



10 FACEBOOK POSTS THAT GET RESULTS

These ideas will have your patients sharing your posts!

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By now, you know that social media is a key component for the growth of your practice, but what should you be posting on your Facebook page? Here are 10 ideas to get you going with content your audience will find interesting and even shareable!

1

PROVIDE INFORMATION ON YOUR PRACTICE

What questions about you or your office staff might new patients have? Every week, share one or two brief facts, including information on your medical background, special training you have received, the number of procedures you have completed, and more.

2

SHARE HELPFUL ARTICLES

If you write a blog or if your work is published online, be sure to share these links. Also post interesting articles you find on other sites around the web, because this establishes that you are in the know.

3

ANSWER A QUESTION THAT PATIENTS FREQUENTLY ASK

Answer questions that patients often ask or even the ones you know they are afraid to ask. "What would happen if I kept my disposable contacts in all month?" and other questions that mean the difference between healthy and injured eyes make great posts.

4

OFFER A SALE OR FREE GIFT

Posts about sales or free gifts are great deals for new or regular patients.

5

INFORM USERS OF WHAT IS NEW IN YOUR OFFICE OR INDUSTRY

Did you recently upgrade some equipment? Is there a new procedure available? Share this kind of news several times so more of your audience hears about exciting innovations.

6

HIGHLIGHT A GREAT REVIEW

Proudly post stellar reviews—whether left on Facebook, Yelp, or in your office—to increase their influence and grow your reputation.



7 CONGRATULATE A PATIENT
With his or her permission, use a great “after” photograph to congratulate a patient on his or her successful treatment. This helps people who are considering a similar procedure to imagine their success with you, which is an important first step to making that appointment.

8 TELL A HUMOROUS OR PERSONAL ANECDOTE
Share your personal side with a selfie and a note about the new art you have purchased for the waiting area, a great local sporting event you enjoyed, or a funny story about your kids. Being more personal on social media makes you seem approachable.

9 ASK YOUR AUDIENCE A QUESTION
Asking questions is a great way to get to know your market. Ask a “yes or no” or one-word-answer question to get a response from more people. Ask if they have seen the latest controversial film, if they will be setting off fireworks, if they think glasses or contacts are better, or if they drink coffee. Everyone has an opinion, and if it is quick and easy to do, they will give theirs.

10 SHARE A PINTEREST PIN
Once or twice a week, share a quotation, photograph, or article you have pinned on Pinterest. Doing so helps your audience, especially women, identify with you more personally and follow you across multiple social media accounts. This strengthens your brand and your reach, as they will soon be sharing your content with their own friends. ■

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