

Module 4 – Social Media

Offline Social Media Promotion

» Promote Social Media Everywhere

One of the most common and predictable mistakes veterinary practices make when launching a Facebook page, and that undermines all of the efforts spent setting it up, is the lack of offline promotion. The flawed ‘build it and they will come’ mindset unfortunately assumes that simply by having a presence on Facebook that people: will be able to find you, know to ‘LIKE’ you, and be willing to interact with your practice online. In reality, however, we know this is seldom the case. Without a tenable strategy in place – both online and offline – what you have is a Facebook page, but not an effective client engagement tool.

The way it usually works is this: practices start out with plenty of excitement and momentum, posting lots of great content and images...but nothing happens. In other words, nobody is ‘liking’ or interacting with the page and the enthusiasm quickly fades to discouragement and frustration. Social media then becomes relegated to the back burner and never gets fully utilized as a powerful connector.

The key element in launching a successful Facebook page is to **promote it offline**. Below you will find a checklist of places where your Facebook page should be highlighted and people encouraged to interact with it, with the primary goal of driving your in-clinic clients onto the site to become active on it. In your practice you have access to your clients; they’re already there and they want more information. If you can bridge them to your Facebook page you have the ability to communicate with them *en masse* - any time.

In order to stage a successful Facebook launch or re-launch, utilize the checklist below, as well as the swipe files that contain example poster designs that you can customize and print out. Be thorough and make sure all the boxes are checked off - this will ensure a successful launch of your Facebook page.

“The greater number of in-clinic clients you can drive to your Facebook page, the more viral it will all become - and the greater an asset it will be for ongoing client engagement.” - Michael Warren, DVM

Offline Promotion Checklist

- Create a sign for reception (see swipecard)
- Create a sign for the exam room (see swipecard)
- Prepare an email newsletter update
- Write a Blog Post alerting clients to the Facebook Page
- Add the Facebook link to all client paperwork
- Add a sticky note reminder at reception for staff to tell all clients
- If launching with contest, finalize contest
- Add a message on your phone recording, if possible

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Questions?

Please feel free to email:
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