

WHY IS SOCIAL MEDIA IMPORTANT FOR YOUR PRACTICE?

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. Read how these popular social networks can enhance your practice online to help you reach more patients.

Facebook

Facebook is a great tool for engaging with your patient base, promoting your practice and building your presence on the web.

Facebook allows you to engage with your patients in many ways while offering them a wealth of information. Readers will be able to navigate your page to learn about what you specialize in as well as basic information such as your location and business phone number.

Here, your fans can do everything from reading informational notes you posted, and viewing pictures of your practice to visiting your company website. A Facebook fan page is also similar to viral marketing in the sense that when someone “likes” your page, all their friends will see it on their news feed, which may direct more traffic to your practice.

Facebook is perhaps the most flexible form of social media in regard to how you can connect with your audience.

You can utilize one or all of the options they provide for your communication. Generally, wall posts will be the most effective way to reach your fan base in its entirety.

Wall posts aren’t limited to just text; you can attach a video, link or photo as well. You can also use wall posts as an opportunity to encourage dialog with your fan base by asking for feedback on a question you posted or sharing insightful information about your field or practice.

Other options for engaging with your fans include inviting them to events you have created, discussion boards and posting photos and videos relevant to your specialty. Whatever content you decide to post, make sure it’s a meaningful exchange that will keep visitors returning for more.



The screenshot shows a Facebook page for "Practice Builders". The page layout includes a profile picture of three healthcare professionals, a cover photo with the text "HOW CAN WE HELP YOU ACHIEVE PRACTICE SUCCESS?", and a post about attending a Practice Success Workshop. The post text reads: "Attend a Practice Success Workshop. Our national Practice Success Workshops are attended by private physicians who are focused on achieving practice success." The page also features navigation tabs for Wall, Info, Success, Services, Events, and YouTube.



Twitter



Twitter, like many social media outlets today, can be an effective tool used to connect with potential patients and colleagues, promote your practice as well as create interactive relationships with your followers.

Twitter is unique from other forms of social media in that it's designed for short, to the point communication. Also referred to as a "micro-blogging" forum, Twitter limits posts to 140 characters or less.

It's this characteristic that allows users to send and receive very concise, rapid updates to a limitless number of followers. Since the layout design of Twitter pages calls for similar brief descriptions for your profile, allowing only a snapshot of what you do, your updates become the reason people want to follow your stream.

While it is a great tool for posting announcements or promotions, it's also an opportunity to highlight what you specialize in or what you're highly knowledgeable about.

In other words, diversify your updates with useful or insightful information to your field. It's perfect for sharing links to other content you may have created that may not fit in the 140-character maximum, such as blogs, podcasts or webinars.

Twitter is also useful in creating buzz around a certain event or service, developing and promoting your practice and connecting with media people, such as journalists in your field. Being "followed" by your patients, colleagues and potential patients is only half the picture.

Being a "follower" allows insight into what people are saying about your practice on their update streams while giving you the ability to contact or message those commentators directly.

You can stay active within the Twitter community by responding to posts or "retweeting" something positive that someone posted about your practice. Eventually, your tweets should develop into a voice or personality that your readers will recognize as unique to your practice.

See what people are saying about...

healthcare

Results for: healthcare

- Will House repeal ObamaCare?: Heritage says if the new healthcare reform law is not repealed, it...** <http://bit.ly/fSwl8p> #HCreform #hcr
about 3 hours ago via twitterfeed
- Use of Team Care Programs to Increase Nationwide, According to Hospital TeamCare: According to t...** <http://bit.ly/h8lIY4> #HCreform #hcr
about 4 hours ago via twitterfeed
- Health Care Reform – 5 Reasons To Begin Working With A Peo Today ...: Health Care Reform – 5 Rea...** <http://bit.ly/gnRzhv> #HCreform #hcr
about 10 hours ago via twitterfeed



LinkedIn

LinkedIn is a great platform for keeping in touch with patients and colleagues, connecting with industry insiders and generating new leads and referrals for your practice. LinkedIn puts a large emphasis on knowledge and leadership, which lends a great opportunity for you to separate yourself from your competition.

LinkedIn allows you to engage with a targeted network of people as well as showcase your knowledge within your field with two main spheres that include: starting a group page or participating in LinkedIn Answers.

Asking and answering relevant questions in the “answers” section establishes you as a “thought leader” among patients and peers. In addition, you can add links to relevant articles, blogs or your practice website within your answers that will direct people to the content you want them to see. Every time you answer a question, all your network connections are informed in their news feed.

You can begin finding people to add to your network by searching people you already know and then broadening your search to companies related to your practice.

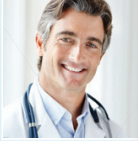
Creating a group is another option for gaining visibility by establishing yourself as a leader in your market. You can start a group for your practice or your industry.

Forming a group for your industry may draw people in who are interested in your services but have not been a patient before. LinkedIn groups allow you to facilitate discussions, post news updates and send announcements to all members within them.

Edit Profile
View Profile

Dr. John Smith

Orange County, California | Healthcare Industry



Current	Private Physician at John Smith Medical Center
Past	Private Physician at XYZ Medical Center
Education	John Smith Medical School
Recommendations	28 people have recommended Dr. John Smith
Connections	342 connections
Public Profile	http://www.linkedin.com/drjohnsmith

Summary

Type
Private Held

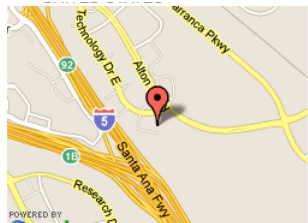
Company Size
4-10 employees

Website
www.johnsmithmedical.com

Industry
Healthcare

Founded
1979

Headquarters
Orange County, California





HubPages

HubPages are great for building your credibility on the web, promoting your practice and directing audiences back to your website. HubPages empowers you to become your own author of original content and retain all intellectual property rights to your Hubs.

The idea is that the writers, also known as “Hubbers” publish pages about subjects they have extensive knowledge on — it could be almost anything, such as a medical specialty. It’s within these articles, or “Hubs,” that you can post links back to your practice’s website or other media and direct people to the content you want them to see.

Also, when you publish a Hub, it automatically gets indexed by Google and other search engines, thereby creating more web visibility to your practice and elevating your SEO standing. It’s also an opportunity to gain audiences who regard you as a reliable information source, which translates to new connections and, likely, new patients.

You can establish yourself as a credible source or an expert by having a well-written Hub that offers unique information to readers. Hub pages are different from blogs in that you don’t continually add to them — they are generally a standalone magazine-style article about a specific subject discussed at length.

You can make your Hubs more dynamic by adding photos, videos, polls and much more. There’s a “Group” feature that allows you to interlink Hubs you’ve written if they are about the same subject.

HubPages provides a ranking system for Hubs to help discern notable works and to promote those that are highly ranked. The HubScore ranking system takes into account several factors, such as amount of traffic to the Hub, reputation of the “Hubber” and originality of the content as well as the number of responses from readers.

Whether you write one Hub or several, using this self-publishing forum the right way will render more visitors to your website and inspire confidence from your readers in your knowledge and expertise.

HubPages

sign in contest start a new hub my account join help

browse > Topics Hubs Answers Hubbers Forums Feed

Neck Skin Care Tips
| How to Have a
Beautiful Neck ?
by Ingenira

Neck is certainly the part of the body showing signs of aging sooner than any other parts of our body, considering the number of times we move our neck, how exposed it is to the...

PUBLISH
easily

ATTRACT
readers

EARN
rewards

SIGN UP
NOW



YouTube

YouTube is a great way to showcase your expertise, share knowledge and market your practice to existing and future patients. Having a YouTube channel allows your viewers to navigate through videos relevant to your practice all in one place.

Your YouTube channel can help brand your practice by allowing you to customize your color scheme to complement the look and feel of your practice's website. You can also add links to your practice website and relevant information on your channel.

Your videos can serve many purposes but should generally give the viewers a reflection of your practice and bring a level of personalization that may not be obvious through plain text or other forms of social media. Informational videos are an opportunity to show your expertise in a given field and establish you as a credible source among your viewers.

Interested in additional social media solutions that will help you reach more patients?

We also offer complete social media solutions for Facebook, Twitter, LinkedIn, YouTube and Yelp. Click on any of the icons below to visit our social media networks!



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

They can also be used as “how-to’s” explaining a product or service that you provide that sets you apart from your competition.

Other options for videos may be patient testimonials, turning podcasts into videos or unique clips that may serve as a “commercial” for your practice. Tagging or labeling your videos appropriately may render more viewers who search more general terms and find your videos in their results stream.

You will also be able to engage and connect with your YouTube community through comments and messages. A good way to gain visibility throughout your social media efforts is linking them to one another. In other words, add your Facebook and Twitter links on your YouTube channel and vice versa.



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