

WELCOME TO THE WORLD OF SOCIAL MEDIA MARKETING

This kit serves as a guide in getting your practice set up on social media and provides you with a few tricks, tips and examples to utilise the free platforms that are available to create visibility for your business.



WHY IS SOCIAL MEDIA IMPORTANT?

Social media allows you to reach, nurture, and engage with your target audience - no matter their location. It allows your target audience to get to know you, it contributes toward your practice's credibility, generates brand awareness, leads, sales and revenue, that ultimately helps you grow your business.

I AM NEW TO SOCIAL MEDIA MARKETING



1. YOUR PROFILE IS THE FACE OF YOUR PRACTICE

Setting up your profile is the first step. Choose the platforms such as **Facebook, Twitter and Instagram**, you would like to be active on and sign up. Work through the guided steps provided. Remember to add a nice profile picture and cover image that includes your practice logo and the services you provide. Be sure to complete the "about" section as this is where your followers will look for important information about your company such as your contact information, location and link to your website.



2. NO TIME FOR BABY STEPS

Now that you are set up, it is time to create your first post. A great example for a **first post** is to introduce your practice:



About *Insert practice name!*

Insert a short description about your practice, your vision and your mission!

Remember to add your hashtags such as **#AudiologyPractice**

Hashtags allow people interested in a particular topic or trend to search for and find a page or post like yours.

Tip: A picture of your team is always a good idea - it helps your audience to put a face to the name.



3. BUILD YOUR FOLLOWING

Invite people to like, follow and share your pages. This is a form of positive word-of-mouth marketing and the bigger the following, the better the credibility.

Tip: You can run a paid "Likes" campaign on Facebook to increase your following in no time!



4. FRESH, RELEVANT & EXCITING CONTENT IS KEY

Tip 1: Remember when posting content to converse with your audience and not just talk at them, people want to **connect and engage** with what you share.

Tip 2: **Post with a purpose**, whether it is to educate, build your business, to connect or to drive traffic, don't just "post for the sake of posting".

Tip 3: **Plan and schedule your posts in advance**, this will ensure that you have a consistent feed and will leave you with some "social media breathing room" on your busy days. Facebook enables you to schedule posts for a specific date and time in the future - a very useful tool indeed.

See the next section for some inspiration.

I NEED SOCIAL MEDIA POST IDEAS

1. Introduce your team



Artwork: Add the person's picture

Tip: It is always nice to tag the person and include something personal such as a fun fact, hobby or why he/she is excited to be part of the team.

2. Celebrate public holidays

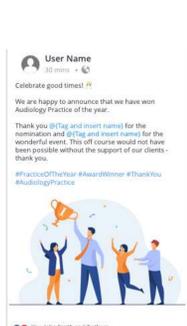


Artwork: Christmas image

Celebrating: Christmas

Tip: Facebook has a "Feeling/Activity" option from their post dropdown list. Choose that option, click on celebrating and select from the list which public holiday you are celebrating.

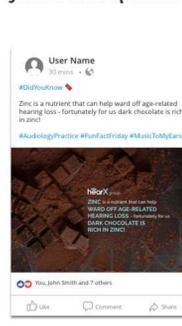
3. A little bragging doesn't hurt



Celebrate your victories. Your followers want to see that you are achieving milestones, whether it is positive patient experiences or winning awards. This also promotes credibility.

Tip: Tag the people/companies that supported you, wrote about you, nominated you etc.

4. Lighten the mood with fun facts, jokes and quotes



Artwork: Add an image of chocolate

Tip: Add emojis to make your post colourful, exciting and to attract attention.

5. Share industry news

Be a thought leader and share relevant blogs and articles, from credible sources, that you would like your followers to read.



Artwork: When inserting a link to an article/blog the image used in the article/blog itself usually pulls-through

Reading: ENT & Audiology News

Insert link to the blog/article:
<https://www.entandaudiologynews.com/features/audiology-features/post/making-audiology-work-during-covid-19-and-beyond>

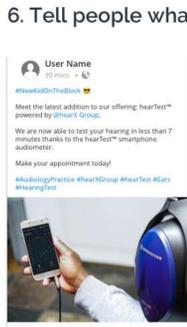
Tip 1: If you have your own blog be sure to post about it and share the link.

Tip 2: Share your thoughts about the article or blog.

Tip 3: Facebook has a "Feeling/Activity" option from their post dropdown list. Choose that option, click on reading and tag the media house of the article.

Tip 4: Be sure to only post verified facts or stories, so that you don't lose credibility with your followers.

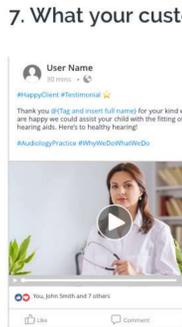
6. Tell people what you sell or offer



Artwork: Include a picture of the product

Tip: Posts with photos or images are statistically more successful, so share an image of the products or services that you offer.

7. What your customers have to say



Artwork: Video recording of the client testimonial

Tip: Add hashtags, to make your post searchable on related topic searches!

8. Show someone using your product



Artwork: Add an image of the person using the product

Feeling: Excited

Tip: Remember to respect privacy rules and to only use images that you have permission to use.

9. Post a sneak peek of something coming soon

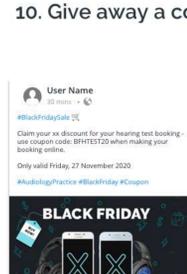


Artwork: Add a sneak peek image

Feeling: Excited

Tip: If it's a really big reveal, have a number of posts encouraging followers to guess or interact with regards to the big reveal!

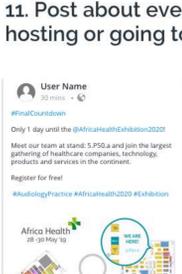
10. Give away a coupon



Artwork: Create an image with the coupon code

Tip: Remember to add an expiry date on your coupons or special offers.

11. Post about events you're hosting or going to



Artwork: Add image of your stand/floor plan highlighting your stand

Tip 1: Remember to tag the relevant event, company, or any associated people so that they can share the post on their pages too. Also remember those event hashtags (if applicable).

Tip 2: If you have a give-away at the event, be sure to include it in your post.

