

How can you harness the power of social media to benefit your practice?

Top 10 tips for making social media work for you



Aim to be consistent in your practice brand and tone

Your social media is a window into your practice so be aware of how you want to be perceived.



Monitor your feed and stay responsive

The personal experience is important so keep an eye out for comments and questions.



Harness the power of sharing

There is no need to create your own content all of the time. Maintain frequency of communication by sharing content from trusted partners or suppliers.



Be aware of professional guidance

Remember as healthcare professionals you need to be aware at all times of patient confidentiality and professional standards. You can find guidance from the GDC at https://www.gdc-uk.org/docs/default-source/principle-4/guidance-on-using-social-media.pdf?sfvrsn=abf03a63_2



Make sure you include images or video to help your posts stand out

Remember people's social media feed is busy and a relevant image can help your post stand out and communicate a story just as effectively as words.



Create FAQ's to share

Share answers to common questions you may receive to create a bank of content.



Don't forget your team!

Smart phones make it possible for you to have a personal presence for your whole team and add authenticity using 'vlog style' video posts or tips.



Remember quality over quantity

Whilst consistent frequency is important make sure you don't sacrifice quality in your posts.



Aim for audience interaction

Social media isn't just a one-way interaction – this is part of the appeal! Use tools such as polls on media such as Twitter to gauge opinion or gain feedback or ask for feedback directly by phrasing posts with direct questions.



Ensure any #'s are relevant to your audience

You could always search for posts using them to assess this before you use them

Further information and interesting links:

Facebook article with examples of creative use of social media during Coronavirus

<https://www.facebook.com/business/news/how-businesses-are-using-social-media-during-coronavirus>

Facebook resources for businesses during the Coronavirus period including video content and training - <https://www.facebook.com/business/boost/resource>

Twitter guide to using the platform - <https://help.twitter.com/en/using-twitter>

Instagram user guide - <https://help.instagram.com/454502981253053/>

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