Social Media Tips for Plastic Surgeons

Presented by Page 1 Solutions
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1. Encourage clients to follow you on social networks after they come in for a consultation. It can help increase your brand affinity and online visibility.

2. Upload images of your staff, office, and community events that you attend. It will help you future clients feel more comfortable when they come into the office.

3. Did you go hiking or skiing this weekend? Share that with your fans! It’s good for them to know you have hobbies outside of the office, just like them!

4. Get your fans involved! Ask their opinion in your posts and encourage them to participate in community events that you attend.

5. Keep your page updated with posts 2-3 times per week. You can use the Insights tool to determine the best days and times to post too!
Twitter

1. Make sure your profile is complete with a profile image, unique header image, office location, website URL, bio and customized background. This can help users easily find key information about your practice to quickly contact you with questions.

2. When you tweet, include a hashtag (#) in at least ½ of your posts. This will tag your post with keywords of your choice and make it easier for other Twitter users to find your tweet and tweets on similar topics.

3. Create lists of your followers. This is a great way to organize your followers and keep up on the most current and timely news they have to share!

4. Include images in your posts! Recent studies have shown that tweets with images get 75% more retweets than tweets without.

5. Don’t be afraid to Re-Tweet old content. Since Twitter is such a fast paced information source, it is possible that your audience missed your tweet the first time around. Make a list of evergreen content such as blogs or articles that you can re-share down the road in addition to your regularly scheduled content.
1. Make sure to use the “Your Circles” and “Public” options when sharing content.

2. Tag people when you share content or posts by others. This ensures that they receive a notification that you shared their content, leading to the opportunity for further engagement.

3. Share videos! Google+ is a great platform for sharing visual content. Not only can you increase a video’s visibility, you can reach more people by linking a YouTube channel to your Google+ page. Take advantage of that integration!

4. Post valuable content in Google+ communities. There are several Google+ communities for plastic surgeons. Communities are a great resource to find and share relevant information to people interested in a particular topic.

5. Write a longer message in Google+ and then Tweet the link. Twitter has a shorter character limit that Google+ and sharing content written in Google+ to Twitter has the dual effect of giving you more room as well as showing your Twitter followers that you are on Google+.
1. Pin Outside the Box: Not everything you pin has to be surgery related. Create boards that relate to your business in a creative way such as your favorite recipes, products you recommend, make-up tips, or even the occasional plastic surgery joke. Get Creative!

2. Get your staff involved! Create a board to show your followers what activities you and your staff enjoy outside of the office.

3. Use a few keywords in your account summary and board titles/descriptions/pins that relate to your practice. Just don’t over-do-it.

4. Challenge your followers with contest and specials!

5. Create a secret board as a think-tank for future blog topics.
1. Create both a personal profile and a company page. You can use the personal profile to help boost your SEO rankings and use your company page to release ebooks, whitepapers and other educational material you produce.

2. Join Professional Groups! This is a great way to network, participate in relevant online discussions and stay on top of current trends and topics within ophthalmology.

3. Reconnect with colleagues. By scanning your suggested connections, you can build your network and expand your audience base.

4. Use your company page to engage your audience. Create an eye-catching cover photo and make sure the key contact information is filled out.

5. Ask a Question! They are a great way to get the conversation started and they open up the door to allowing your audience to showcase their expertise as well as highlighting what you do.