

How to Make Instagram's Hyperlapse Work for Your Business

This tool holds the viewer's interest.

BY CARY M. SILVERMAN, MD, MBA, AND SHAMA HYDER

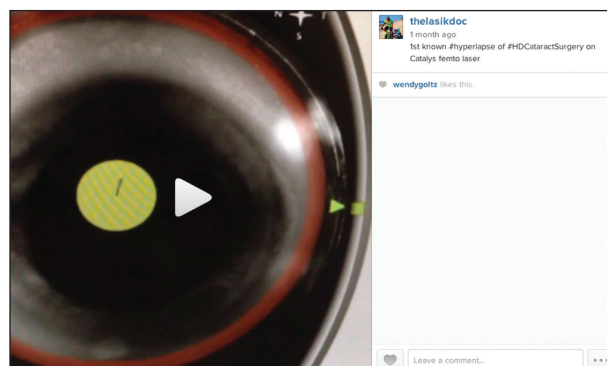
Social media marketing is one of the best ways to attract attention to your health care business, but social media is also one of the most changeable marketing options. Giants like Facebook, Twitter, and Instagram are constantly adjusting, adding to, and taking away from their platforms to meet their users' demands. Apps come and go in an instant, some having a far greater impact than others. With new options for social media marketing coming out every week, it can be difficult to wade through the slew of choices to find apps that will truly benefit your medical practice.

INSTAGRAM'S HYPERLAPSE

Instagram released a new Hyperlapse app late last summer that allows users to create 15-second time-lapse videos that post to both Instagram and Facebook. This app enables users to easily create professional-looking videos with a single click. It has already been used to create amazing wildlife and day-to-day videos. In fact, one of the first Hyperlapse videos came from National Geographic photographer David Guttenfelder, who showcased wild bison in Yellowstone National Park (<http://tinyurl.com/pzvr6a5>). The app is easy to use with one-click recording, one to 12 times playback speed options, and built-in stabilization, which accounts for arm and hand movement and gives videos a smooth, professional playback quality.

HYPERLAPSE VERSUS PHOTOGRAPHS

Although Instagram primarily makes use of static images, one of the greatest benefits of Hyperlapse is that it holds viewers' interest for longer than a second. Because most Instagram users follow many different people who are all regularly posting new content, they



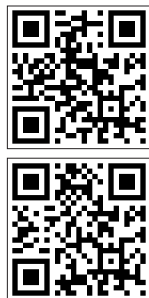
do not spend much longer than a second or two viewing a photo. A Hyperlapse video may hold someone's attention for as long as 15 seconds. Of course, videos must have interesting content to keep attention for that long.

SHOWCASE ATMOSPHERE

Even though Hyperlapse has thus far been used almost exclusively for recording wildlife and daily activities, it can also be used to market your practice. Instagram is a highly visual platform that allows you to showcase both the visual aspects of your practice and the atmosphere of your office. Instagram prides itself on beautiful, inspiring photographs and videos. You can use Hyperlapse to showcase what is inspiring about your practice. You may want to take a Hyperlapse video of a surgery, or you may prefer to take your Instagram followers on a tour through your offices and present to them the inspiring people who make up your staff.

Here in our EyeCare 20/20 office in New Jersey, we made some videos demonstrating the different ways we perform cataract surgery. You can watch them for ideas of how to make similar videos:

- High-definition cataract surgery with Catalys precision laser (AbbottMedical Optics) using Hyperlapse (<http://y2u.be/g0CL-LIFSjIA>)
- HD cataract surgery with LenSx Laser (Alcon) using Hyperlapse (<http://y2u.be/Mnt5FWpj-0s>)



Hyperlapse also allows you to use a song as background for your video. The music chosen can encourage people to view your video in a particular way. Funny, frantic music will give viewers a vastly different idea about your practice than something soft and soothing.

CONCLUSION

One of the most important parts of social media marketing is incorporating new technology into your business strategies. Oftentimes, the easiest way to reach a client is through a smartphone by means of apps and social media platforms. New patients want to see what puts your office ahead of other health care practices, and using new apps like Hyperlapse before others in your field can help clients view your office as a trailblazer rather than a follower. ■

Shama Hyder is a best-selling author, speaker, and president of The Marketing Zen Group in Dallas. She acknowledged no financial interest in the products or companies mentioned herein.



Ms. Hyder may be reached at shama@marketingzen.com or via Twitter @Shama.

Cary M. Silverman, MD, MBA, a LASIK and refractive cataract eye surgeon, is the medical director of EyeCare 20/20 in East Hanover, New Jersey. He acknowledged no financial interest in the products or companies mentioned herein. Dr. Silverman may be reached at csilverman@eyecare2020.com or via Twitter @TheLASIKdoc.

