Maximizing the Impact of Social Media
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You Spoke and We Listened

From a survey of some of your colleagues, we learned that many of you are already active on social media and the web. It’s clear that you are using social media to help drive more business to your practice.

But we also learned that 50% of you are seeking clarity about how to use your social media channels to accomplish your goals.

Some common challenges:

- Utilizing social channels in the most effective ways
- Developing high-impact content that furthers business
- Establishing a strong brand presence that carries across channels

Our goal is to provide clear information, tips, and recommendations to help you leverage social media to increase your practice’s success.
Objectives

Provide tips and recommendations to help you:

- Prioritize and manage your social media channels
- Make the most of your social presence
- Manage your brand in social media
- Drive awareness and interest in your business
Importance of a Strong Brand in Social Media

Your brand voice

• Create a list of “What our brand voice is” and “What our brand voice isn’t”, keep it consistent across touchpoints
• Deliver content in a way that feels authentic and unique

Your brand visual ID

• Can be something like a branded “wrapper” on an image, or pulling in your brand colors and logo
• If you don’t have a logo, consider something as simple as putting your name at the bottom of images, decide what types of imagery are appropriate for your brand
• Create a template for the types of posts you regularly publish
• Enables followers to immediately know a post came from you

Momentary lapses can damage your brand’s authenticity. Take care to NOT post content that could be seen as offensive, inappropriate, or unprofessional.
Social Channel Overview & Strategy

What social channels should you be on? How should we use them?
Social media activity is about posting and following

- Follow anyone you think will post category information that is important to you and your followers
  - Aesthetics companies
  - Aesthetics influencers (e.g., bloggers, vloggers, celebrity doctors)
  - Aesthetics trend spotters
  - Third party associations (e.g., AAD, ASPS)

Social media helps you build your brand presence

- Build brand credibility
- Ignite conversations on your social channels around aesthetics
  - 92% of consumers trust recommendations from friends and family, such as peer posting on social media, above all other forms of advertising.*
- Help educate your community
- Share relevant information in a timely manner

* Nielsen
Social Channels – General Information

Set benchmarks so you can measure future successes

• Always benchmark against yourself
• Track appropriate Key Performance Indicators (KPIs)

Think of your social media presence in a unified way

• Each channel serves a unique role in your overall social presence
• Create a monthly social media calendar
• Cross-promote your social media channels
**Platform POV**

- Community hub that helps you grow and engage with current and potential patients
- Enables you to develop true follower interactions and conversations

**Why to Use**

- Facebook has 1.55 billion active monthly users *
- Inspire current and potential patients
- Develop an engaged community

**What’s New?**

- A pay-to-play model
- Increase your chances that followers organically see your posts:
  - Ensure posts have value to your followers.
  - Make posts specific.
  - Clearly explain in your post what you are linking to.
  - Avoid using sensational or provocative headlines or content (Click Bait) to attract click-throughs.

* Statista
Social Channels – Facebook Pages

Best practices

Mix up your content

- Provide a healthy mix of “heavy” (more medical) and “light” (more lifestyle) content.
- Use images.
- Post videos.

Encourage engagement

Boost (promote) selected posts

Boosted Posts

When boosting a post, you can choose to show it only to your followers, or you can select to show it to a targeted audience (by interest and location). Make sure to only boost original content. Even a budget of just $50 can greatly improve a boosted post’s reach and engagement.

Read more about how to boost a post on Facebook’s Boosted Posts.

Social Channels

Review Channels

Content

Intro
Key Performance Indicators (KPIs) to monitor

- Aim to increase exposure, engagement, action, and advocacy
- Metrics include:
  - **General**: Followers; Engagement (Impressions, Click-through Rates, Likes, Comments, Shares)
  - **Boosting**: Amount Spent; Engagement of boosted posts

Page Insights

To help you manage your Page, Facebook provides Page Insights, an analytics tool to help you know how your page is performing, why it’s performing that way, and what you can do next.

Read more about getting started with Page Insights.
Social Channels – Twitter

**Platform POV**
- Helps you engage with key influencers and leverage trending topics in real time

**Why to Use**
- Twitter has over 300 million active monthly users*
- Position yourself as a thought leader and engage with other influencers and media

**What’s New?**
- **Moments**
  - Follow a specific topic such as a sporting event, news topic, or conference.
  - By following a moment, you will see tweets from various handles talking about these Twitter-aggregated “moments”.
- **Periscope**
  - Enables you to live stream video to your followers from your mobile device.

* Statista
Social Channels – Twitter

Promoted Tweets
Promoted Tweets help amplify your Tweets to a wider audience to drive more engagement with your content. You can target audiences by locations, followers of other handles, and more.

Read more about Promoted Tweets.

Best practices
- Engage in real time
- Keep it short
- Promote your tweets
- Use images
- Use and look at hashtags

Intro  Social Channels  Review Channels  Content
Key Performance Indicators (KPIs) to monitor

- Aim to increase exposure, engagement, influence, and advocacy
- Metrics include:
  - **General**: Followers; Impressions; Engagement (Impressions, Click-through Rate, Likes, Replies, Retweets)
  - **Boosting**: Amount Spent; Engagement of boosted posts

Twitter Analytics

Twitter provides a number of analytics dashboards where you can learn about tweet activity and performance, gain insight about your followers, and more.
Social Channels – Instagram

Platform POV

• A complementary channel that tends to skew toward younger, more visually responsive audiences
• Use it for compelling images and short, well-designed posts that can be seamlessly fed into other channels, such as Facebook and Twitter

Why to Use

• Instagram has 400 million monthly active users*
• Grow a follower base that responds to strong visuals

What’s New?

• Boomerang
  – Enables you to stitch together images into mini videos that play forward and backward.
• Full-sized photos
  – You can now post full-sized photos (not cropped to a square).

* Statista
Instagram provides businesses with tips and resources, and even a list of hashtags to watch, to help you visually tell your brand’s story while showcasing your products and services.

**Instagram Business**

Get started with Instagram Business
Social Channels – Instagram

Key Performance Indicators (KPIs) to monitor

- Aim for increases in exposure and engagement
- Metrics include:
  - Likes; Comments; Followers

Instagram Business

Instagram provides businesses with tips and resources, and even a list of hashtags to watch, to help you visually tell your brand’s story while showcasing your products and services.

Get started with Instagram Business
Social Channels – Pinterest

**Platform POV**

- A community that enables you to pin images of products, information, and content to a themed board
- Enables you to present content with a lifestyle or healthy living perspective

**Why to Use**

- Pinterest has 100 million monthly active users*
- Build a board (or boards) of content that people want to share

**What’s New?**

- “Buy it” button on pins

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* Statista
Social Channels – Pinterest

**Best practices**

- Optimize for search
- Keep it short
- Let your brand personality shine
- Plan for longer content shelf life
Key Performance Indicators (KPIs) to monitor

• Aim to increase exposure, engagement, influence, action, and advocacy
• Metrics include:
  – Re-pins; Impressions; Follower; Clicks; Likes; Sends
Social Channels – YouTube

Platform POV
• World’s second largest search engine, enables prospective and current patients to search for and find videos on topics they want to learn about
  – Prospective patients are likely deciding whether aesthetics and correction is right for them.
• Ideal for delivering more detailed, evergreen information to your audiences

Why to Use
• YouTube has over a billion users (almost one third of all people on the internet)*
• Educate your audience with long form content

What’s New?
• Live Streaming
  – Enables you to live stream content to your followers so they can remotely join in on an experience.

* YouTube.com
Social Channels – YouTube

Best practices

- Optimize for search
- Keep it short
- Brand it
- Keep it educational
- Keep it high-quality

Intro
Social Channels
Review Channels
Content
Social Channels – YouTube

**Key Performance Indicators (KPIs) to monitor**

• Aim to increase exposure, engagement, influence, and advocacy

• Metrics include:
  - Views
  - Comments
  - Likes
  - Shares
  - Subscribers
As you grow your social media presence, keep your business’s priorities in mind. It isn’t necessary to be active on every channel to achieve success. Consider your strategic goals, budget, and the time you can commit to content creation and management, to decide the mix that is right for your practice.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Use if you are trying to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook Pages</td>
<td>Interact with, and grow, a group of current and potential patients; Facebook is the channel that will most help drive revenue and business</td>
</tr>
<tr>
<td>Twitter</td>
<td>Demonstrate thought leadership in the aesthetics and corrective space</td>
</tr>
<tr>
<td>Instagram</td>
<td>Visually publicize your positive results</td>
</tr>
<tr>
<td>Pinterest</td>
<td>Share evergreen, educational content</td>
</tr>
<tr>
<td>YouTube</td>
<td>Provide educational video content about treatments and procedures</td>
</tr>
</tbody>
</table>
Forums & Review Channel Overview & Strategy

What review channels should you be on? How should you use them?
Overview

• It is important to have a well-branded presence on review sites
• You have one chance at a first impression

Recommendations

• Leverage your loyalists
  – Don’t be afraid to encourage patients to write reviews.
• Leave the talking to your patients
  – While it may be tempting to respond to negative reviews to try to correct them, leave the balancing to your other patients.
Forums & Review Channels – Google Reviews/Google My Business

Platform POV
• The search engine platform
• It is important to own your Google Review page because it will likely be the first result that appears when someone searches for your business

Platform overview
• The business ownership side (which you will use) is called Google My Business. The consumer side of the platform is Google Reviews
• Having a good rating is important as only 13% of consumers consider using a business that has a 1 or 2 star rating

Key objectives
• Make it easy for current and potential patients to quickly find the information they are seeking about you and your practice

* BrightLocal.com
Forums & Review Channels – Google Reviews/Google My Business

**Quick tips**

- Claim ownership of your practice at google.com/business
- Make sure all of your business information is accurate and up-to-date
- Include your practice’s website URL

**Platform analytics**

- The number of times people saw your business information on Google Maps, Search, and Maps for Mobile
- The number of people who engaged with your result
- The areas from which users have searched for driving directions to your business using Google Maps

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**Google My Business**

Google provides a dashboard that will help you maintain up-to-date business information on Google, track engagement, and create and track AdWords Express campaigns.

Learn more and get started with Google My Business
Forums & Review Channels – Yelp

Platform POV

- The topic search platform

Platform overview

- Yelp has over 142 millions monthly users
- People can find you by searching by topic or searching for your practice directly
- Yelp allows users with questions to message your business directly

Key objectives

- Make it easy for current and potential patients to quickly find the information they want
Quick tips

- Add photos and videos
- Advertise to boost your search results
  - Yelp advertising results moves you to the top of a relevant search that you would already show up in and shows a link to your Yelp page on the pages of competitors in your area.

Platform analytics

- Views of page
- Traffic to your page

Yelp for Business

Yelp provides business owners with tools to help track traffic to your page and engagement with your business, and measure lead generation.

Learn more about Yelp for Business Owners
Forums & Review Channels – RealSelf

Platform POV
• The focused community
• RealSelf specifically caters to patients and doctors who are looking for and providing cosmetic treatments

Platform overview
• Patients can search for doctors by treatment and location, follow doctors, ask questions about treatments for doctors, and write reviews
• People can rate you (up to 5 stars) and write reviews

• Most features for doctors require upgrading your profile to a paid version

Key objectives
• Enable potential patients to find you based on very targeted searches
Forums & Review Channels – RealSelf

Quick Tips

- List all of your offerings (procedures), as that is how most users search
- Answer questions posted on the site, as that will help you with your ranking
- Include any specials and offers that you have; they will show up in search results
- Become a RealSelf Top Doctor. When you do, search results will include your name and a Top Doctor badge and this can help boost your organic (non-paid) results. You can become a Top Doctor by meeting the following requirements:
  - 75+ answers to users' questions
  - 10+ new answers every 90 days
  - 3+ favorable (3-5 star) patient reviews
  - Net positive votes on answered questions

RealSelf Tiers

**Free**
- Basic profile access
- Patient inquiry form and contact listing
- Answer questions
- Add photos

**Pro**
Everything in Free, plus
- Cover photos, personal statement and awards
- Expanded photo gallery
- Block competitor ads from your profile — while getting promoted on the profiles of nearby doctors
- Link to your website through Q&A and your profile
- Promote your special offers

**Dr. Spotlight**
Everything in Pro, plus
- Guaranteed visibility in local searches
- Promotion of your photos and Q&As
- Rotation on RealSelf homepage
- Analytics
As you build your presence on review sites, think about how you want to allocate your resources. Consider your business’s priorities as you decide which site to build out and where to dedicate the most time, effort, and budget.

<table>
<thead>
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<tbody>
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<td>Google Pages/Google My Business</td>
<td>Show higher in organic search results, with more information</td>
</tr>
<tr>
<td>Yelp</td>
<td>Show up in local search results and drive new patients to your office</td>
</tr>
<tr>
<td>Real Self</td>
<td>Attract customers who know the specific procedure or treatment they want</td>
</tr>
</tbody>
</table>
Content Strategy

The importance of quality content
Finding Inspiration

Ways to focus the seemingly limitless content options

- Listen to your audience
- Keep up with trends/pop culture moments
- Talk about awareness months, weeks, and days (e.g., Skin Cancer Awareness Month, National Healthy Skin Month)
Finding Inspiration

Ways to focus the seemingly limitless content options (cont.)

Celebrate holidays

Patient Results

Promotions, events, activities
Organizing Your Content Calendar

Each month, lay out your content calendar across all channels

• Monthly calendar reviews help ensure you are
  – Strategically thinking through what you are posting on each channel.
  – Critiquing posts to ensure they are aligning to your overall strategy and goals.
  – Appropriately allocating your boosting budget.
  – Publishing a good mix of content and topics.
  – Pacing your posts.

• Some calendar tips
  – Look at both your individual channel calendars AND your overall social calendar.
  – Don’t feel obligated to post in every channel every day.
  – Adjust your calendar in real time to account for news/trends.
Content Goals

Post goals to consider

What action do we want our followers to take?
How will taking that action benefit them

Business goals to consider

Exposure
Do you want to get your post in front of the most people for awareness?

Engagement
Are you trying to get a conversation started or have people like your post?

Advocacy
Are you trying to get people to share your content / endorse you?
As you develop content, think about how you can communicate the same topic over different social media channels. Each channel offers different ways to deliver content, so the way you address a topic may vary. But you can achieve efficiencies by adapting content across channels, leveraging it to work harder for you.

**Sample TOPIC**
Office Promotion/Event

**Pinterest**
- Pin a key takeaway post from event that has interest outside event and is likely to be shared.

**Instagram**
- Post stylized announcement of event
- Post some real-time images at the event
- Share real-time before and after images, if applicable

**Twitter**
- Tweet about the upcoming event / promotion with a designed image
- Real time coverage of event on Twitter with text-based tweets and some live images or live streaming

**Facebook**
- Announce event with stylized post (leverage paid geo-located targeting)
- Post reminders as event nears
- Post “Thank You” message after the event / promotion

**YouTube**
- If the event had an educational factor, share a summary video after the fact for those who missed it
# Hashtag

• A word or phrase (without spaces) preceded by a pound sign (#) used to categorize a social media post
• Hashtags are a quick and simple way to ensure your social media post can be easily found by people searching a specific topic
• Hashtag types
  – **Topical** – Associates your post with a specific subject, which can be as broad or specific as you would like (ie, #beauty)
  – **Trending** – Links your post to a topic that has recently gained increasing popularity (ie, #My3WordHappiness)
  – **Events** – Associated with a specific event, and allows users to search for posts directly related to that event. Oftentimes, conference organizers will socialize a specific hashtag to ensure everyone is using the same one (i.e., #oscars)

## Keyword

• It is important to use keywords that your patients are using so that you are speaking the same language
• Using these words will help your posts be found by those who are looking for aesthetics topics on the web
# Keywords Used by Aesthetics Focused Consumers

<table>
<thead>
<tr>
<th>Top Keywords</th>
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<tbody>
<tr>
<td>Aesthetic</td>
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<tr>
<td>Cosmetic</td>
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<tr>
<td>Facial</td>
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<tr>
<td>Treatments</td>
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<tr>
<td>Medical</td>
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<tr>
<td>Injectable</td>
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<tr>
<td>Procedures</td>
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<tr>
<td>Dermatology</td>
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<tr>
<td>Rejuvenation</td>
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<tr>
<td>Good looking</td>
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<td>Lines</td>
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<tr>
<td>Non-surgical</td>
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<tr>
<td>Anti-aging</td>
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<td>Aesthetic medicine</td>
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<table>
<thead>
<tr>
<th>Top Hashtags</th>
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<tbody>
<tr>
<td>#beauty</td>
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<tr>
<td>#skincare</td>
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<tr>
<td>#aesthetic</td>
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<tr>
<td>#fillers</td>
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<tr>
<td>#wrinkles</td>
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<tr>
<td>#antiaging</td>
</tr>
<tr>
<td>#medicine</td>
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<tr>
<td>#dermafillers</td>
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Based on a Radian6 Social landscape audit of most used keywords and hashtags in the aesthetic and corrective conversation. Date range is from August - October 2015.
Social media can help you manage how patients and prospective patients perceive your practice. It can also help you promote your practice and drive business to it.

As you can see, it’s an exciting prospect and there is a lot to work with.

We are eager to see what you decide is the right mix of social media channels for your practice and how you prioritize, develop, and succeed with each of them over time.

Placeholder for rep contact information
A
@: The @ symbol is used to reply to a Twitter user, e.g., “@johnsmith you can find all the health info you need here: http://example.”

B
Bit.ly: A free URL shortening service that provides statistics for the links that users share online. Bit.ly is mostly used to condense long URLs to make them easier to share on social networks such as Twitter.

Blog: Blog is a word that was created from two words: “web log.” Blogs are usually maintained by an individual who puts regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse chronological order. “Blog” can also be used as a verb, meaning to maintain or add content to a blog.

C
Cadence: Refers to your rhythm on social media, how often you should be posting/interacting on a social channel.

Comment: A comment is a response that is often provided as an answer or reaction to a blog post or message on a social network. Comments are a primary form of communication on the social web.

D
DM: A DM (direct message) is a private message sent to a Twitter user. Both users must follow each other in order for one to send the other a DM. DMs don’t appear in the public Twitter stream but go directly to the receiver’s inbox.

F
Facebook: A social network that connects people with friends and others who work, study and live around them. Facebook is the largest social network in the world, with more than 1.5 billion users.

Follow: Used mainly to refer to Twitter posts (tweets). If someone’s tweets appear in your Twitter stream then you are following them.

Follower: Someone who is reading your Twitter posts (tweets).

Forum: Also known as a message board, a forum is an online discussion site. Forums originated as the modern equivalent of a traditional bulletin board, and evolved from the dial-up-based bulletin board system.
**Google Plus:** Google+ (or Google Plus) is a social network that is owned by Google. Google + has amassed over 540 million active users.

**Google search:** A web search engine owned by Google. It is the most-used search engine on the World Wide Web, handling more than three billion searches each day.

**Handle:** Username or profile name that appears to the public on a social network like Twitter and Instagram. Example: “Her Twitter handle is @Josmith”.

**Hashtag:** Used to comment about a certain topic in a tweet so that people searching for it can easily find it. Searching for #health will give you all the posts that contain news about health.

**HootSuite:** A web-based Twitter client. With HootSuite, you can manage multiple Twitter profiles, schedule tweets in advance, and view metrics.

**Instagram:** A free photo sharing application that allows users to take photos on their iPhones or Android phones, apply a filter, and share it on the service or a variety of other social networking services, including Facebook, Twitter, Tumblr, and Flickr.

**KPI:** Key Performance Indicator, these are metrics you can look at to see how you are performing

**Like:** An action that can be made by a Facebook user. Instead of writing a comment or posting a status update, a Facebook user can click the “Like” button as a quick way to show approval.

**LinkedIn:** A business-oriented social networking site. Founded in December 2002 and launched in May 2003, it is mainly used for professional networking. LinkedIn has more than 347 million registered users, spanning more than 200 countries and territories worldwide.

**Pinterest:** A social networking site where users collect photos and link to products they love, creating their own pinboards and following the pinboards of other people whom they find interesting.

**Podcast:** A series of digital media files (either audio or video) that are released in episode format and often downloaded through an RSS feed. Sometimes called a non-streamed webcast.
**Profile:** The information that you provide about yourself when registering to use a website. As well as a picture and basic information, this may include your personal and business interests, a “blurb” about yourself and tags to help people search for like-minded people.

**Retweet or RT:** Usually placed in front of the original poster’s name in order to give him or her credit, e.g., “@Johnsmith Health-focused wearables have a chance of improving patient care if innovators craft solutions... https://example”.

**Response Rate:** Time taken to reply to a query, engage with fans and facilitate dialogue that was agreed upon in the service level agreement.

**Sentiment:** The prevailing attitude of online user comments regarding a brand. Some social media monitoring tools measure sentiment.

**Social Media:** Media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques.

**Social Media Monitoring:** The process of watching and responding to any mentions of a business within social media

**Tagging:** A relevant keyword or term associated with or assigned to a piece of information such as a picture, an article or a video clip. “Tag” describes the item and enables the keyword-based classification of information.

**Tweet:** A post made on Twitter by a user.

**Twitter:** An online platform that allows users to share 140-character-long messages publicly. Users can “follow” each other as a way of subscribing to each others’ messages. Additionally, Users can use the @ [username] command to direct a message towards another Twitter user.

**Twitter Search:** Twitter Search is a search engine operated by Twitter to search for Twitter messages and users in real time.

**Unfollow or De-Friend:** When someone stops reading your tweets (unfollows) or ends their connection.