

The Ultimate
Social Media
Guide to **Facebook**





Facebook is, undoubtedly, the most popular and most frequented social network in the world. With over 1 billion users, it's easy to see how marketing your practice on Facebook can create huge potential for growth. If your practice is searching for an effective and far-reaching marketing option, consider the fact that Facebook reaches 71.2% of Americans every day.

Social media offers unlimited potential in helping you reach a broader audience, and when utilized correctly, Facebook can have a tremendous impact on your practice.

Getting Started

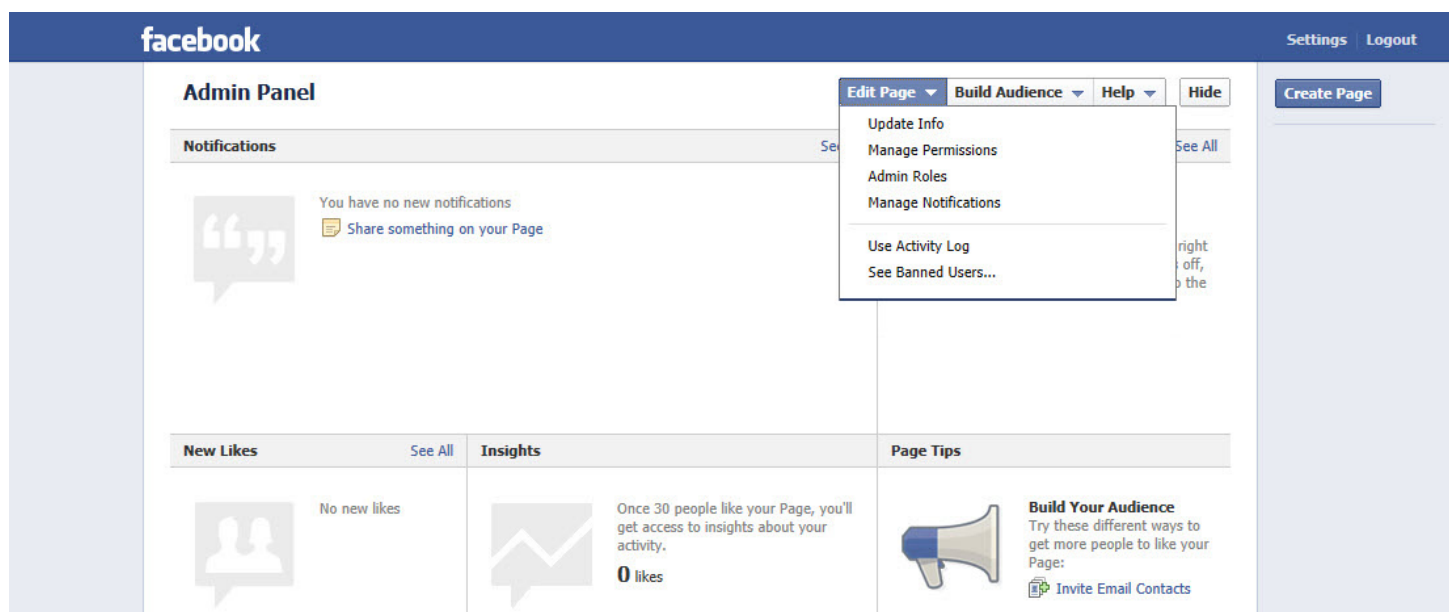
Setting up a Facebook page is relatively simple, and can be completed in just a few steps.

- Start by heading to <http://www.facebook.com>.
- Scroll to the bottom of the page and click the link to "Create a Page".
- Choose the option titled "Local Business or Place".
- Select the category from the drop down menu that best defines your services.
- Enter your practice name, address, zip code, and phone number.
- Click "Get Started".
- Next, enter your practice email, your birthdate, and complete the CAPTCHA.

Within a few minutes, Facebook will email you to verify your account. Click the link within the email to complete the set-up process.

*This process will create a business Facebook page for your practice, not a Facebook profile that is intended for individual users. There are several differences between pages and profiles, namely that pages allows your business to have a more professional appearance. Pages cannot acquire "Friends" as profiles do, but they can acquire "Likes" when a user wants to show appreciation for your services. Previously, Facebook required pages to be connected with an individual user's profile, but they have since made the process easier, allowing business to make a standalone page.

After verifying your account, we recommend optimizing your Facebook page to gain greater credibility and generate interest. To do this, click the "Edit Page" button within the top navigation.





From the drop down menu, select "Update Info" and refer to the following steps to complete the process:

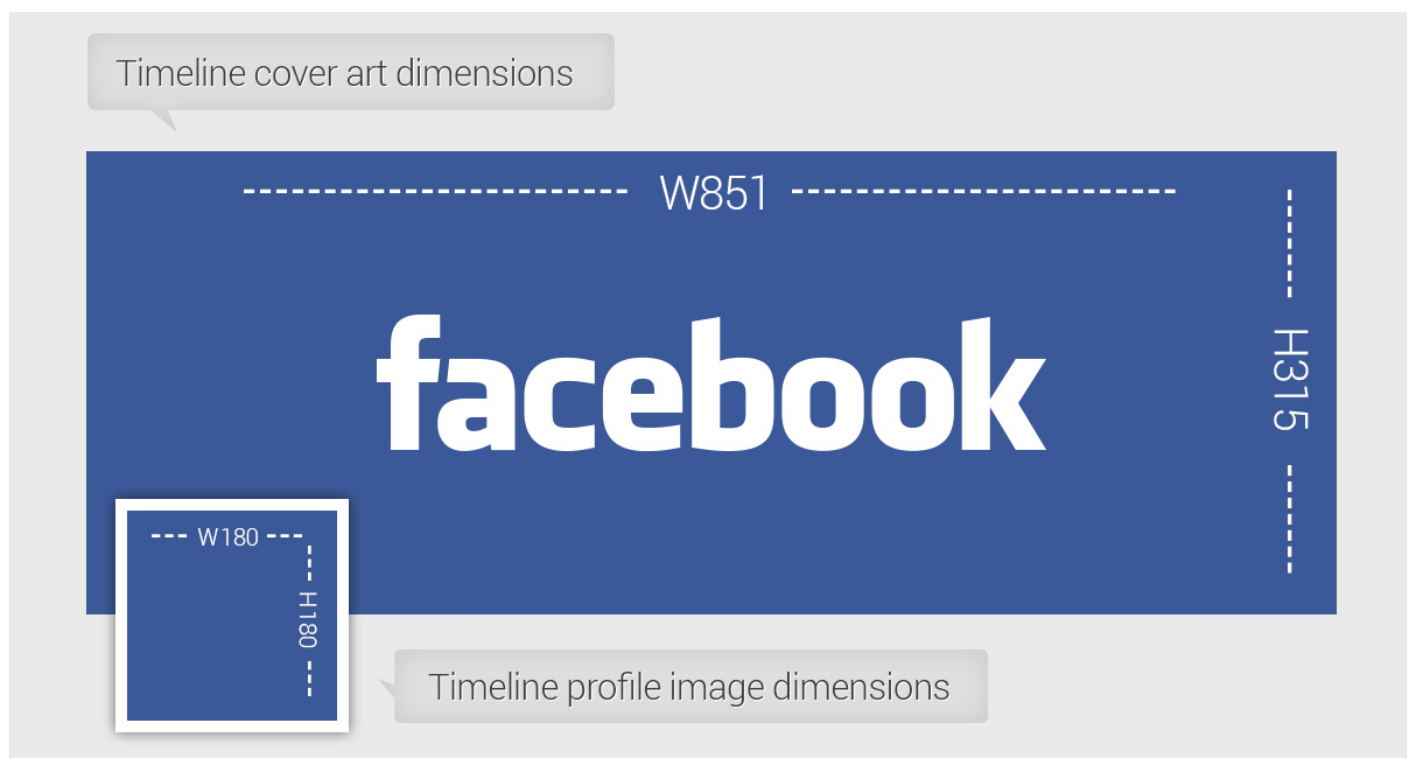
- **State Your "Start Date"** – Facebook allows you to specify the date your business was "Founded", "Born", "Launched", "Started", "Opened", or "Created". Set the date and choose one of the titles from the dropdown menu titled "Start Type".
- **Set Your Location** – Make it easy for Facebook users to find where your practice is located and be sure to include your practice's address.
- **Include a Link to Your Website** – The ultimate goal of marketing via social media is to increase your online exposure and drive traffic to your website. By including a link to your website, users can easily find detailed information about your practice that your profile doesn't highlight, such as services you offer.
- **Get Descriptive** – Use the "Description" box to provide Facebook users with a comprehensive overview of you and your practice. A good description will build your credibility, help viewers understand the services you offer, and convey the voice of your practice.

For example: Dr. John Doe graduated from Tufts Dental School and is a member of the American Dental Association. At John Doe Dental Excellence, our team is dedicated to providing you the quality care and service that you deserve. We offer a wide-range of services including: cleanings, X-rays, professional teeth whitening, veneers, bridges, and root canals. Call us today to schedule your free consultation!

Essentially, the more details you provide, the more valuable your Facebook page becomes to viewers. Once you have completed this section, click the blue button labeled "Save Changes".

Photos, Photos, and More Photos

With profile photos, cover photos and photo albums – it can begin to get confusing on how to differentiate between them all. After setting up your account, we recommend adding a unique cover photo and profile photo, both of which are displayed every time a user visits your page.



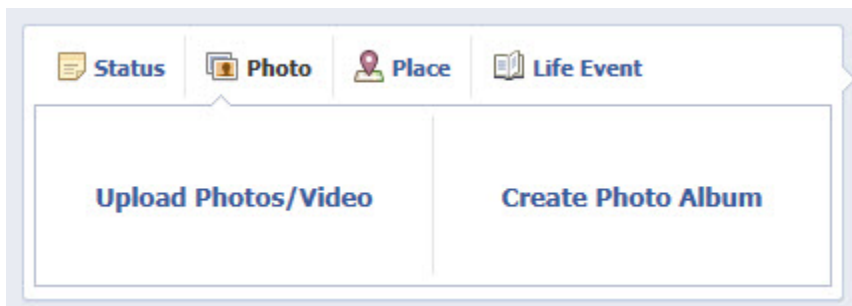


The cover photo (or cover banner) is the large image that spans the width of your page, while the profile photo is the small, square image housed within the cover banner. We recommend choosing an aesthetically pleasing cover image that conveys the essence of your practice, such as a smiling patient or a flattering image of your office.

It's important to note that Facebook does implement a few restrictions regarding cover images:

- Cover photos cannot display pricing information or purchase information.
- References to user elements, such as the "Share" or "Like" buttons.
- Calls to action (e.g. "Schedule Your Appointment Today!")

Profile images for brands are most often images of their logo or brand insignia. When uploading a profile photo, we recommend using high resolution images to prevent unwanted blurriness.



In addition to adding cover and profile images, you can also share images with your Facebook followers. To upload an image or create a new photo album, scroll just below your "About" box, and click on the section that says "Photo/Video". From here, you can either share a single image, or upload an entire album. Sharing before-and-after photos, images of staff, and pictures of your technology or

differentiating services, allows your social audience to gain more insight into your staff personalities, technology, and talent.

Also, studies indicate that prospective patients are twice as likely to interact with your images as plain text status updates. Consider posting images that coincide with your status updates or share images that promote your services.

Facebook Glossary

- **Cover Photo** - the large image at the top of your Facebook page, only seen when someone views your page.
- **Follower** - someone who "Likes" your page.
- **Like** - a "Like" is an electronic "high-five" that shows your approval of, appreciation for, or agreement with someone's status or post.
- **Newsfeed** - displays recent status updates, photos, etc. that your friends have posted.
- **Profile Photo** - the smaller image displayed just below the cover photo. Profile photos are displayed next to each update or post you publish.
- **Status** - interact with your followers by typing promotions, news, or fun facts in the box titled "Status". Status updates are displayed on your timeline in chronological order, with the most recent updates displaying on top. They also appear on your followers' news feeds.
- **Tagging** - attributing a specific friend or page to an image posted. Tagging will display a link to the correlating Facebook account below the image.
- **Timeline** - also referred to as a "profile" or "page" for businesses/organizations. The public display of all your images, status updates, comments, and other Facebook activity.



How to Post

There are numerous types of posts a Facebook page allows you to perform:

- Promotional posts
- Announcements
- Special offerings or discounts
- Sharing photos, videos, and links
- Encouraging users to "Like" your page

After you identify the type of post you would like to perform, click the "Share something on your Page" link, located at the top left of the Admin Panel.

You will be directed to a box titled "Status". Type your message within this box and click "Post" when you are ready to publish it on your Timeline.

Also note the various types of posts you can create. Within this "Status" box, you will see tabs titled "Photo/Video" and "Event, Milestone, +", both of which serve different functions. Using the "Photo/Video" option, you can easily share photos or videos with your followers. With the "Event, Milestone, +" tab, you can mark an event, post a "Milestone" your practice achieved, or ask followers a question in a polling type post.

When to Post

When posting on any social network, consistency is key. Doing so will better engage followers and also encourage them to visit your page regularly. For example, if you post monthly specials or daily updates, be sure to do so consistently.

Also, consider the time of day your fans are most active on the social network. Studies indicate that most users are on Facebook between 3PM and 11PM, suggesting more users visit their Facebook outside of the traditional 9AM to 5PM work day. To accommodate these users, consider posting later in the evening to maximize the exposure of your posts and updates.

Facebook via Mobile Phone

If you have a smartphone (e.g. Android, BlackBerry, iPhone), you can download the Facebook mobile app to easily access and manage your account. Within this app, you can upload photos, update your status, send messages, and leave comments to interact with your followers around the clock.

If you don't have a smartphone, Facebook text messages make it easy to access your account on-the-go. To enable text messaging updates, text "on" to 32665 (FBOOK). Now, you can access your Facebook account even without computer access.





Reference this chart on how to text your updates:

Action You Wish to Make	Example of What to Text
Update your status	Loving our new digital X-ray machine!
Add a friend by name or phone number	add John Doe* or add 8889876543** *name must appear exactly as it does in your friend's profile **phone number must be associated with your friend's profile
Help with photos	photos
General help information	help
Enable SMS text messaging	on
Disable SMS text messaging	stop

Send all text messages to: FBOOK (32665)

Obtaining a Vanity URL

Vanity URLs are similar to personalized URLs, and enable you to easily direct users to your Facebook page. As opposed to having a long link to your Facebook page that's filled with meaningless numbers and letters, vanity URLs allow your page to be accessed via <http://facebook.com/yourchosennamehere>. Creating a vanity URL is a simple way to increase brand awareness, improve your Facebook's ranking in search engine results, and make it easier for current and prospective patients to find and "Like" your page.

To claim your vanity URL, visit <http://facebook.com/username>.

Schedule Facebook Posts in Advance – Simplify!

Did you know that you can give Facebook your personal posting agenda and schedule a set time and date you wish to post your updates? Use Facebook's scheduling ability to line up a week's worth of posts. This will simplify your social media marketing efforts, free up more time, and allow you to continue generating intriguing, consistent content for your fans.

To schedule a future post, type the status you want to publish, but before clicking "Post", click the clock icon in the bottom of the status update box. Add the year, month, date, time, and/or location then click "Schedule".

To edit or remove posts you have scheduled, click "Edit Page" from your homepage and then click "Use Activity Log". By hovering over the right-hand side of a scheduled post, you can access a dropdown menu that allows you to "Change Time", "Publish Now", or "Cancel Post".



Be Iconic

To spread the word about your Facebook page, be sure to include a link via your practice website. Placing prominent social media icons on your site's home and contact pages will help current and prospective patients easily access your social profiles, which will increase their likelihood of following your page.

Facebook Ads

One method of reaching more prospective patients on Facebook is, of course, advertising. With Facebook Ads, you can advertise to people from within the social network. Similar to Google AdWords, Facebook Ads display on the right-hand side of a user's screen and is billed based on the amount of times your ad is clicked (also known as CPC or Cost-Per-Click).

To create a Facebook advertising campaign, navigate to the "Build Audience" tab at the top of your page and click "Create An Ad". Here, you can create content, edit the location you want to market your services to, and manage the budget of your Facebook advertising campaigns.

The benefit of advertising within Facebook is: Facebook has access to every user's personal preferences and displays ads according to each user's habits. Because of Facebook's ability to track user data, your ads are more likely to be viewed by targeted, local prospects.

Tips and Tricks

Planning posts in advance makes it easier to continually provide fans with interesting and quality posts. Whether you decide to manage your practice's Facebook page on your own, or delegate it to your office staff, be sure to set a planned marketing approach and generate consistent brand messaging. The occasional discount or promotion is expected to be advertised on your Facebook page; however, if you begin posting nothing but promotions (or worse, the same promotion), patients may be less likely to interact with your Facebook page. Be sure to keep social media conversational by creating dialogue with your followers.

Facebook Post Idea Bank

Status Update Ideas

- Information about brands your practice carries.
- Your reaction to local or world news events.
- Highlight specific services you offer, informing patients of what it entails and what the benefits are.
- Engage patients with questions. For example, a plastic surgeon could ask "What physical feature do you most want to improve?"
- Offer promotions for referrals, promising a discount or gift card after the referred party schedules their first appointment (e.g. "Refer a friend and receive a \$15 Starbucks gift card when they schedule their next appointment!").



- Give patients who “Like” your practice a discount on their next visit.
- Ask patients what they like or dislike about your services. Obtaining an assessment of your services will allow you to highlight your best and repair your worst.
- Innovations regarding your services – new products, research, etc.
- Links to articles or blog posts you have written.

Photo/Video Ideas

- Photos of a recent procedure you have performed – don't forget to tag the person in the photo!
- Video testimonials or videos of you performing your services on a patient.
- Before and after photos.
- Pictures of new office technologies.
- Images of products you carry and recommend.

Event, Milestone + Ideas

- Local events you are attending or have attended.
- Information about new employees or employee of the month.
- Awards or achievements you receive.

Join the Conversation

Statistics indicate 55% of Facebook users are age 26 or older, which is a HUGE market of prospective patients. If your practice isn't already on Facebook, it should be; and if your practice has a Facebook and isn't maximizing its potential, what are you waiting for?!

