

SOCIAL MEDIA *toolkit*

Program Objective:

72% of Americans are active on at least one social media account, using it to keep in touch and build personal connections, engage with news content, share information and entertain themselves. It is where research is done, discoveries are made and decision-making happens, making it a must for every business, no matter how large or small, to be a part of.

By providing you the basics on getting started, best practices and ongoing content, NeuroStar is committed to helping enhance your Practice's social media presence.



Why your Practice needs a Social Media Presence

Social media has become an important part of inbound marketing efforts and should be included in your Practice's business plan.



The different social media platforms allow you to connect directly with both existing and potential patients on topics such as mental health & wellness, depression, treatment options & solutions, your Practice's services.

This allows your Practice to:

- build awareness
- open a dialogue
- develop & deepen relationships
- become a community resource
- generate new customers

NeuroStar Platforms

NeuroStar has identified the four most critical social media platforms for this business segment – Facebook, Instagram, Twitter and LinkedIn.



Facebook

The "OG" of Social Media



- Photos
- Videos
- Infographics
- Memes

- Information updates
- New products and services
- Events and activities
- Special offers

- Your content will be intermixed with both business and personal posts
- Stay casual, but continue to provide value

- 1x day - an optimal rate for most businesses

- 2x month

Instagram

The Most Visual Platform



- High-quality photos
- Videos
- Infographics
- Mix of permanent posts & 24H stories

- Showcase your business
- Business story
- Philosophy and expertise
- Services and treatments
- Tips and insights

- All about high-quality visuals
- Use captions, location and hashtags to make your posts more discoverable
- Video content is highly valued
- Stories are live for only 24 hours; can be more casual
- In-feed evergreen posts should be the best representation of your practice

- At least 3x week
- Post with quality and consistency

- 2x month

Twitter

The Most Conversational Platform



- Text with 280 characters maximum
- May have accompanying visual

- Newsworthy topics
- Headlines
- Data insights
- Factoids thoughts and commentary related to business
- Promotions and contests

- Fast-paced environment for individuals and brands to interact
- Keep it light, keep it bright
- Be direct and thoughtful

- 2-3x day

- 3x week

LinkedIn

The B2B Platform



- Longer format text
- Highly informative
- Include a key visual

- Resourceful and informative
- Business or industry information and insights
- Success stories and case studies
- Learnings and takeaways

- Stay helpful in the content you share
- Great platform for your employees to become advocates
- Utilize your network as a way to get your content on the platform more often without oversharing

- 1x week

- 1x month

GLOSSARY OF SOCIAL MEDIA TERMS

Algorithm
An "algo" is a system that suggests pages to search engines in response to a search query.

Authenticity
Used to describe "real" people behind blog posts and other social profiles.

B2B
Business to Business.

B2C
Business to Consumer.

Blog
A site updated frequently by an individual or group to record opinions or information.

Hashtag
A word or string of characters that starts with a number sign. Identical hashtags are then grouped into a search thread.

Meme
A means of taking viral concepts and making them everyday lingo.

Platform
A system that manages content. For instance, Wordpress is a platform that manages a community of blogs.

Search Engine Optimization (SEO)
The process of organizing your website to give it the best chance of appearing near the top of search engine rankings.

Tag
Indicates or labels what content is about.

Traffic
Number of visitors that visit a website.

Trending
A word, phrase or topic that is popular on Twitter at a given moment.

User-Generated-Content (UGC)
Anything published online.

Viral
Anything shared across social networks that get passed along rapidly. YouTube videos are a great example.

Widget
Small, attractive applications on a website such as a hit counter.



Content Types

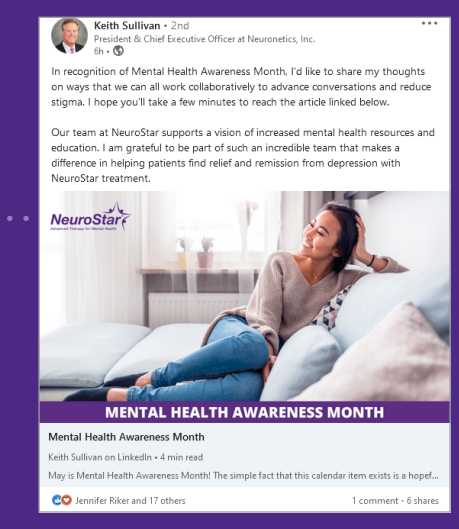
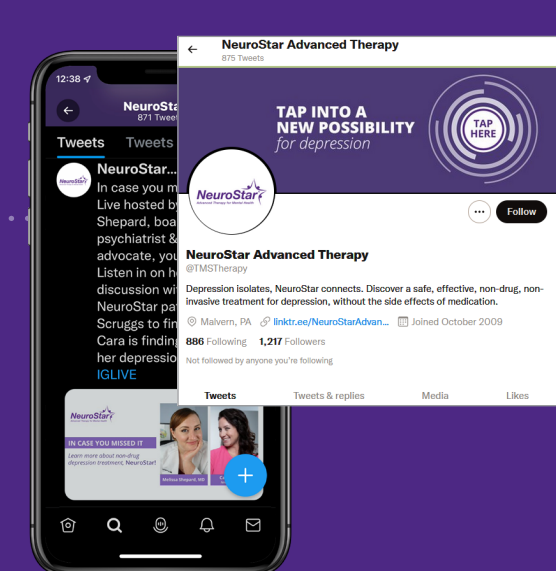
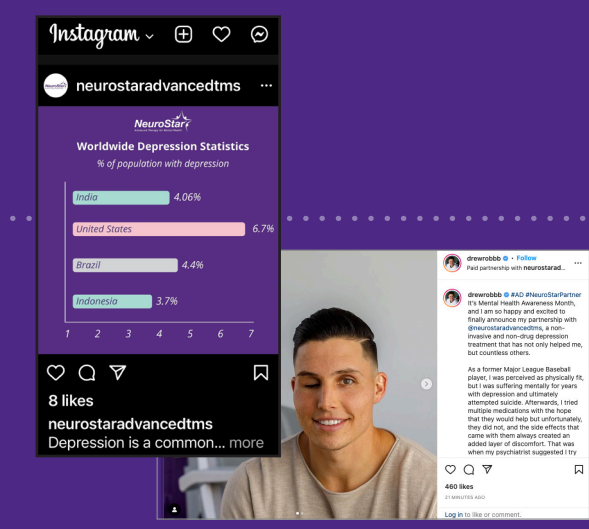
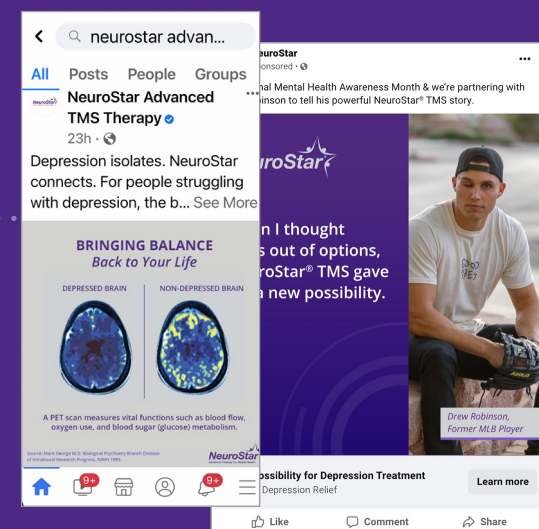
Content Focus

Considerations

Posting Cadence

NeuroStar Content

Examples



How to Get Started

1 Create (or reactivate) Social Media Business Accounts

- Keep these separate from your personal accounts.
- Grant access to others who will help manage
- Considerations:
 - **Handle.** Find one that is as close to your business name as possible. Ideally use the same one across all social channels. Even if you aren't ready to start on all the platforms, find and secure for future.
 - **Profile and cover images.** Ensure images are consistent, and recognizable.
 - **Profile/bio text.** Ensure all fields are complete and accurate.

2 Get Comfortable Posting

- Practice and delete posts until you feel comfortable, and before you have followers.

3 Create a Content Calendar

- Focus on 2 weeks at a time.
- Set aside time to focus on planning your posts.
- Don't over complicate it. You can use an online planning tool, or even a simple word document to capture ideas and captions.
- Gather the needed images, captions, hash-tags to make the actual posting efficient.

4 Invite Followers

- Add links to your social media accounts to your website.
- Create in-office signage/postcards with your handles.
- It will take time to build followers; be diligent with posting and it will happen.

5 Encourage Engagement

- Someone has to make the first move – let it be you.
- Find and follow accounts of interest and relevance. Like, comment and interact with their posts for two reasons
 - Shows that you are active and committed to using that platform.
 - Generally people reciprocate – if your account is of interest, they will engage.
- Acknowledge every follow, like, comment you get.
- The algorithms that guide what content is shown are complex and every-changing, but a key factor is interest and participation.

Tracking and Measuring Success

- There are many online tracking tools, but each platform also provides basic metrics that you can monitor.
- Key metrics include:
 - Engagement
 - Clicks
 - Comments
 - Reach
 - Shares/Downloads
 - Best time to post

Over time you will see patterns emerge.

Monitor, learn and adapt.

- Focus on the content that has the highest engagement; that doesn't mean only post those – but post them more often and on days with highest traction.
- Test out different days and times to post

We're in this Together

Social media is an important part of an integrated marketing strategy and an investment that will build and be realized over time. As your partner, NeuroStar is here to help you grow your social channels by providing the tools and content, including finished content for easy posting, templates and planning tools, an image library for creating additional posts.

