

Social Media Tips



Why use Social Media to promote your OCT service?

The digital world is growing at a rapid pace and to keep up with the competition, it is a good idea to have a Social Media presence. In the UK, 80% of the Internet population made a purchase online in 2014, which increased by 15% in one year. Social content influences buyers and it is an effective and cheap way to communicate with customers to create greater brand awareness for your business and your new OCT service:

- Most Social Networking sites are free to set up and use
- It is an effective tool for brand association and advertising
- Allows you to monitor your online reputation and keep up with the competition
- Allows you to be creative when interacting with your customers
- By 2017, 88% of people will have Social Media on their mobile phones
- Increases traffic to your website and products
- Easy way to target customers

What Platform should I use?

A Social Media platform needs to be relevant to your business and industry. There are a few to choose from and this document will cover three of the most popular platforms; Facebook, Twitter & LinkedIn. Users need to be interested in your content so make sure your content is relevant to your industry. Your content says a lot about your brand and determines customers opinions of you- be a person not a robot. When posting content on your platform, always have in mind:

- What is the reason for your post?
- What action do you want a customer to complete after reading your content?
- What customers are you hoping to reach?
- Is your content honest, accurate and does it have a professional tone of voice?
- Keep in mind different cultures & religions when posting
- How do you want customers to perceive your brand?



Facebook

Facebook is used as a more personal presence Social Media site, however is the most popular with over 1.3 billion users. It is effective for photo sharing, fun content, advertisements and much more.

- Set up a company page and keep your personal page separate
- Free to set up and use
- Facebook offers 'insights' so you can analyse and track performance
- Keep in mind content being looked at on tablets and mobile phones
- When writing content make sure it is accurate and honest
- Keep it informing and entertaining to engage your customers
- Share and comment on relevant content to engage with customers



Twitter is becoming more and more popular and is a very effective network to build your brand reputation; it generates 6000 tweets posted every second & 500 million users. Twitter also allows you to advertise however advertising services aren't free of charge.

- Free and easy to set up an account
- Excellent data integration and content can easily go viral
- Content must only be maximum 140 characters long
- Allows you to post effective and to the point content
- Easy to share content and connect with other users
- Greater brand engagement & allows you to get feedback from the market/industry
- Greater outreach for content and reaching your target audience

Twitter definitions

Hashtag = Character phrase used to group tagged messages. Used when you are tweeting about a specific subject and allows you to engage with other users who is using that hash tag and see who else is talking about that topic.

Tweet = Post made of 140 characters or less (links, photos, videos, text)

Retweet = Re post / forward other users relevant content. Allow you to engage with that user and further communicate about the same topic.

Favourite = Like or agree with somebody else's tweet.

Trend = When numerous users talk about the same topic at the same time.

Best practices

- Always have a reason to tweet/post content
- Always read the hashtag context before using one in your content
- Link to your website when relevant
- Ensure tone is correct and keep in mind target audience
- Follow others relevant to your industry to gain followers and keep up to date with changes
- Produce relevant and well produced professional content
- Plan when to tweet and innovative within your tweets



LinkedIn

LinkedIn is growing with popularity and is known as the professional networking site. Started in 2002-2003 and has over 2.6 million company pages. LinkedIn is perfect for getting across your professional profile and branding with similar users in the industry.

- Content is more professionally focused
- Offers recruitment opportunities
- You can choose from different packages, which include an extra charge. Each package has different benefits.
- Enhances professional brands
- 'LinkedIn is like a business lunch and Facebook is like a pub lunch with friends'
- B2B platform – used for professional use and connecting with others in the same industry
- You can join professional groups and be part of the conversation

LinkedIn Definitions

Connections = other users in the same industry you connect with to share content and communicate

In mail = message users who aren't a direct connection

Recommendations = one user endorses another, people who have worked together or done business together, this then shows on your profile for your other connections to see

Groups = relevant professional groups to join within the industry and become part of the conversation and keep up with trends

Updates = professional posts relevant to industry

Best practices

- Link your Company Page with twitter
- Include website on page with link
- Find the right people to connect with to leverage reputation/ follow
- Interact with connections and drive conversion – add value to your posts, don't push
- Company pages have followers so connect with the right people to attract followers
- Keep in mind tone of updates when uploading content & post relevant business content
- Involve your audience with posts and make it quick and easy to consume

What should I post?

Depending on what platform you choose to integrate, content would be slightly different on each platform. Facebook for example would use more 'fun' content to get your audience engaged, LinkedIn is more professional content and Twitter is more to the point and punchy content. It is important to keep in mind your tone of voice on all platforms and keep in mind what target audience you want to target.

Facebook post suggestions

Treat Facebook as a more personal experience and have your content informal and fun. Facebook is less about conversions and business but more about friendship and building relationships with customers!

- "Has anybody ever heard of an OCT screening? Did you know that a simple eye screening could determine whether you have diabetes?"
(Use content to get your audience involved by using a more casual tone, yet still professional)
- " Does anybody recognise what this machine does?"
(Use images wherever you can including your logo and tag these images when appropriate)
- " Be one of the first to have the OCT experience and receive..."
(Where possible include offers and promotional content)
- "Check out one of our patients having the OCT experience... this is what they said about it"
(Use reviews where possible and engaging real life images)
- " Come on over to our webpage where we are showcasing the exciting OCT experience..."
(Use links to your webpage where possible)
- "Who has witnessed the amazing new OCT experience in town? Let us know your thoughts!"
(Create a two way conversation where possible, ask your audience to share their thoughts)

Twitter post suggestions

You are limited to 140 characters on Twitter, so this means you must be to the point and punchy with your content to make it exiting and informative. Always use hashtags on Twitter when relevant and mention others when relevant to keep customers engaged. Favourite and retweet other content when relevant to your business.

- Are you interested in an eye test that also tests your health? Well find out more here..."
(Use links when possible and bare in mind these are included in your character count)
- "We are very excited to introduce new top of the range technology into our practice @Nidek"
(Mention others when possible to get your content shared and seen by more people)
- " Who would like to find out more about our brand new #OCT we have to offer you?"
- "Retweet if you have experienced the exciting #OCT we have in store"
(Get your target audience engaged and your content shared when possible)

LinkedIn post suggestions

LinkedIn is a professional networking site so your content should be formal, engaging and informative. It is important your content is honest and accurate and you should try and lead your content to business and conversions.

- "We have brand new technology in our practice we would love to share with you. The OCT is..."
(Have your posts very informative so people can read this, however not too lengthy so people get bored)
- "If you come and have an OCT screening, here are a few things you can expect..."
(Engage with your audience and keep your posts informative but catchy)
- "Here we have one of our patients having the OCT experience... here is what they said about it"
(Use images where possible, these need to look professional)
- "Check out this information on the brand new OCT and why it will benefit you..."
(You can include more information and reviews/blogs/informative data for customers to read)