

Social Media Tips & Tricks for Eye Care Practices

Just like any other business, it's increasingly important for Eye Care Practitioners to utilize social media platforms in order to communicate with both current and prospective patients.

Practices can easily manage their own social media accounts. By doing so, you're able to foster more personal relationships with patients and establish credibility with your online presence. Incorporating Facebook and Instagram into your marketing strategy is a surefire way to create meaningful engagement with your target audience.



BEFORE YOU GET STARTED:

- **Make a commitment** to your social media efforts. Consistency is key.
- **Designate one person** in your office as your "social media manager."
- **Create a content calendar.** This is a great way to encourage consistency. Adopt social media management software such as Hootsuite, Buffer, or Sprout Social to help streamline. Three to four posts per week is plenty, as long as it is all thoughtful, quality content.
- **Determine what channels are right for you.** Facebook and Instagram should all be considered when you're communicating with your patient base. If you're just getting started, you might consider using Facebook first and then implementing other platforms as you become more comfortable.
- **Repurpose your content.** Don't feel the need to create new/different content for every platform you use!
- **Include social media handles on any additional marketing materials.** Including handles on things like print collateral or email blasts makes easier for patients and other ECPs to find you on social media, which in turn drives more traffic.
- **Link directly to an appropriate landing page.** When using a link, always direct followers to a landing page that offers accurate and relevant information.
- **Follow other accounts in your vertical.** This will help you stay informed about what is going on in the ECP community and create content relevant to that conversation.
- **Keep HIPAA in mind** when generating content. Personal anecdotes are great, but so is personal privacy!
- **Respond quickly and professionally** to any questions or displeased patients. Leave a response that communicates that someone from your office will reach out to them shortly. From there, direct message the individual to handle the matter privately.
- **Leave the audience with a strong call to action!** If you are encouraging your audience to do something, include a call-to-action in the caption when it is not called out in the graphic.

Overview of Top Two Channels

FACEBOOK

This platform is best for building brand loyalty with your patients.

Things to remember:

- Set all your posts to “public” so prospective patients can learn more about your practice and current patients/other businesses can share your content on their pages, too.
- Keep it relevant and factual! A large percentage of adults use Facebook as their news source.
- Many internet users turn to Facebook for information on businesses such as the address, phone number, hours of operation, and website. Make sure your “about” section is up to date.
- When posting a video, be sure to add subtitles. Many users watch video on Facebook without sound.

In terms of frequency, the industry recommendation is to post four (4) times per week.

Post Example



Do you know what myopia is or how it can affect your children’s future eyesight?*

Schedule an appointment with us to learn more.

 

*See your optometrist or ophthalmologist for more information on myopia and how it can affect your child’s future eyesight. ©2014 CooperVision 08617214

Caption Example

Get educated about myopia and how it could be affecting your child’s day- to-day life. Visit our website to learn more or schedule an eye appointment today.

#eyeexam #myopia

Post Example



95% of parents say their child’s eye health/vision is absolutely essential to their child’s overall well-being.**

 

**See your optometrist or ophthalmologist for more information on myopia and how it can affect your child’s future eyesight. ©2014 CooperVision 08617214

Caption Example

It’s never too early to start prioritizing your child’s eye health. Click the link below for some tips on how to be more proactive. #eyehealth

Overview of Top Two Channels

INSTAGRAM

This platform is best for lead generation, building relationships and starting conversations with your patients.

Things to remember:

- Instagram is all about visuals – it’s your opportunity to showcase your practice, services, staff, and anything that is better highlighted in an image or video than in text. Make sure your images are as high-resolution as possible.
- Create a profile bio that includes your practice name, your specialty, and a link to your website.
- Hashtags are a great way to increase visibility. Do some research on which hashtags are currently trending in your vertical and use them in your posts too. A good rule of thumb is to only use hashtags that have over 1 million uses.
- Keep captions as succinct as possible. Remember, Instagram only shows the first three lines of a caption and users must click “Read More” to see the rest.
- After you’ve followed other eye care Instagram accounts, engage with them by liking and commenting on their posts. This also increases your visibility and credibility.
- Don’t forget to utilize Instagram stories. This is the perfect place to run a Q&A session, staff spotlight, eye care tips, etc. You can also share your stories to Facebook. Keep in mind, Instagram stories disappear after 24 hours, so be sure to archive them.

In terms of frequency, the industry recommendation is to post four (4) times per week.

Post Example



Caption Example

Don't let nearsightedness stop your child from making the most of every moment. Click the link in our bio to schedule an appointment today. #eyeexam #optometry

Post Example



Caption Example

Myopia. Nearsightedness. No matter what you call it, it's an increasing problem for our youth. Click the link in our bio to read all about it. #myopia #nearsightedness

Overall, crafting a social post should include utilizing strong, informative imagery. Be mindful of caption length (with the understanding that some phrasings cannot be changed for legal reasons) and rewording for stronger calls-to-action!