



## Social Media

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## Index

Index .....	2
Why Social Media? .....	3
Social Media marketing tools.....	3
Quality versus quantity.....	4
Social Media Channels.....	4
Facebook .....	4
The benefits .....	4
Business page .....	4
Sharing content.....	4
Tagging .....	4
Sharing .....	5
Liking .....	5
Groups.....	5
Safety .....	5
LinkedIn.....	5
The benefits .....	5
Business page .....	5
Sharing content.....	5
Sharing .....	5
Liking .....	5
Groups.....	6
Instagram .....	6
The benefits .....	6
Business page .....	6
Tips & Tricks .....	6
What about Twitter?.....	6
Posting on Social Media.....	7
Facebook .....	7
LinkedIn .....	7
Instagram .....	7
Your website and Social Media.....	7
Legal.....	7
Sources.....	8

## Why Social Media?

Your potential clients are active on social media. It is an effective marketing communication platform that can help to make you visible. Social Media channels might be the main place where people are interacting with brands and companies.

Build around customer participation, strong communities are built around subjects that matter, in our case we have a strong one: HEALTHCARE.

What's in it for them?

By understanding the passions, lifestyles and causes that are relevant to your clients, you can identify the best social pathways through which to build connections to your service. This drives organic participation and growth in online social communities.

Social Media can benefit your business:

1. Increasing awareness.
2. Engage customers with valuable and relevant content.
3. Creating richer experiences, satisfied clients are more likely to share their experience online and that will help to bring you new clients.
4. Social media allows you to observe your potential clients on social media. This information can be used to align your content.

## Social Media marketing tools

Social marketing is a one-to-one relationship-building tool.

- Create a presence
- Create awareness with a content strategy e.g.
  - Short messages,
  - Blogs,
  - Pictures
  - Graphics, free tools:
    - For image creation: [Canva.com](https://www.canva.com)
    - Pictures: [pixabay.com](https://www.pixabay.com)
  - Short video's
  - Patient reviews
- Act on feedback
- Collaboration and engagement (tips to make the lives of your clients easier)
- Use a link in your social media for directing people to your website
- If you want people to interact with you, let them know, ask them to share, like and or leave comments
- React on news: e.g. place a good luck or a congratulate message to a famous sportsman/woman
- Steps to optimizing your social media profiles
- Make it easy for people to know what you do. Be as concise as possible. What do you really want to say?
- Fill in your practice information completely. All this may be an important factor to a potential follower or client.

- Include keywords about your business, so that people can easily find you when they're searching for natural healthcare. E.g. homeopathy, homeopathyworks, holistic medicine, natural medicine

## Quality versus quantity

Prioritize quality over quantity. Don't overwhelm people with posts. Visibility of the posts comes down to the quality of the posts.

Craft better posts and be selective about what you're publishing. The post must be interesting, entertaining, helpful and/or relevant to the audience. E.g. post compelling images and/or videos.

## Social Media Channels

### Facebook

Facebook is a social networking site where users create profiles, update photos and videos, share stories and keep in touch with friends.

#### The benefits

Facebook is one of the most popular social networking sites and used for:

- Networking
- Increasing exposure to potential clients
- Reaching a target audience
- Increasing your website traffic
- Boosting your SEO (Search Engine Optimization).

#### Business page

You can make the most of Facebook marketing with a Facebook Business page to represent your homeopathy activities/brand.

The business page looks similar to the personal, but it includes tools for business. E.g. your fans can like your page to see updates from you in their news feeds.

You want to convert your personal page into a business page? Look here how to do this <https://www.facebook.com/help/116067818477568>.

For setting up a business page go to <https://www.facebook.com/pages/create>

New on Facebook? Please go to <https://www.facebook.com/help/basics>, to create an account.

#### Sharing content

##### *Tagging*

The tagging function allows you to tag your friends and share a post with them. Just type the ampersand symbol (@) in the share box.

### *Sharing*

Sharing on other timelines

Head to their profile page and insert the content and hit the blue post button.

### *Liking*

If you like the message someone shared, hover over the like button to bring the options and click on an emoji. FB gives the option to like, comment on, or share a post. Adding a comment makes the message you share stronger.

### *Groups*

When creating a group for people who share common interest, you can choose three different privacy settings: public, closed or secret.

Look here how to do this <https://www.facebook.com/help/167970719931213>

### *Safety*

Overall, Facebook as a website is a pretty safe place. There is built-in security that helps to protect you and your information.

For more information on how to stay safe on FB, look at

<https://www.digitalunite.com/guides/social-networking-blogs/facebook/how-stay-safe-on-facebook>

Keep always in mind that hackers are everywhere.

## **LinkedIn**

LinkedIn is a networking site that helps people to connect with other professionals in their industry. This website is strictly used for exchanging knowledge, ideas and employment opportunities.

### The benefits

The benefits of LinkedIn are:

- SEO, LinkedIn pages are indexed by Google and Bing
- There is no better platform to build and/or promote your professional brand
- Networking, reach important people directly
- Audience targeting

### Business page

Build your LinkedIn company page to showcase your service/company and share relevant and useful information with followers.

Make sure your profile is current & complete, use a high quality, professional looking photo. Send invitations to connect

### Sharing content

#### *Sharing*

Posting relevant information (avoid sales pitches) on your personal and company page on a consistent basis to position yourself in your connections' minds.

#### *Liking*

Follow other company pages (e.g. partners, clients) and engage with them by commenting, liking and sharing their updates to get your business on their radar.

## Groups

Join or start LinkedIn groups, e.g. American Association of Integrative Medicine, Homeopathy, I love homeopathy.

## **Instagram**

Instagram is one of the best social media platforms. Focus on the solution you provide. It's essential to add value and look pretty; visual content is the most important asset.

### The benefits

Instagram for building an actively engaged social media community

- A picture is worth a thousand words
- New content all the time
- Cross-channel promotion, continued exposure of your name/service through Instagram makes it much more likely clients will return and share their experience.
- The most successful Instagram influencers showcase images that are unique, uplifting, exciting, and aspirational. To create a person that other users want to engage with.

### Business page

New on Instagram? How to create a business account on Instagram please go to <https://business.instagram.com/blog/creating-a-business-profile-on-instagram/>

If you have a personal account, you can easily convert it to a business account. It gives access to extensive analytics data.

On the business page its possible to add a phone number to your biography.

### Tips & Tricks

- Expand your reach with #hashtags, these can be campaign specific or general.
- Collaborate and mention others with a @name.
- Keep your clients interested.
- Analyse your success and build further on this information.
- Cross promote Instagram posts, post across all over other social media (Facebook and LinkedIn)
- Interact with followers to spark growth, reply them.
- Tagging friends can quickly put your brand in front of a larger audience as well as attract new followers.
- Repurpose content from other relevant accounts. Credit the original source in your post by tagging their profile and mentioning them in your caption.
- Use creativity to connect with your clients.

<https://www.instagram.com/p/BQpJFKRBC2y/?taken-by=i.love.homeopathy>

## **What about Twitter?**

Twitter can consume a lot of time and you may not realize exactly who is following you. As widespread as Twitter is, this could become a social morality nightmare, where people become indifferent to other ideas or opinions.

## **Posting on Social Media**

According to statistics there are best times to post on Social Media.

### **Facebook**

The best days to post are on Thursday and Friday. FB spikes by 10% on Fridays. The best time of day to post is between 9 a.m. through to 07.00 p.m.

The minimum you should be posting is twice a week (they advice once a day, but you really need good content to do so).

Regularly monitor and respond to comments and questions posted on your page.

### **Linkedin**

The best days to post are Tuesdays through to Thursday during working hours. Tuesday 10 a.m. tot 11 a.m. is known to get the most clicks and shares. The worst time is between 10 p.m. and 6 a.m.

### **Instagram**

In general, the best times to post are on Monday and Thursday, at any time other than 3 and 4 p.m.

The best time to post videos is 9 p.m.-8 a.m., on any day.

## **Your website and Social Media**

Ad social media buttons on your website.

## **Legal**

Last but not least. When using social media, be aware of the obligations under the national law, the advertising guidelines and other relevant legislation.

## Sources

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