

2021

How We Use Social Media



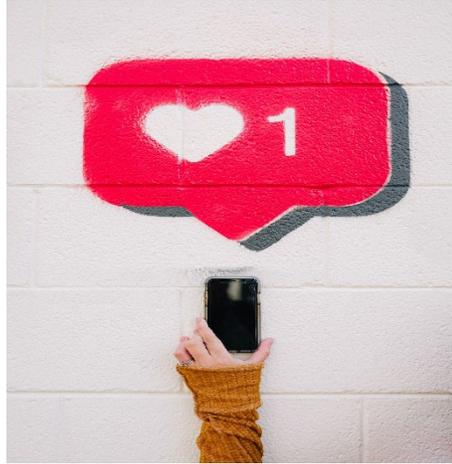
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WHY SOCIAL MEDIA?

Since 2005, the total number of U.S. adults on social media has increased from 5% to 72% as of this year (Pew Research Center, 2021). Though the majority of social media users are ages 18-29 at 84%, every other age group has seen a dramatic increase in usage as well. 81% of adults aged 30-49, 63% of adults aged 50-64, and 45% of those aged 65 and up are on social media. Current trends show no signs of social media usage slowing down either. Having an official social media page for your practice is becoming just as important as having a website. It gives your practice, and the users who follow your page, an opportunity to promote your business on another medium. Depending on your audience and exact goals, certain social media platforms will be higher priority than others, meaning their value to your practice may be higher.



OUR APPROACH

We have three main goals for social media:

- 1) Attract new followers
- 2) Keep current followers engaged
- 3) Drive users to take action

To accomplish these three main goals, we employ a number of tactics through our main social media channels (Facebook, Instagram, Twitter, & LinkedIn). Before explaining these tactics, we've broken down the value of each major social media platform so that you may better understand their purpose and potential. We have broken down each of the major social media sites below by demographic and popularity for better insight into which social media sites will be the most beneficial.

KEY SOCIAL MEDIA SITES

Facebook



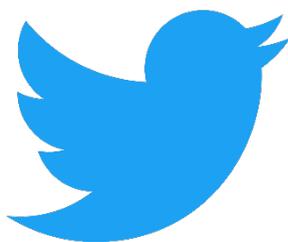
Starting with the biggest social media network, Facebook, approximately 69% of US adults use Facebook (Chen, 2020). Furthermore, 74% of these adults check Facebook at least twice a day. It is the biggest social media site in terms of total users.

Instagram



Instagram has grown in popularity in the last several years, with the second largest total daily logins (Facebook being first). 74% of Facebook users also login to Instagram daily, providing your practice the opportunity to reach the same potential patient on two different platforms. Compared to Facebook, this site is more popular among younger demographics, like millennials and Gen Z. Cultivating a presence on multiple social media platforms can provide your practice with more trust and credibility, as well as repeated exposure.

Twitter



Twitter is designed as a timely, microblogging site, a shorter more simplified version of a traditional blog in which people can share quick thoughts. Because of this, Twitter is not a huge platform for smaller practices and ASCs. However, people with a college degree or higher are the largest demographic, making Twitter another valuable tool to expand your digital presence and reach a larger income group.

LinkedIn



LinkedIn is the professional's social networking site. This site is best for practices or businesses with a business-to-business marketing campaign.



Attracting & Engaging Followers

We apply a number of tactics to attract new followers. This includes, but is not limited to, the following:

1) Posting regularly (1-2 times per week).

A) Content types: product/service posts, office culture posts (holiday celebrations, work anniversaries, etc.), and more.

2) Paid advertisements and boosted posts (Another method for promoting content).

3) Promotions, such as giveaways, that encourage users to follow the page.

This combination of tactics, done regularly and at the right times, will encourage new people to follow your page and remain followers.



Inspiring Action

When it comes to business to patient marketing, business posts should only make up about 20% of social media content, and yet, this is where you will earn new patients. Business posts encourage potential and/or current patients to click a link in one of our posts or ads to schedule consultations or appointments, stop by the optical department, or whatever your goals might be. So why only 20%? It is important to recognize the social media environment is driven by entertainment. If you don't offer the entertainment that social media users crave, you will lose followers. The inverse is true about business to practice and/or business, where you want the majority of your content to discuss your product/service and its relevance. Sometimes you do not have to inspire action but simply keep your practice top of mind. This is because people on social media will often refer/recommend your practice, product, or service to other friends in the area, which brings us to our next strategy, reputation management.



Reputation Management

We are constantly scouring the web for reviews, both positive and negative, and responding accordingly. Positive reviews are an opportunity to promote the practice. On the flip side, 94% of consumers said bad reviews are the reason they avoid a business (ReviewTrackers). However, this is easily turned into an opportunity, since reputation management platforms give us the chance to reply to patients. 44.6% of consumers say they are more likely to try that business if they respond to the negative review. Another special feature of reputation management permits the practice to filter negative reviews through their websites. With a proper strategy in place, reviews can further increase digital presence in a positive manner.



CONCLUSION

It is important to recognize that social media is not only the newest form of marketing, but also an important and legitimate element to your ongoing marketing efforts. Each social media site has its pros and cons, and some sites will have a higher priority than others depending on your target audience and goals. Our experts at Medical Consulting Group can help your practice with your social media efforts with an arsenal of tactics aimed at increasing your audience size, keeping them engaged, and convincing them to visit your practice for their vision health needs.

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