



Quick tips to increase Social Media interaction

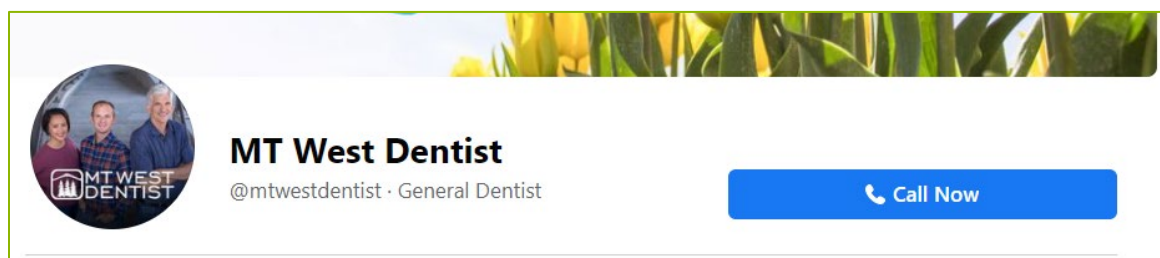
Facebook/Instagram

Facebook

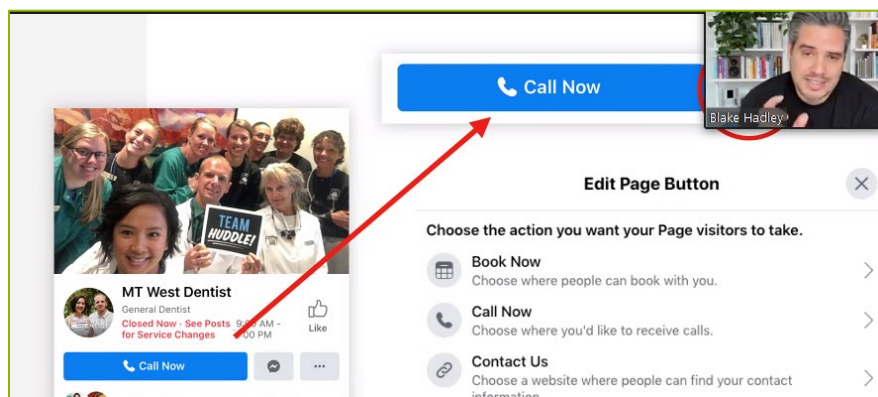
- Largest age group: 35-65
- Gender: 44% female, 56% male
- Senior citizens fastest growing demographic of FB users (37% on FB)
- Still has the most users, even though the oldest platform

ENGAGE:

1. On your Home page, be sure you have a call to action at the top of your page.

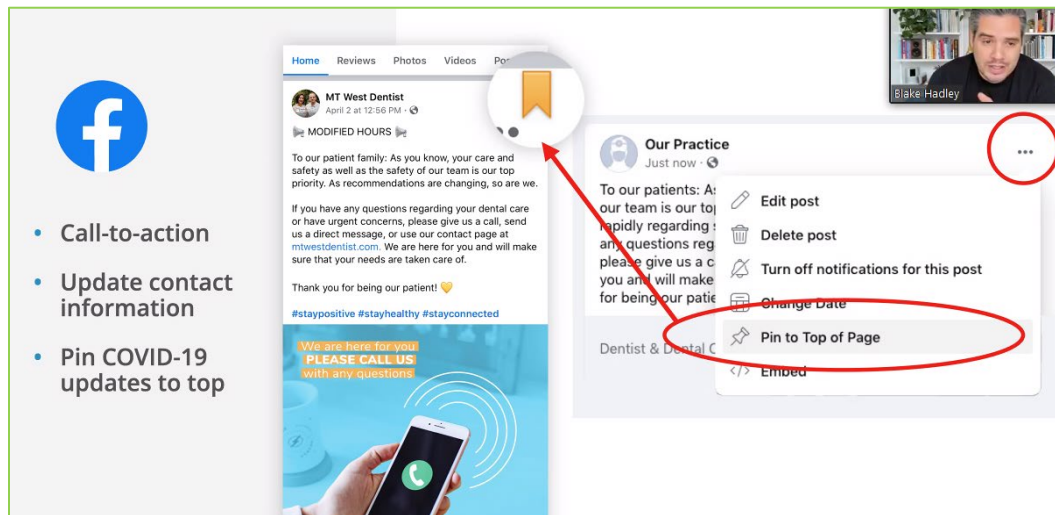


To add this, go to edit page, and choose the action you want your Page Visitors to take.

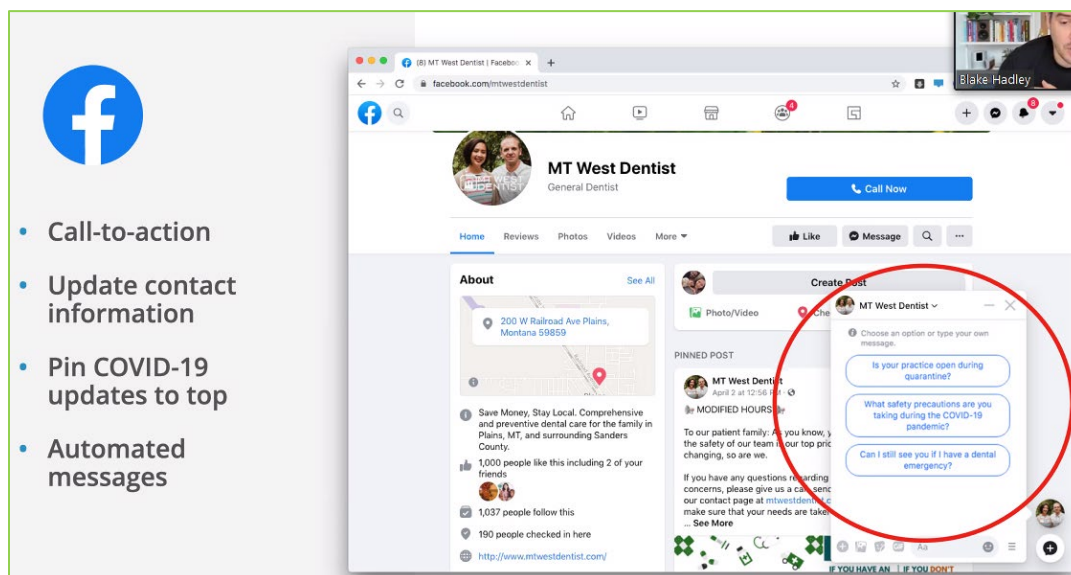


2. Be sure your contact information is up to date!
3. Pin any updates that you want to stay at the top of your Page Feed.
 - This works for 7 days, and the update will then need to re-pinned if you want it to remain at the top.

We suggest “pinning” your “What to Expect at Your Next Visit” video here.



4. Create suggested chat questions on the bottom of your page. Preloading questions there and having answers at the ready allows you to engage quickly with patients visiting your site. Practices can also add a video answering the questions as well.



5. Be sure to create a balance of posts that visitors to your page can engage with. See additional resource, social media- Marketing Ideas, for ideas as well as content balance suggestions. Remember, content must be current, creative, and shareable to make best use of the platform.
 - Keep posts short, around 1-2 sentences (<400 characters)
 - Shoot photos and videos horizontally, photos should be 1200 x 628 pixels.
 - If you include patient's names or faces, have them sign a consent form*
 - Think about what you want more of in your practice. Ortho cases? Children? Seniors? Show that!

- Post at least 3x weekly – this shows you are responsive, encourages engagement, and favors the FB and IG algorithm.

Spread the word:

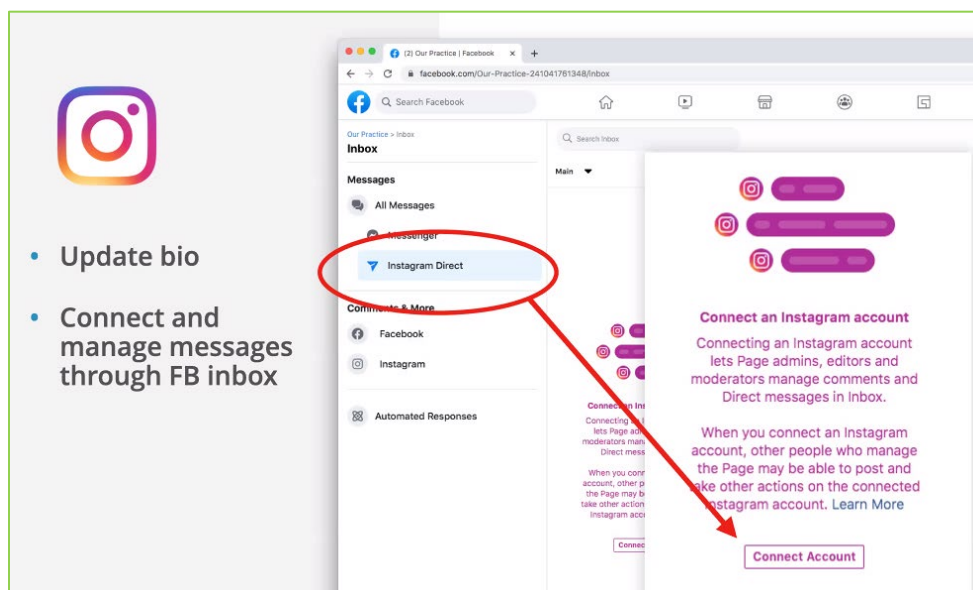
- Place a small poster in your waiting area, sharing the URL for your page.
- Remind patients about of the valuable information they'll find on your page.
- Include your FB page link in your email signatures
- Be sure the link from your webpage to FB is working (and if not there- add it!)

Instagram

- Largest age group: 25-34
- Gender: 57% female, 43% male
- Shares the same ad platform with FB
- Best time to post Wednesday at 11 AM and Friday between 10-11 AM.
- Stories and short videos work best here.
- 87% of people say that an influencer has driven them to make a purchase. They also note that 70% of “shopping enthusiasts” turn to Instagram for product discovery.

Engage:

1. Set up a business profile. In the app, go to your profile and settings. Scroll down to choose “Switch to Business Profile.” Be sure your practice Bio is updated and connect your Instagram and Facebook accounts. Once connected, your specific location tag will automatically populate within the Instagram app.



2. Follow other related accounts and follow local businesses. Encourage your staff to follow the practice.
3. Post at least 3x weekly – this shows you are responsive, encourages engagement, and favors the FB and IG algorithm. Use high quality photos at least 1080 x 1080 pixels.
4. Involve your patients. Patient “after’s” are ideal for Instagram! Post photos of them (with permission!) along with honest compliments about them. Be sure to tag them too.
5. Designate someone to ask for quick “Why I love Dr _____’s practice” video at Morning Huddle
6. Think about what you want more of in your practice. Ortho cases? Children? Seniors? Show that!
7. Create a hashtag. Use the tag to promote your posts and your Followers will do the same.
<https://www.facebook.com/business/learn/lessons/how-to-create-a-business-hashtag>
8. Spotlight your team members and tag them.
9. Build engagement easily - respond to direct messages, respond to all comments in your feed, ask questions when you can.

Spread the word:

- Print some of your IG photos occasionally and display them in the office. This is an easy way to promote awareness and IG activity.
- Run a contest to spread the word about your practice.
- “In partnership with (insert community-based businesses you also want to promote) we’re excited to announce an amazing giveaway. 10 lucky people will win a community give back box.
- Want to win?
 - Post a photo of you brushing your teeth
 - Include the hashtags #lovemydentist and #communitygiveback in your caption.
 - Make sure you follow our practice feed. Check #linkinbio. Good luck!”
- Remind patients about of the valuable information they’ll find on your page.
- Be sure the link from your webpage to IG is working (and if not there- add it!)

Authenticity is the key for all social media!