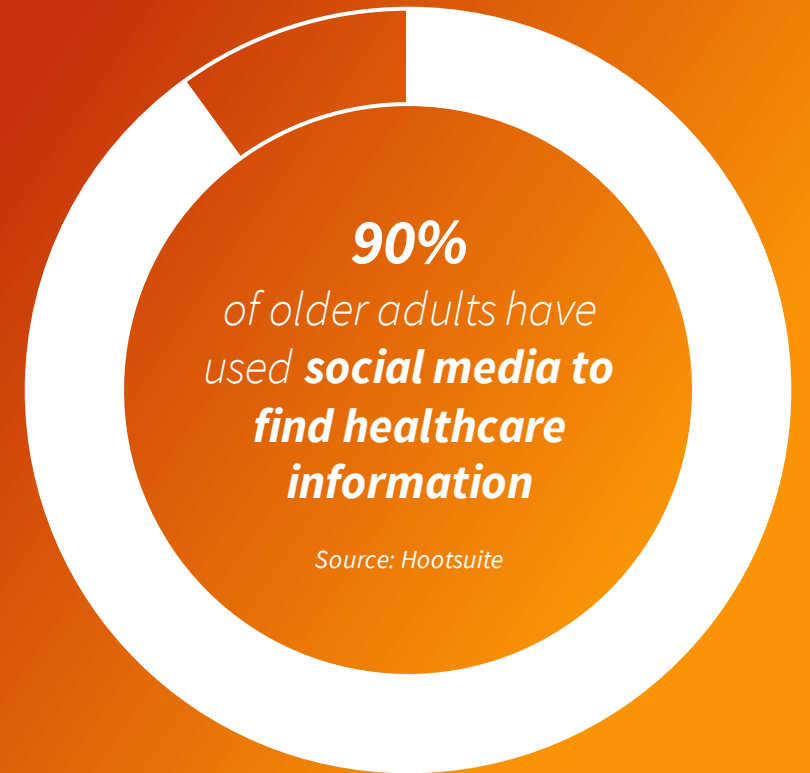
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Importance of Social Media

Prior to COVID-19, many practices were able to remain operational without streamlined patient outreach efforts. However, decreased patient traffic continues to be a pain point for most independent practices. In order to drive volume back to your practice, accelerating communication with your patients will be key.

Sharing real-time information is critical to ensuring patients feel **Connected and Confident** in regard to their health and safety. One of the easiest and most **Convenient** ways to relay and receive accurate communications is through social media. Some of the benefits of social media are:

- **Share operational updates:**
 - Return of in-office visits
 - Dynamic office policy updates
- **Connect with your patients:**
 - Social networks are a convenient method to engage with fans that are already online
 - Sharing relevant and trusted health resources, such as those found on the Catalyst [Patient Resource](#) page or [Coronavirus](#) page
- **Expand the methods in which your practice communicates simple information:**
 - Alleviates phone call volume by confirming info through private messages:
 - *Accepted insurances*
 - *Hours of service*
 - *Various clarifying info*
- **Build relationships beyond the exam room:**
 - Interacting with your patients through social builds tenure long after their visit is over

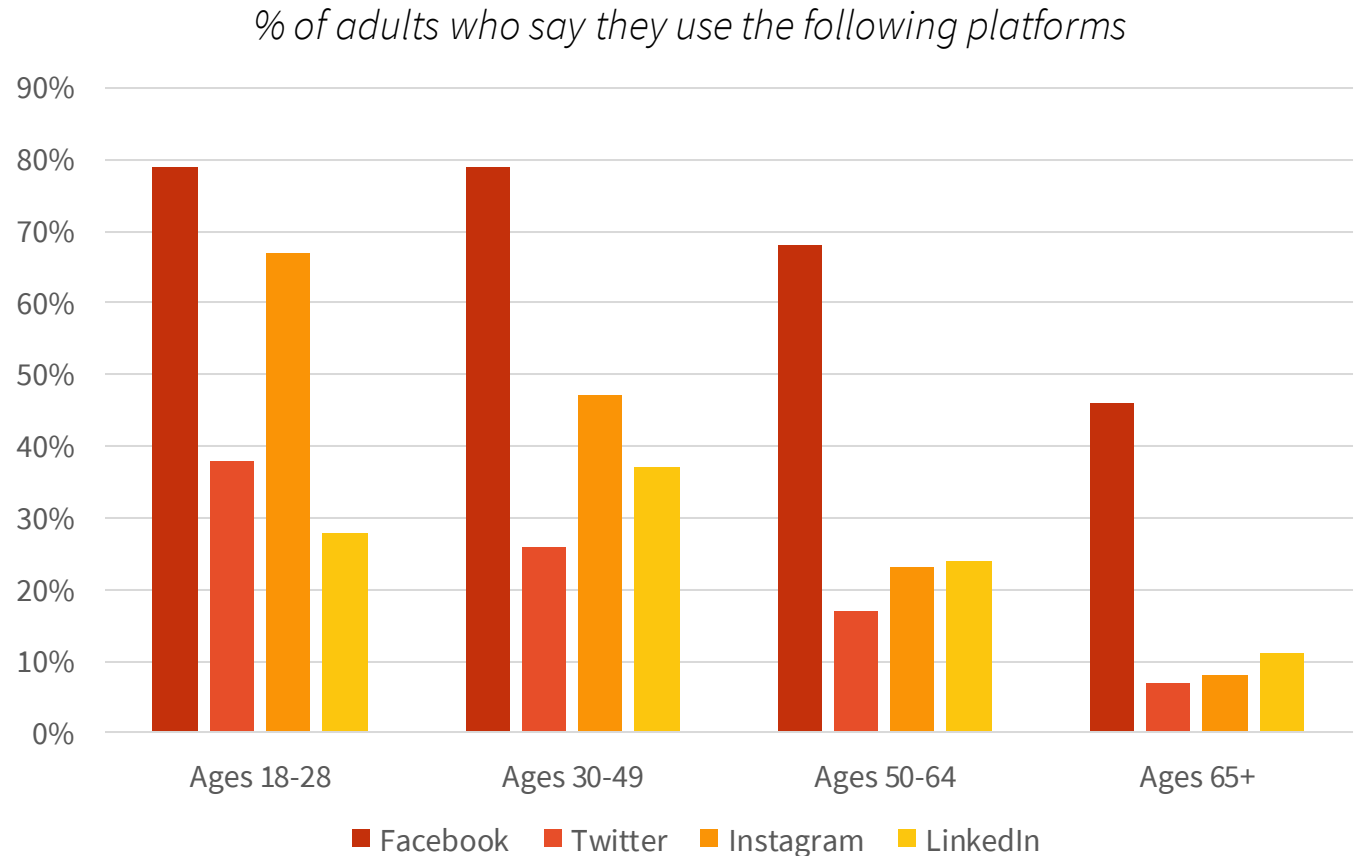


Understanding Your Patients

In order to use social media effectively, it is important to understand who your audience is and where they are looking for information. Utilizing platforms your patients are more likely to visit throughout their day increases the opportunity to connect your patients with the content you share.

When establishing your practice's social presence, be sure to reference the graph to the right as a guide. For example, if your patients are primary over the age of 65, managing a Twitter account might not be the best use of your time. A post about healthy habits at college would reach more of your college age patients on Facebook or Instagram.

Use of different online platforms by demographic groups



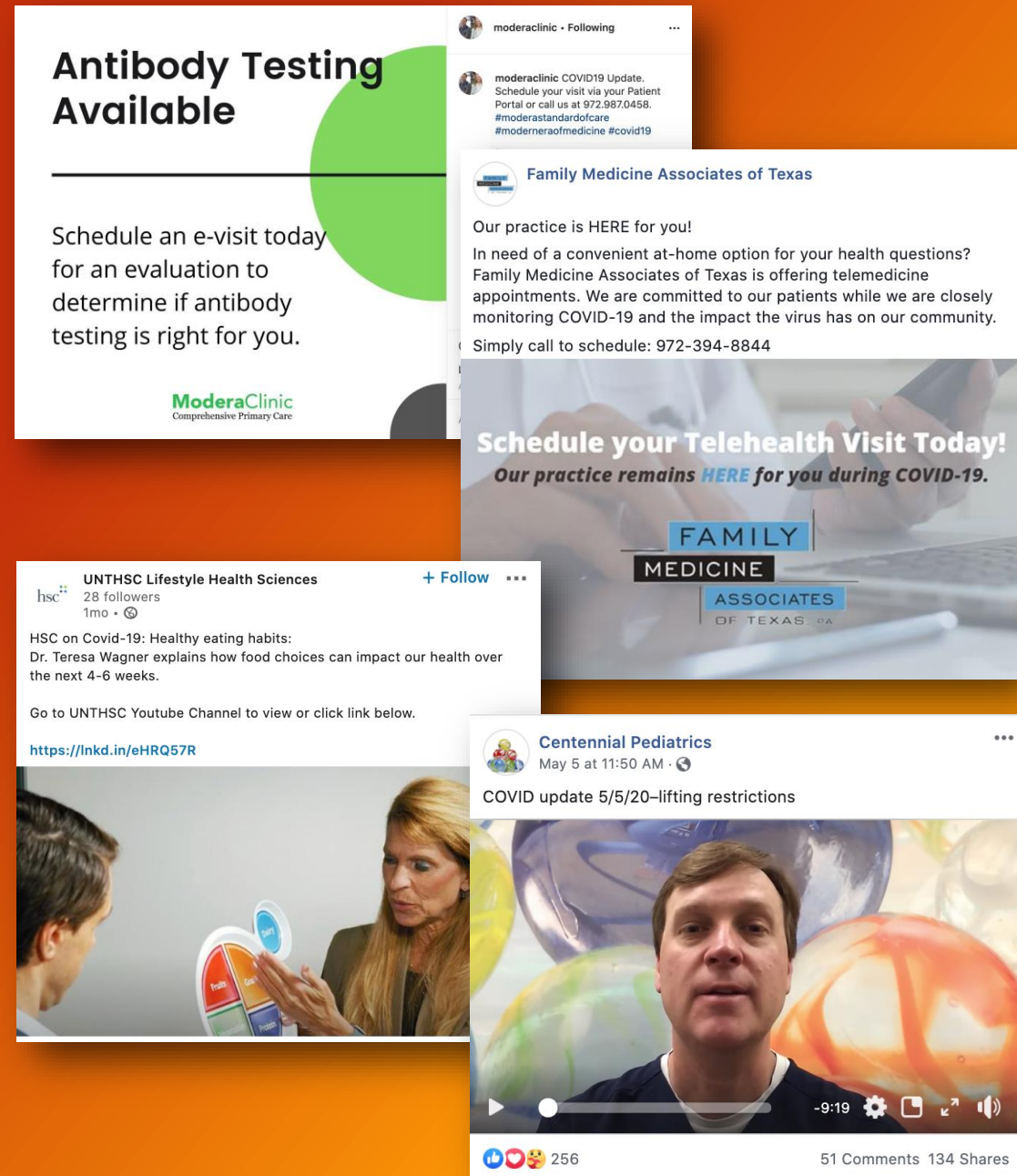
Platforms

	Opportunities	Keep In Mind
Facebook	<ul style="list-style-type: none"> • Most popular social media platform across all demographics • Practice information has designated sections to display address, hours and phone number 	<ul style="list-style-type: none"> • With such a large audience, overall reach can be lower as posts can get lost in the mix if they are not tailored to your audience. Make sure to share posts that your patients will find <i>informational and interesting</i>
Twitter	<ul style="list-style-type: none"> • Hashtags spread your message to a wider audience and allow you to connect with others discussing the same topic • Easy to engage or share posts that are not yours through retweets 	<ul style="list-style-type: none"> • Messages posted are limited to 280 characters – brevity is essential
Instagram	<ul style="list-style-type: none"> • Fastest growing social media platform • Several options for posting including static posts, live videos and Instagram 'stories', provides multiple opportunities to reach patients 	<ul style="list-style-type: none"> • All posts require something visual (photo/video) • Hyperlinks cannot be included in post, but can be added to your profile
LinkedIn	<ul style="list-style-type: none"> • Business-minded • The best platform for professional networking 	<ul style="list-style-type: none"> • Caters to a more professional audience, rather than patients

Create Engaging Content

- Users engage the most with content focused around educational and informational health topics
 - *Content should be informative, timely and accurate*
 - *Portray expert advice, tips or tutorials on how consumers can improve their health practices, stay healthy & avoid illnesses*
- To increase engagement, create content that draws consumers to interact. Examples that perform best:
 - *Asking questions*
 - *Use expressive tone*
 - *Showcasing services*
- Facebook & Instagram are the highest engaged social platforms for consumers, with LinkedIn being the highest for professionals/companies
 - *Utilizing videos and live videos are vital in boosting engagement*
 - *83% of users engage with content on Facebook*
 - *90% of users follow companies on Instagram for updates/information*

Sources: Hootsuite, Hubspot, Sprout Social



Antibody Testing Available

Schedule an e-visit today for an evaluation to determine if antibody testing is right for you.

ModeraClinic
Comprehensive Primary Care

Family Medicine Associates of Texas

Our practice is HERE for you!

In need of a convenient at-home option for your health questions? Family Medicine Associates of Texas is offering telemedicine appointments. We are committed to our patients while we are closely monitoring COVID-19 and the impact the virus has on our community. Simply call to schedule: 972-394-8844

Schedule your Telehealth Visit Today!
Our practice remains **HERE** for you during **COVID-19**.

FAMILY MEDICINE ASSOCIATES OF TEXAS, PA

UNTHSC Lifestyle Health Sciences + Follow

hsc 28 followers
1mo · 🌐

HSC on Covid-19: Healthy eating habits:
Dr. Teresa Wagner explains how food choices can impact our health over the next 4-6 weeks.

Go to UNTHSC Youtube Channel to view or click link below.

<https://lnkd.in/eHRQ57R>

Centennial Pediatrics
May 5 at 11:50 AM · 🌐

COVID update 5/5/20—lifting restrictions

256 51 Comments 134 Shares

Tips on Using Social Media

Drafting a great post

- Limit your content to avoid being too text heavy
 - *Twitter posts are limited to 280 characters. It's a good rule of thumb to keep posts on Facebook, Instagram or LinkedIn closeto that 280 mark. Shorter posts receive more engagement.*
- Always include a visual component; photo, video, or emoji

HIPPA Security Tip: *When sharing pictures or videos to social media, check the background. Make sure there are no patient charts or details visible.*

- Engage with relevant topics
- Shorten links for a cleaner look (*view page 9 for free link-shortening tools*)
 - *Example:*

Post with shortened link:



Post with long link:



Tips on Using Social Media

Utilizing Hashtags

Hashtags are a great way to boost your practice's social engagement. Hashtags can help promote your posts and engage with trending conversations. Social media users can search for posts that utilized certain hashtags and be easily introduced to your practice.

- Hashtags always begin with the “#” symbol and won't work if you use spaces or punctuation
- Capitalize each word used in the hashtag so that it's easy to read
 - *Example: Use #HelpingCommunitiesThrive instead of #helpingcommunitiesthrive*
- Reference trending hashtags based on your topic:
 - *Use a [hashtag generator](#) for inspiration or to see the most popular hashtags based on keywords*
 - *Include Catalyst community hashtags to drive engagement (view page 10 for a complete list)*

Engaging with followers

- Be timely
- Personalize responses by using their name
- Be authentic; responses shouldn't come off as automated or bot-like ('robotic' computer-generated responses used by certain software programs)

Resharing content

- A great use of social media is to direct your followers to reliable sources
- Consider sharing/retweeting/reposting content from network connections like Catalyst or TAFP or government sources like the CDC, WHO and HHS

Building Your Online Brand

On top of the traditional social media platforms, utilizing business directories such as Yelp and Google My Business can be an effective way to build an online reputation for your practice, giving current patients a place to engage and future patients a place to learn more.

Creating Your Practice's Profile

When creating a business directory profile, be sure to include the following information:

- *Practice Name*
- *Office Address*
- *Phone Number*
- *Website*
- *Hours of Operation (include days you are closed (weekends, holidays, etc.))*
- *A message from your practice regarding services and qualifications, e.g. Telehealth Available*

Responding to Reviews

Online reputation platforms allow patients to share their feedback. This is valuable for a practice to reflect on any operational practices, for existing fans to express their feelings, and allow new patients to determine if your practice is a good fit for their medical needs.

Whether a patient leaves a positive, neutral or negative review, it is important to respond and acknowledge the feedback given. This creates reliability and relatability for patients.

When responding, it is important to not take or place blame, be too emotional, or direct.

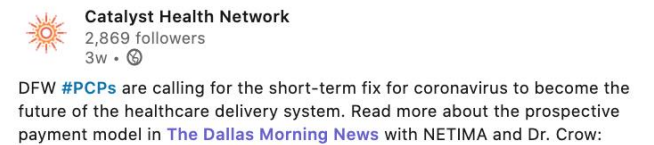
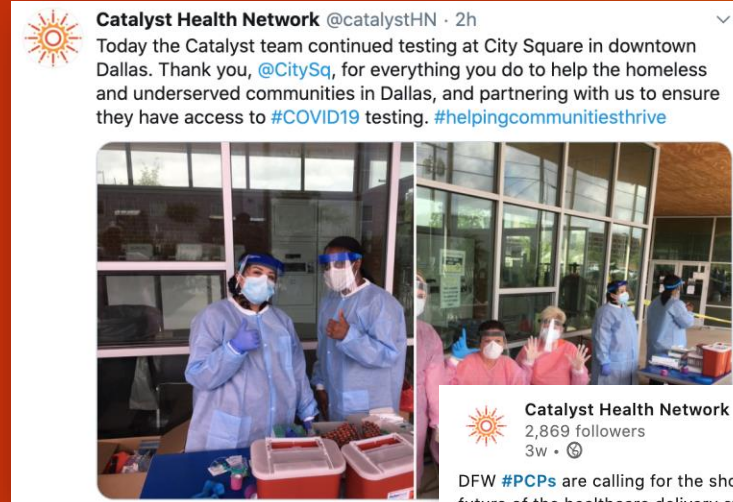
- *Personalize your response by using their name when provided*
- *Acknowledge main points of the review (positive or negative) and show appreciation for positive statements*
- *Share actions taken to resolve an issue or concern, avoid engaging in a debate [insert example responses]*
- *Sign response with your company name*

HIPPA Security Tip: *When engaging with patients or responding to a review, be sure to avoid disclosing any additional patient information, such as appointment details or health history. Your practice staff is held to a higher standard than a patient, so do not repeat or reference any private information.*

Connecting with Your Community

Social media has become one of the main ways in which communities come together. As a member of the Catalyst Network, you have a community of 850 providers. There is power in connecting with them. Tips on ways to connect with the Network and its members:

- In your social media and business directory profiles, include **“Proud Member of Catalyst Health Network”** and tag our profiles using the @ sign and our usernames, found below:
- Follow and engage with Catalyst on social:
 - Twitter: [@CatalystHN](#)
 - Instagram: [@Catalyst_Health_Network](#)
 - Facebook: [@CatalystHealthNetwork](#)
 - LinkedIn: [Catalyst Health Network](#)
- Follow and engage with fellow Network members, like and share posts
- Utilize community hashtags regularly:
 - [#HelpingCommunitiesThrive](#)
 - [#TheCatalystDifference](#)
 - [#CatalystCares](#)
 - [#WeAreCatalyst](#)
- Be sure to use the Catalyst Health Network member logo on your website. You may download a version of the logo [here](#)
- Take advantage of the daily Network posts and press that advertise you, your clinics, your services and our impact on the community. By connecting to the Network, you increase the likelihood you will be connected to patients



Managing Your Social Media

Reminder: Be sure to add links to your social media and business directory profiles on your practice's website. We've included some examples below of what this might look like.

ModeraClinic
Comprehensive Primary Care



MaxHealth
Family, Internal & Sports Medicine

Connect with us on Social Media



Managing your practice's social media accounts could be a great way to repurpose staff:

- Consider utilizing team members who already use social media platforms in their personal life (ask who has the most followers)
- Team members can post content as appropriate
- Team members can manage profiles daily, interacting with any comments or replies on posts (review prior to posting until you gain comfort in team members handling of posts)

If your team is not well-versed in social media, consider utilizing a free online guide or resource. Some examples are:

- Constant Contact's [Social Media 101](#)
- HubSpot's [Social Media Workbook](#)

There are many free social media tools available:

- [Hootsuite](#)
 - Manage 3 social profiles in one place
 - Schedule 30 posts in advance
- [Buffer](#)
 - Manage 3 social profiles
 - Schedule 10 posts in advance
 - Shortens links automatically
- [Bitly](#)
 - Offers free link shortening

Ready to Get Started?

If you want to start utilizing social media, but don't know where to begin, use one of our sample posts below:

- “We are expanding availability of our in-office visits. Your health and safety during #COVID19 remains our top priority, and we've implemented recommended safety protocols to keep you and your family safe. If you have questions about scheduling an appointment, visit our website or give us a call at [insert phone number]”
- “We wanted to recognize the amazing #HealthcareHeroes on the [insert practice name] team! Thank you for your hard work and dedication to caring for your patients and #HelpingCommunitiesThrive during #COVID19. [insert image of your team]”
- “Managing your health during #COVID19 can be difficult. If you are experiencing flu-like symptoms take the @CatalystHN Coronavirus Self-Assessment here: <https://buff.ly/2vXr7Wo>. If you need to schedule an appointment, visit our website or give us a call at [insert phone number]”
- “It's normal to feel an increased level of anxiety during this time of uncertainty. Taking care of yourself and monitoring your stress levels is important now more than ever. Click here to view tips on managing your #MentalHealth during #COVID19: <https://buff.ly/363mibL>”

Consider drafting additional posts centered around these popular topics:

- **Staff appreciation** – *Thank your staff for their hard work. Consider highlighting one staff member each week.*
- **Reopening your practice** – *Let your patients know you are offering in-office visits. Tell them about the measures you have taken to protect their health.*
- **COVID-19 testing** – *Let your patients know Catalyst offers testing. Share Catalyst testing site info to attract patients that might not realize testing is available.*
- **Catalyst Care Team Support Services** – *Let your patients know about the various unique services offered through the Catalyst Care Team.*
- **Community Support** – *Connect with local organizations in your community. Consider partnering with school districts, churches, small businesses, or the local chamber of commerce to ensure your community's health needs are met. Don't forget to post these efforts on social media to demonstrate how your practice is Helping Communities Thrive!*

Have Questions?

If you have any questions about getting started with social media, reach out to your Performance Advocate or send an email to info@catalysthealthnetwork.com.

Coming Soon: We're working hard to provide you with the resources you need to connect with your patients and the Catalyst Community. Each month, your PA will be sending out three social media posts you can utilize to help increase engagement and drive volume back to your practice.