

# M4a: SOCIAL MEDIA 101

## Jumpstart Your Practice Online Program



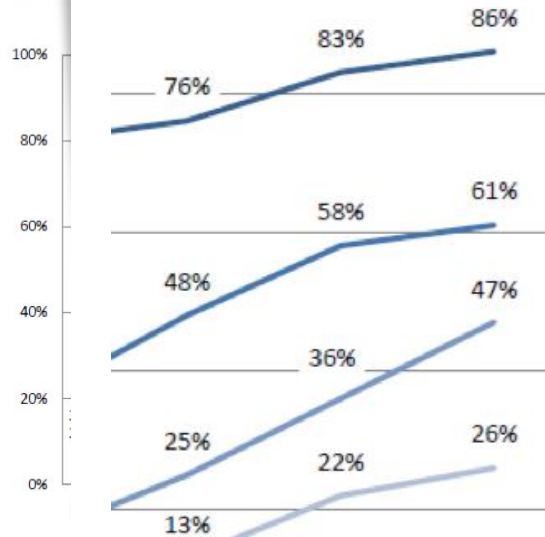
Michael Warren DVM GCP



# Social Networking Use Growth Among Older Users



The percent



Source: Pew Research Center's Internet & American Life Project Surveys. September 2005- May, 2010

# Some **STATS**



**10**

joins 10 fan pages on average  
usually joins a fan page to show support for the brand to their friends

**33%**

likely to do product research on facebook

**51%**

likely to buy a product from a business page that they follow

**68%**

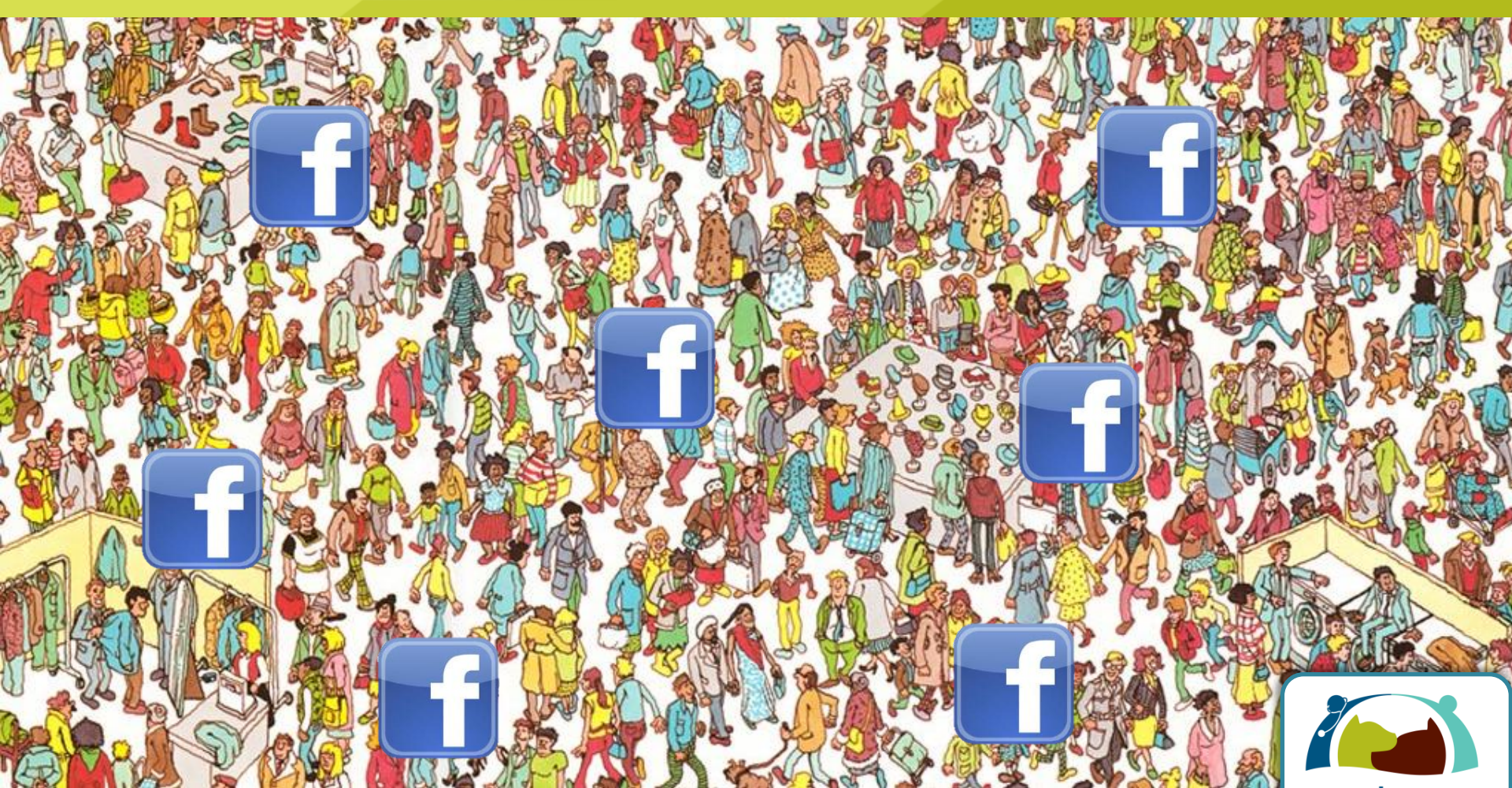
likely to buy a product recommended by a friend on facebook



# The Wins

- + Brenda CVPM Indianapolis
- + Reduced YP spend from 24,000 to 2,400
- + Increased new clients by 29%
- + Rolled out wellness plans through social media 50% enrollment





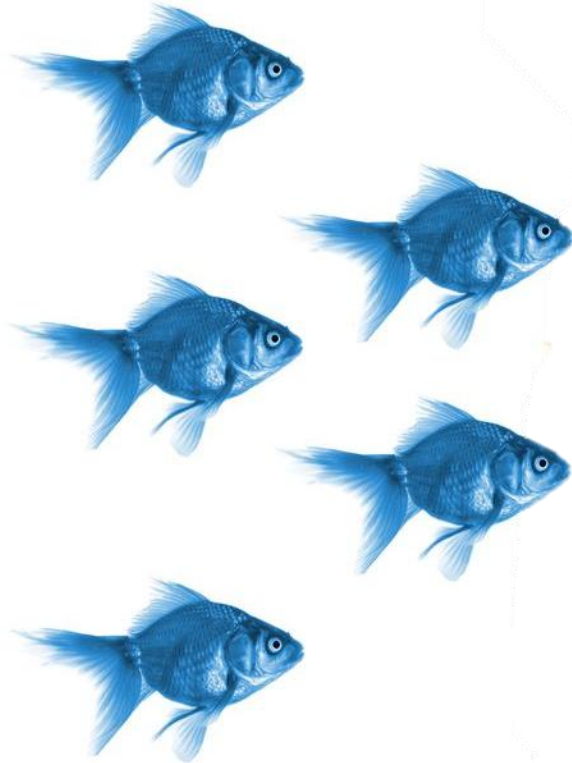
**A B C 'S**

**of WHY you should use social media**

Attract...New Clients

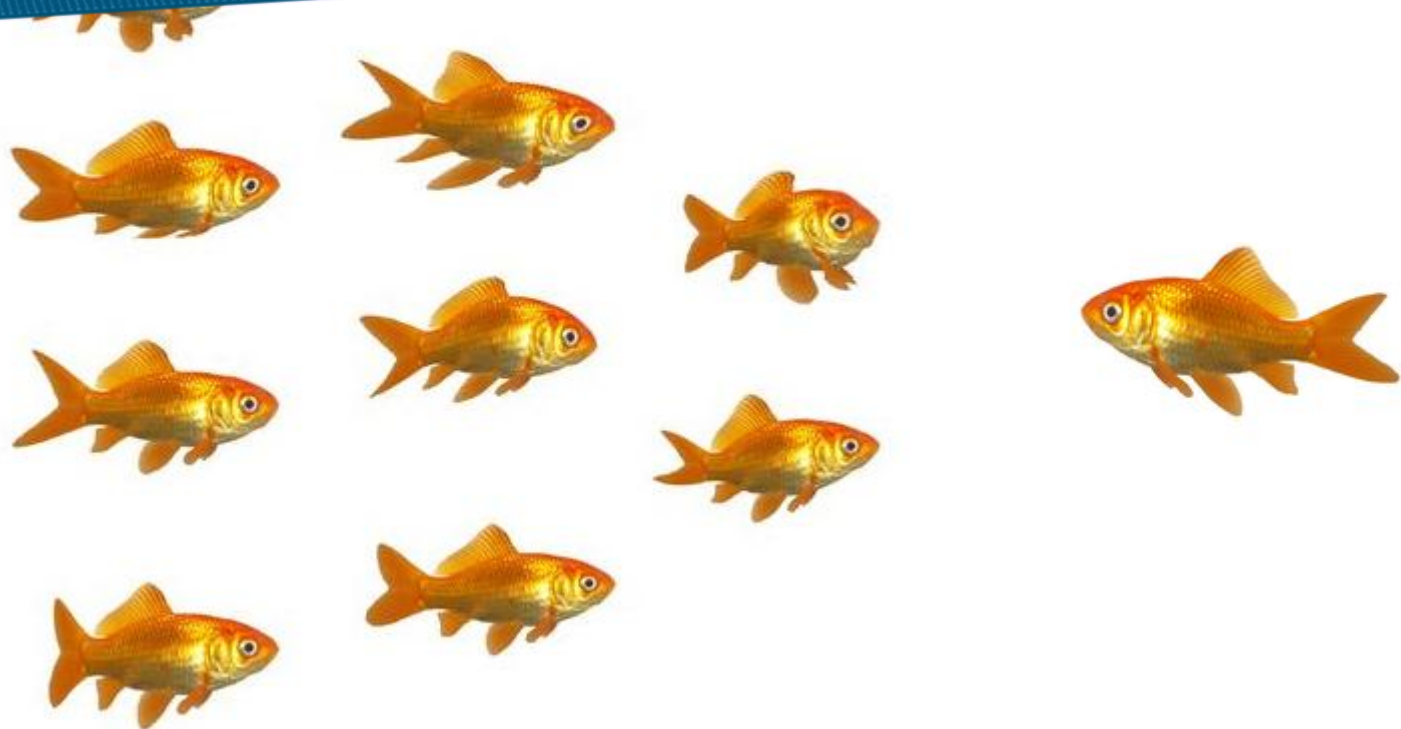


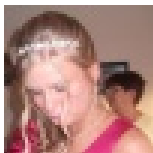
# Become...A Leader





# Continue...the Conversation





**Amanda Christina Scott**

Hi

Our dog is a cavalier king charles and he seemed like a few minutes ago he couldn't breath. He kept making noises and I tried to rub under neath his ribs but that didn't work. Is there anything that could work to help him breath?

Like · Comment · December 16 at 3:30pm · 🌐



**The Animal Hospital** i would reccomend that your dog sees the vet as this could be a serious problem and he may need medication if it is ongoing. Cavaliers are very prone to heart problems.

Monday at 3:30am · Like

Write a comment...

# 3

## Common Mistakes to Avoid

Mistake #1

Personal Profile vs. **Business Page**

Author: DVMelite Web Development

BROUGHT TO YOU BY:



# Personal profile

The screenshot shows a Facebook personal profile for Caitlyn Yetter. The profile picture is a woman in a purple shirt. The cover photo is a landscape with bare trees. The profile information includes: Studying Nursing at York College of Pennsylvania, Lives in Dover, Pennsylvania, From York, Pennsylvania, and Born on January 9. There are 14 mutual friends, 301 friends, 143 photos, 24 maps, and 154 likes. The friends list includes Rachel Bryant, Amy Baxter Beward, Chelsea Snyder, Pete Juliana, Emilie Thornton, Martha Ritter, Sarah Weikert, and Hunter Beward. The post section shows a recent post by Caitlyn Yetter from an hour ago. The 'So... Close...' section lists Keflie Lehigh, Adrian Santiago, and another Adrian Santiago.

# Business page

The screenshot shows a Facebook business page for Troy Animal Hospital-Bird Clinic. The profile picture is a dog being kissed by a child. The cover photo is the exterior of the clinic building. The page information includes: Veterinarian - Kennel, 34 S Weston Rd, Troy, OH, 1 937.335.4387, and Open until 6:00 pm. There are 48 likes and 2 talking about this. The page has 4 photos, 48 likes, and a map. The 'Highlights' section includes Status, Photo, Ask Question, and Milestone. The 'Recommendations' section shows a recommendation for Brukner Nature Center. The 'Likes' section shows a like from Brukner Nature Center. The 'Activity' section shows a post from Troy Animal Hospital-Bird Clinic from 21 hours ago with the text 'Want to learn more about us? Click learn more above for special content!'.

A close-up photograph of a single brown egg sitting in the center of a green, textured egg carton. The carton's individual compartments are visible around the egg.

Mistake #2

Not Promoting **Offline**

Author: DVMelite Web Development

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partners  
FOR HEALTHY PETS

# Not Seeding **Your Page**

Mistake #3

**LIKING**

**COMMENTING**







# The **SECRET(S)** to social media success

# Schedule Content For 12 Months



# Editor – Select an editor that will schedule, proof, and post



facebook

Dvmelite Development Find Friends Home

Admin Panel

Now  
February  
2012  
2011  
Joined Facebook

Troy Animal Hospital & Bird Clinic

48 likes · 2 talking about this · 1 was here

Veterinarian - Kennel  
34 S Weston Rd, Troy, OH.  
1 937.335.8387  
Open until 6:00 pm.

About

Photos Likes Map Learn More

Highlights

Status Photo Ask Question Milestone

Write something...

Troy Animal Hospital-Bird Clinic  
21 hours ago

Want to learn more about us?  
Click learn more above for special content

Like · Comment · Share

Recommendations

Write a recommendation...

Likes

Brukner Nature Center  
Attractions/Things to Do

Troy Animal Hospital-Bird Clinic shared a link.  
3 hours ago

I'll be posting a link every week to our blog where you can

# Comment on other pages

# Remember to add links back to your website



# Engage your followers



# Tell stories



# The **L<sup>3</sup>** of Making Social Media Work





Link



Limit



Love

# Partnership Tools



# Social Media Schedule



# Editor Weekly Social Media Checklist

## » Weekly Facebook Checklist:

1

(Example days would be Tuesday & Thursday)

Day \_\_\_ Tuesday \_\_\_ X 30 Minutes

- Like or comment on 3 Facebook Pages
- Add 1 item from the Social Media Schedule
- Respond to all comments

Day \_\_\_ Thursday \_\_\_ X 30 Minutes

- Comment or Share something on 3 Facebook Pages
- Add 1 item from the Social Media Schedule
- Respond to all comments
- Share any clinic images



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FOR HEALTHY PETS

# Offline Social Media Promotion Checklist

## Offline Promotion Checklist

- Create a sign for reception
- Create a sign for the exam room
- 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
- Add a message on your phone recording, if possible