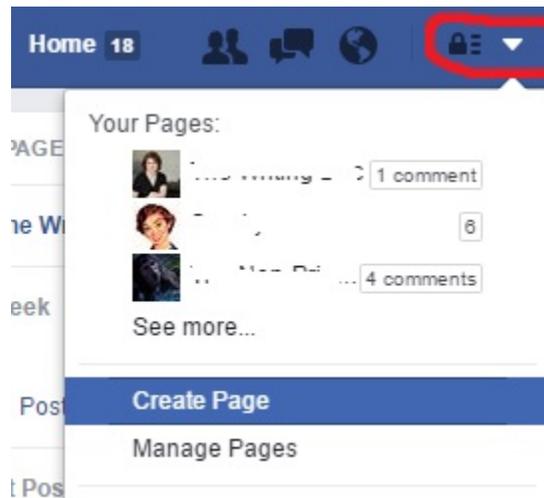


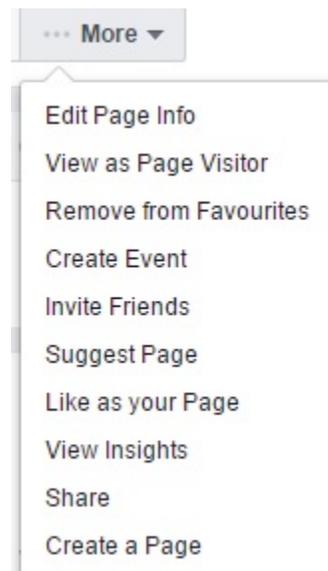
Facebook 101 for Doctors

What if you could have free, instant access to a marketing platform with over one billion monthly users? That's exactly what Facebook can provide for your practice. If you're not familiar with Facebook, or if you only use it for your personal account, you're missing out on one of the greatest ways to keep in contact with your peers and patients. If your practice already has a Facebook page, we'll show you how to optimize it to attract new patients and build your online reputation.

First, it's important to understand that a Facebook business page is different from a personal account. When you sign up and log in, you'll see a small icon that looks like a padlock in the upper right of your screen. Click on it, and select "Create page" from the dropdown list of options.

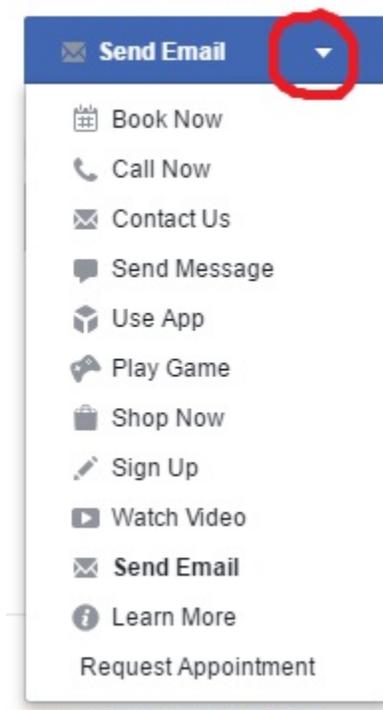


Choose whether to categorize your practice as a "local business" or as a "company, organization or institution." Whichever you choose, you'll then be prompted to select a subcategory and enter your information into the setup form. From there, it's a quick, self-explanatory process. In just a few minutes, your business page is up and running!



Now you'll need to customize your Facebook page with professional images. Use the pointer in the upper right to select the call to action which will appear on the banner of your page. Consider what kind of patients you are reaching out to, and what tone you want to convey. "Contact us," for example, helps to create a sense of being invited to reach out with questions, without pressure or expectations. "Book now," on the other hand, is a more direct call to action for patients who have already made the decision to have surgery — and maybe that's what you want.

Choose a Button



One you've got your business Facebook page up and running... then what? Here are a few of the many ways you can put your Facebook page to work.

- Provide engaging content. Share relevant articles or news stories, links to events that you participate in, and original content you write yourself. And it doesn't all have to be written — in fact, Facebook's algorithm gives greater priority to images and photos. So even when you're posting original content, make sure there's an eye-catching image to go with it.
- Encourage your followers to interact with you and one another, and even share content on their own Facebook pages. You can post conversation topics, invite responses to content that you share, and even create polls asking your followers to give their thoughts, ideas and feedback. Several doctors even use Facebook polls to gauge the level of interest their followers have in specific procedures, and better customize their page content to match their followers' interests and needs. You can even use your Facebook page as a limited focus group of sorts, to test new policies and ideas.
- Stay relevant and remind people of what your practice can do for them. Announce special offers and promotions. Whenever you or other Facebook users post on your page, this content will show

up in the newsfeed of the rest of your followers. This also helps to create a sense of community and trust among your followers, since people get to know you and each other (while still remaining somewhat anonymous).

Finally, a professional Facebook page is an excellent way to build your mailing list. The best way to do this is to offer a free opt-in or special giveaway in exchange for collecting a user's email address — just as you do on your professional website. To make this offer even more appealing, create a “welcome” post and pin it to the top of the page. Whenever someone visits your page, this is the first post they will see at the top.

