

Marketing 101: How to Become a Social Media “Starfish”

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Presenter Disclosures

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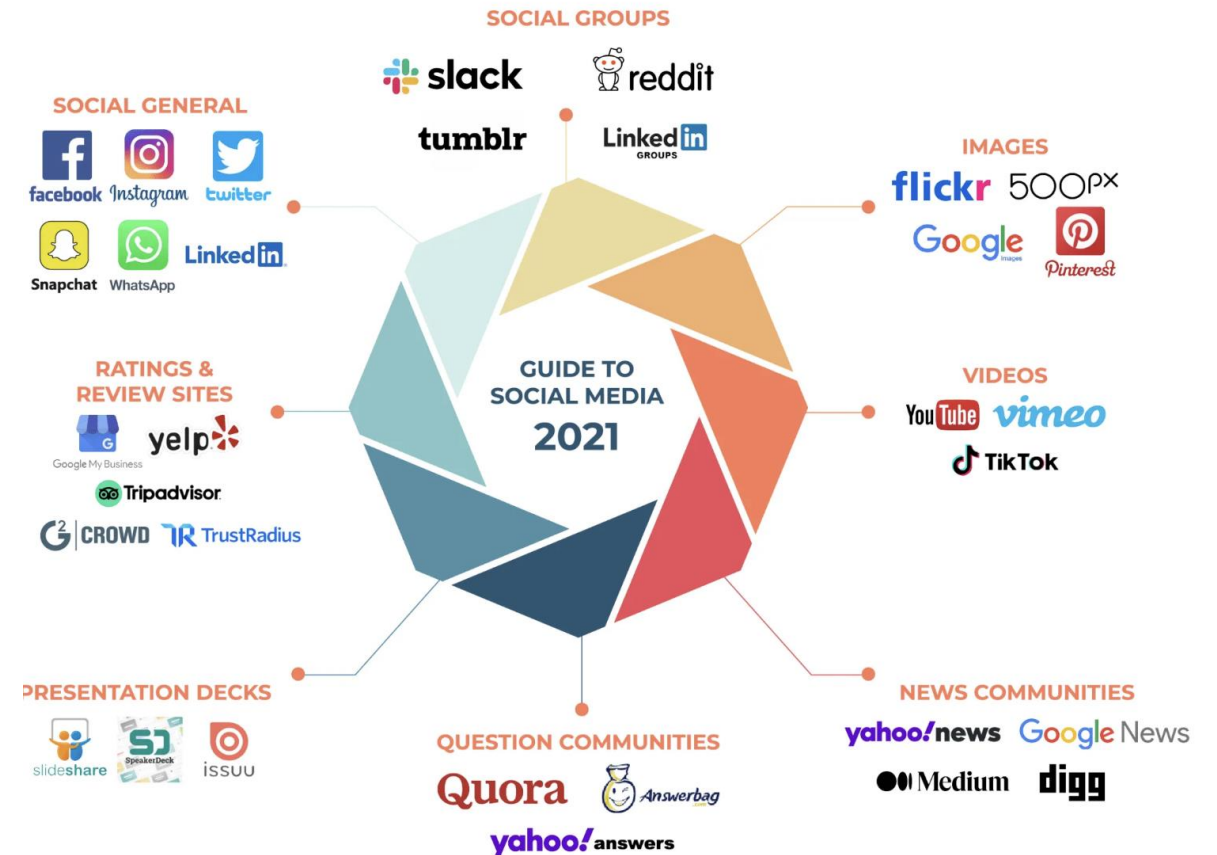
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What is a “Starfish”?

- Concept described by Robert Scoble to illustrate the many different ways that people used to interact on the web
- Incomplete as the landscape changes often





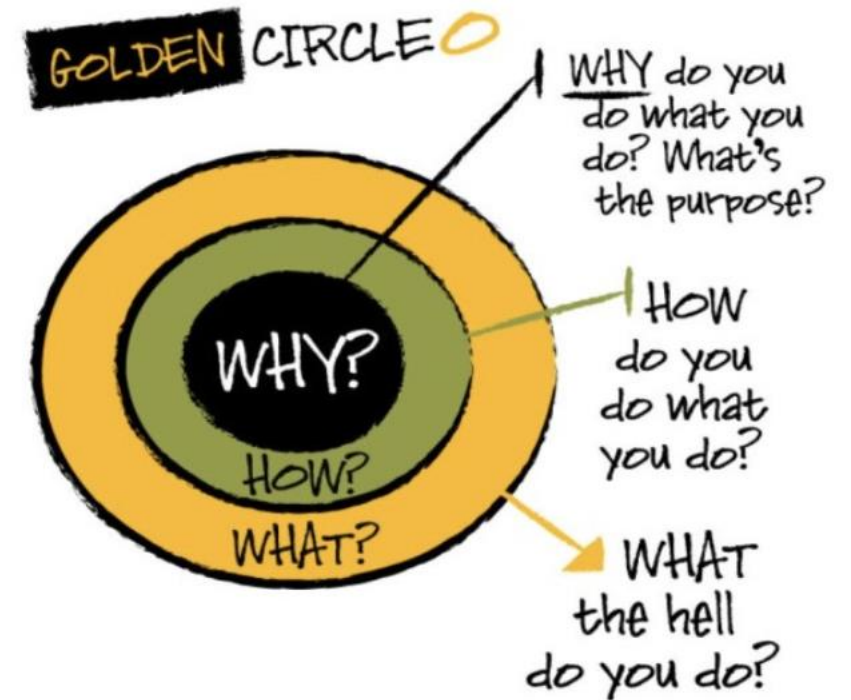
“From Hashtags to Health: The Social Media Prescription”

- Discuss the importance of leveraging social media to provide better healthcare
- Patient empowerment- show how patients rely on social media and reviews to choose doctors
- How to safeguard from privacy concerns and protect HIPAA
- Staying professional- tips for content creation and reputation management



Simon Sinek- Start with Why

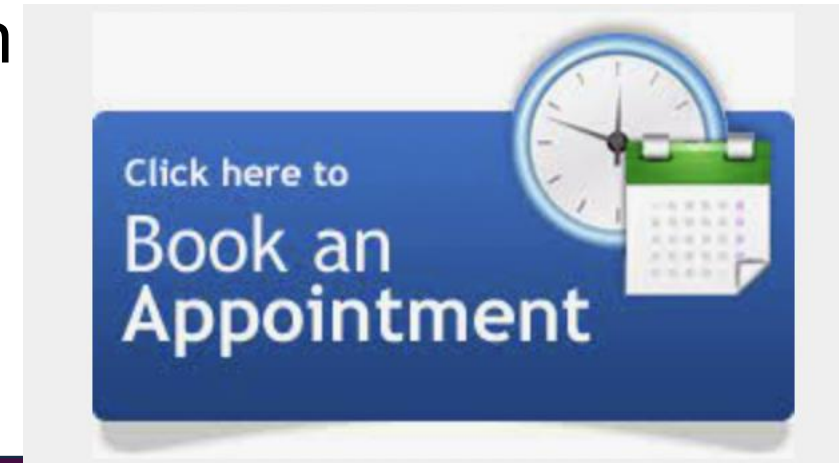
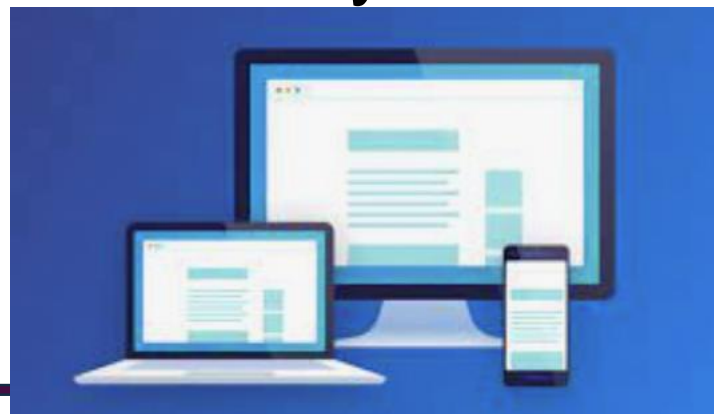
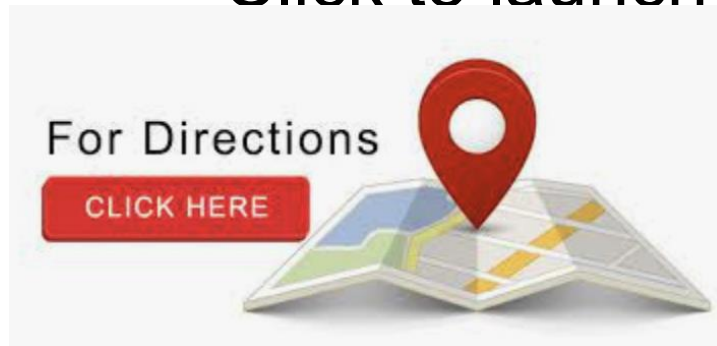
- Before you dive into the deep end, think about your end goal
- What is your authentic mission?
- What are you trying to show?
- What is the point of going on social media channels?
- Is it to drive engagement?
- Is it to drive patients into your office?
- Is it to get a sponsorship deal with a company?
- Depending on the answer- the methods change



Promoting Yourself



- Create a website that is user friendly
 - Backlink it to all the insurance panels you are credentialed with
 - Make sure your site has an easy call to action
 - Click to launch directions to your location



Making Social Media Work for You

- Young physicians! Listen up, we are going to be practicing for the next 30 years. (insert vomit emoji here)
- Millennials have surpassed Baby Boomers as the nation's largest living adult generation*
- They are no longer on their parents' insurance
- And, like everything else, they are shaking up how they manage their healthcare

*<https://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/>

Making Social Media Work for You

- How can we as young podiatrists market ourselves to this group?
 - Understand that healthcare is changing. Millennials need access and ease. They want to be able to look you up on Google and click a button to make an appointment, click another to get directions to your office, and submit their paperwork online
 - One seamless patient experience
- Did you know?
 - 96% of people ages 18-29 have a smartphone, 92% of people ages 30-49 have one too*
- You need a website and must claim your profiles on third party sites

[*https://www.pewinternet.org/fact-sheet/mobile/](https://www.pewinternet.org/fact-sheet/mobile/)

Making Social Media Work for You

- Online reputation matters. Don't bury your head in the sand! Respond to any negative reviews you encounter BUT take the discussion offline
 - 91% of people ages 18-34 trust online reviews as much as personal recommendations*
- Maintain a social media presence that links back to your website
 - Try to engage your audience with quality content, utilizing hashtags and connecting with other groups

Making Social Media Work for You

- Create a Facebook for Business page
 - Add your state society page
 - Add APMA, student podiatry pages, Podiatry schools pages, etc.
- Instagram for business page
 - Use hashtags under every post. Limit your use to about 5 to 10 hashtags. Posts with 9 hashtags see the most engagement on the platform*
- Twitter
 - Tread lightly. It can get tempting to rant on this platform. Keep your content limited to infographics about your practice, quick tips for your patients and content related to health and foot/ankle wellness

*[https://pages.trackmaven.com/rs/251-LXF-778/images/hashtag-strategies-for-social-](https://pages.trackmaven.com/rs/251-LXF-778/images/hashtag-strategies-for-social-media.pdf?mkt_tok=eyJpIjoiTW1UM1XRmlabUptTm1NMScldnQiOjZQzNlM0ZvUHRPTWw0WVwzLRFo0QUUM1Y3REJUU3l4V1dXXC96YlowYVFHNTBIRzdLYVJPN01Jcis5cEdPVVpWOVVmUIU1cTZZZVdnRjFqV0U0bFwwTG1SNnRZWQlPNmpkM25vMW9UbnBBVmhtWDBXT1pKdG1FNdyR1ZQaUQ2MGRPln0%3D)

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So now what??

- You've done all of this. Still no increase in new patients
- Be patient grasshopper
- SEO/SEM is new in the healthcare arena but it is making us look at marketing in a whole new light
- Search engine optimization in a nutshell: "Hey Google, go tell the world how fantastic we are"
- Search engine marketing in a nutshell: "Hey Google, go tell the 18-24 year old, living within 5 miles of my office, who searched the words 'my foot hurts' between the hours of 2am and 6am, how fantastic we are"

So now what??

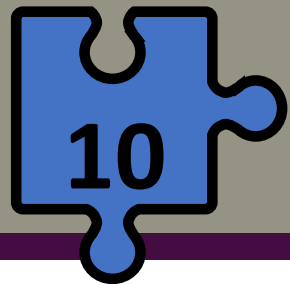
- Having a Facebook and Instagram page alone will not make you a “Google expert” in Podiatry
- In order to land in the coveted top spot of a Google search, everything has to be connected
- Google is smart. Very smart. Smart enough to know whose content is the most shared, most engaged with and who is actually real and who is not
- Reviews matter. A LOT!

Promoting Yourself

- 59% of patients say online reviews affect their decision when choosing a provider*
- 64.5% of providers have patients who say they've read their reviews*
- Reputation matters. In order to stay competitive in healthcare, you are what they say about you.
- All you have to do is ask. Closing the feedback loop encourages patients to play an active part in their care.
- <https://www.softwareadvice.com/resources/how-patients-use-online-reviews/>

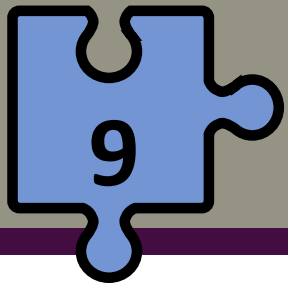
Promoting Yourself *AND* Lowering Risk

- How can you be sure that you are minimizing risk when promoting yourself?
- What are the ramifications of violating a patient's privacy on social media?



Don't Let Patients Record Encounters

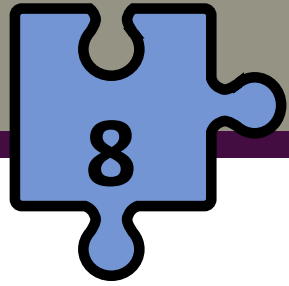




Being “Friends” with Your Patients

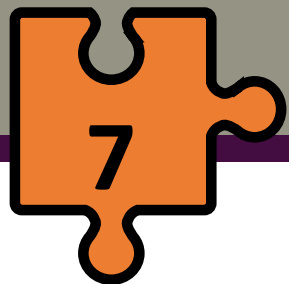


“I don't know which doctor to choose. One has more friends on Facebook, but the other one just retweeted my message.”



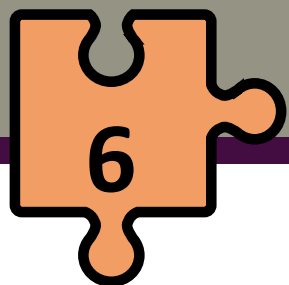
Giving Specific Medical Advice to Patients





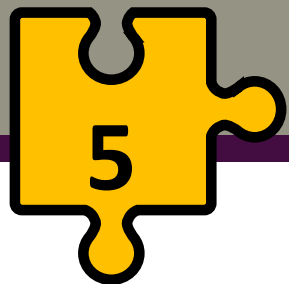
Posting Unprofessional Behavior on Social Media





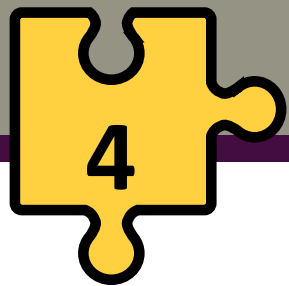
Posting Unprofessional Statements on Social Media





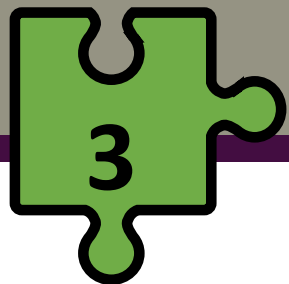
Not Revealing Conflicts of Interest on Social Media





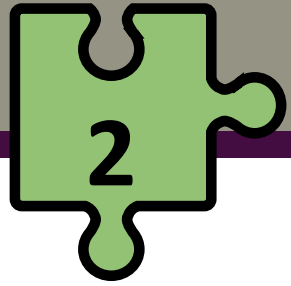
Failing to Separate Your Personal and Professional Lives





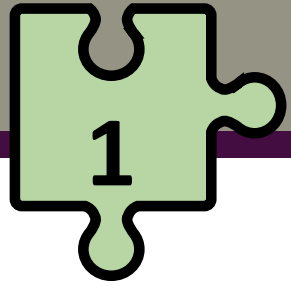
Violating Your Employers' Policies on Social Media

- **All UTHealth students and employees must follow HOOP 219: Use of Social Media.**
- All students and patients featured in university-sponsored social **media must fill out university media consent forms.** A notice of photography must be posted at any event or gathering where photography or video recording will take place.



Be Careful with Patient Testimonials





Violating Patient's Privacy



But what about my staff, am I responsible?

- Sadly, Yes!
- From my own experience, be very clear with your staff about HIPAA and make sure everyone is trained yearly to safeguard your practice

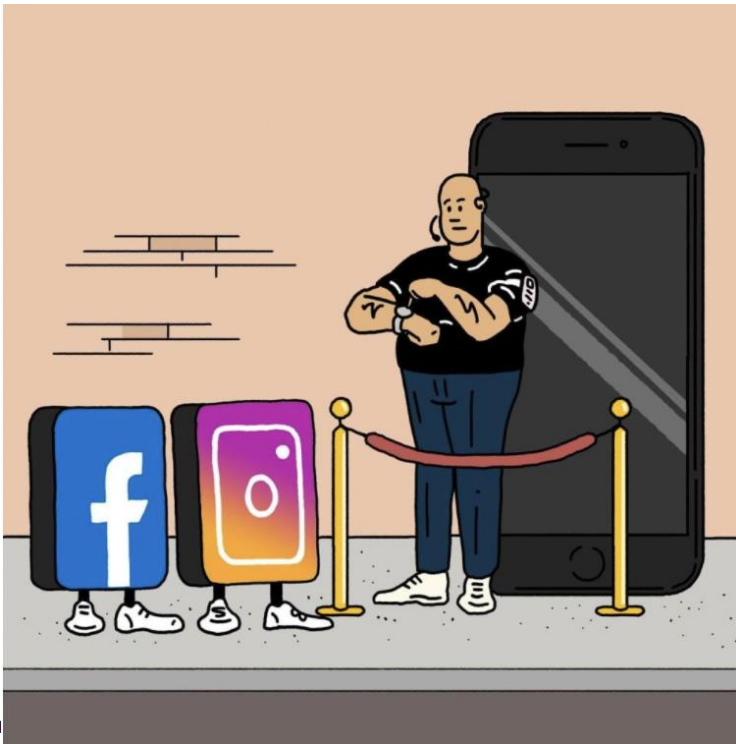
Some Guidelines

- Develop a clear social media policy in your employee handbook
- Train your staff annually
- Give examples



Some Guidelines

- Separate personal and professional accounts



Some Guidelines

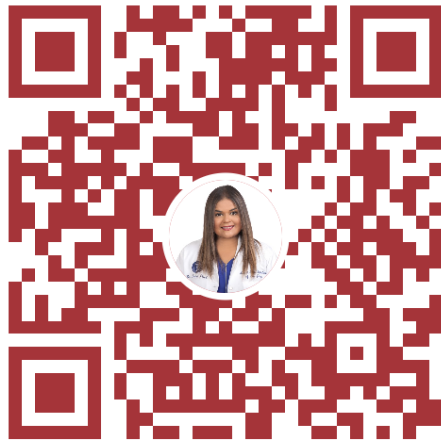
- Do not enter into social media discussions with patients who have disclosed PHI on social media
 - #thankgod #lovemyfoot #bunionsurgery #drtaubmanisthebest #ross #nottheonefromfriends #lovethatrosstoo
- Include social media in your annual risk assessments








“No, we can’t dye people’s insulin green for St. Patrick’s Day.”

#diabetes

Questions



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Legal Considerations with Social Media

Discussion