

10 Ways to Skyrocket your Social Media Presence

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Best Education for Patient Care and Business Management

OPTOMETRIC
Management
SYMPOSIUM

Financial Disclosures

- ◆ Allergan
- ◆ Alcon
- ◆ Tarsus
- ◆ Eyenovia
- ◆ Oyster
- ◆ Dompe
- ◆ Ocuphire

Importance of Social Media Presence

- Patient/Client Engagement
- Patient/Client Data
- Brand Awareness
- Relevance
- Marketing & Advertising

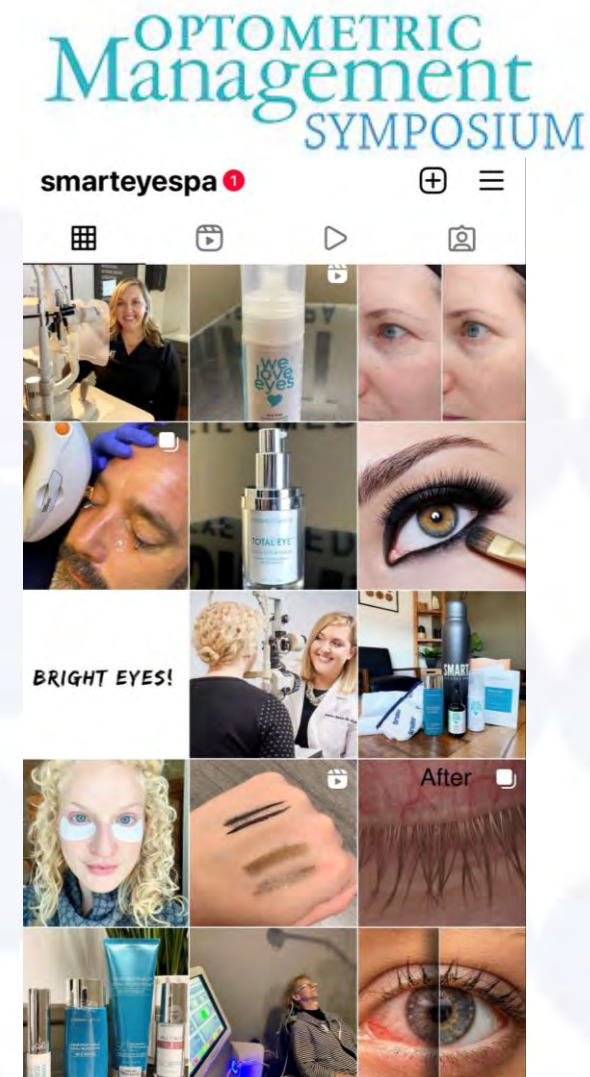
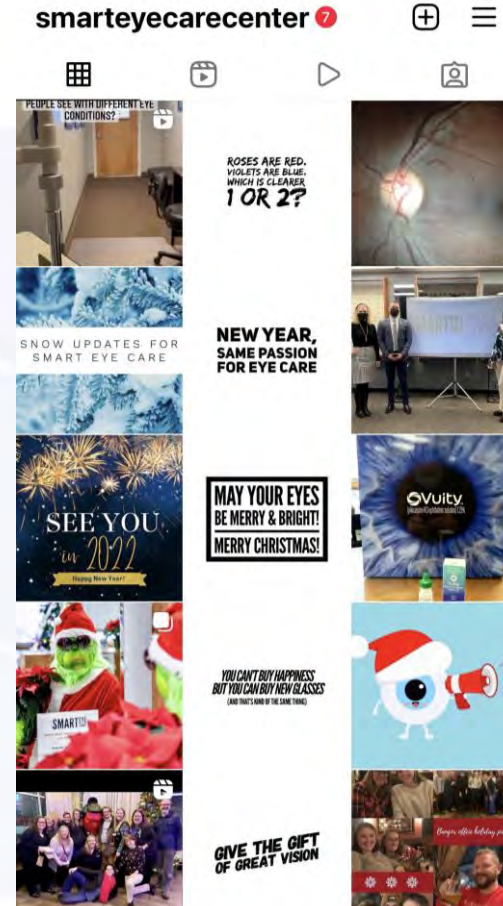
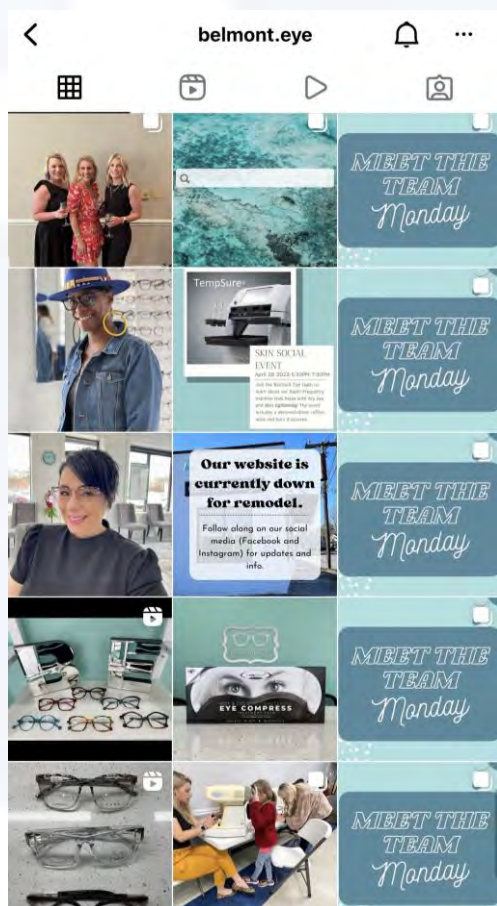
Developing a Social Media Strategy

- Target Platforms
- Main Goals
- Tone
- Content Pillars Hashtags
- Location
- Tags
- Networking
- Frequency
- Process
- Analytics



Social Media Strategy Example

- Target: Instagram & Facebook
- Main Goals
 - Attract new patients
 - Metrics to Watch: followers & website clicks
 - Gain more awareness/Tell our brand story
 - Metrics to Watch: reach & shares
 - Engagement with current patients
 - Metrics to Watch: likes, comments, saves
 - Advertise: new products/services, events, sales
- Tone:
 - Informative, Inspiring, & Professional



Social Media Strategy Example

- Location: Geotag all content
- Tag people: chamber of commerce, community partners, big supporters, schools
- Networking: be social, reach out and comment/like other accounts
- Frequency: consistency is key
- General Process: plan out month in advance, batch create
 - Hootsuite (scheduling)
- Analytics: reviewed quarterly

Hashtags

- Posts: use all 30
- Stories: use 1-2
- Reels: use 3-4
- #spectacles #health #optometria #opticians #eyesurgeon
#cataract #eyewearstyle #cornea #eyecaretips #oftalmologia
#style #eyedoc #healthcare #womeninoptometry #lasik
#visioncare #optics #dryeye #cataractsurgery #eyesight
#ophthalmic #eyecareprofessionals #contactlens
#eyewearstyle #dryeyes #optic #opticalshop
#sunglassesfashion #visiontherapy #contacts

Top 10 Social Media Platforms

1. Facebook
2. Instagram
3. TikTok
4. YouTube
5. Twitter
6. Snapchat
7. Reddit
8. Pinterest
9. LinkedIn



Identify Content Goals

Content Pillar Examples:

1. Education
2. Community Outreach
3. Product Showcase
4. Service Showcase
5. Team/Culture
6. Fact/Quote
7. Behind-the-Scenes

Establish Brand & Aesthetic

- What is your practice brand or persona?
- Color palette
- Filters & Fonts
- Design & Style elements

Stay Active & Consistent

- Frequency of posting
- Norms for various platforms

Engage your audience

- Stories: polls, questions, “click to see”
- Giveaways
- Reply to comments/Messages
- Tag & Repost
- “Network” with other business in your area

Leverage Social Media Trends

1. Video Content

- Reels
- Live Streams

2. Social Commerce

3. Influence Marketing

- Influencer Marketing
- Macro vs Micro Influencers
- Local, Regional, National Influencers

4. Paid Advertising

5. Virtual Reality

Use Technology Tools

- Air Table
- Linktree
- Hootsuite
- Canva
- Later
- Buffer
- Wistia

Optimize Profile for SEOs

- Practice Name
- Location
- Hashtags
- Bio is accurate
- Keywords
- Contact Information

Track Data & Use it

- a. Financial Aspect
- b. Growth
- c. Demographic Market research
- d. Days & Times of engagement

To Outsource or Not to Outsource

- What is Outsourcing?
 - Using a third party to carry out a task or process
- Goal of Outsourcing
 - Complete a task that cannot be completed on own
 - Complete a task faster
 - Utilize expertise
 - Time & manpower commitment takes away from other important tasks

Outsourcing Benefits

- Focus on core business activities
- Improve opportunities for growth
- Increase efficiency
- Decrease expenses & improve bottom line

When to Outsource

- Return on Investment (ROI) Analysis
- How much time/manpower are you spending on a task?
- Can it be done faster/cheaper by outsourcing?
- If I outsource a task, how can I focus on other areas to maximize growth?

Outsourcing Practice Pearls

- Price Shop
- Trial phase: can always change or move in house later
- If you *never* outsource, you rarely can observe critically
- If you *always* outsource, you lose the decision-making experience needed to achieve success

“Master Your Strengths, Outsource Your Weaknesses”

Social Media Pros

- Low Cost
- Effective
- Research different demographics
- Data
- Real Time Feedback
- Market Research
- SEOs
- Communication



Social Media Cons

- Lack of emotional/face-to-face connection
- Keyboard confidence
- Risk for negative feedback
- Takes time
- Pressure to have “new” content
- Security



Questions?

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