

SOCIAL MEDIA: We Make It Easy

Social networks and blogs are changing how potential patients find your practice, how and where they share their experiences and, eventually, where they will spend their time and money.

Our social media resources are geared toward healthcare practices like yours to help you achieve practice success through the power of social networks. We offer the following social media solutions to help your practice grow online:

Social Network

One-Time Set-Up

Monthly Maintenance



Facebook

Set up fan page and determine navigation	■	
Customized landing page with branded graphic	■	
Determine fan category(ries)	■	
SEO-rich content creation	■	
Status about your practice (2 statuses a day)		■
Facebook analytic monthly report		■



Twitter

Create account and directory submission	■	
Create professional background	■	
Send Thank You Message to Followers	■	
Tweet about your practice (2 tweets a day)		■
Followership building – based on geographic location		■
Unfollow the tweeps who do not follow you back		■
Twitter analytic monthly report		■



Social Network

One-Time Set-Up

Monthly Maintenance

 LinkedIn

Create and set up account	■	
Create company page	■	
SEO-rich content creation	■	
Status about your practice (2 statuses a day)		■
LinkedIn analytic monthly report		■

 YouTube

Create channel with branded look and feel	■	
Post existing introduction video on YouTube	■	
Create and post 1 custom video on YouTube		a la carte
Add new videos and tag with keywords (max. of 2/month)		■
YouTube analytic monthly report		■

 Yelp

Create Yelp profile	■	
Upload logo	■	
Determine fan category(ries)	■	

 HubPages

HubPages creation	■	
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Contact us at 800.679.1200 to find out more information on how our social media solutions can be effective for your practice.

