**Course Description:**

Are you brand new to social media? Do you have a tough time seeing the value of social, but feel forced to implement this in your office? Let us familiarize you with the biggest platforms and provide a basic understanding and a foundation for which you will be ready to begin.

**Learning Objectives:**

* Understand the importance social outreach as it relates to you
* Define 7 easy to implement strategies to start today
* Identify a few free tools to springboard your getting started
* Leverage social media to boost relationships and connections.

**NOTES**

**Major Players for Social**

* Facebook
  + Over 1 Billion users (actively logging in each day)
* Google +
  + 170 Million users
* Twitter
  + 33% of Twitter Users are 45 and older
  + 59% have some college education
  + 37% have an income of 50K-99K
* Youtube
  + 6 Billion hours of video being watched each month
* Pintrest
  + Millions of married females age 35-55
* Linked IN
  + 225 million users and 2 new users ever second

**Social Facts**

A. Trust

1. Social is valued higher, even after a referral, more than a website

2. People search practices using social media

3. 46% of online users count on social media for making a purchase decision

a. Nielson survey

B. Content

1. Increase Brand awareness

2. Develop customer relations & loyalty

3. Build or Add to your email list

C. Marketing

1. Have Affordable PPC (Pay Per Click) Advertising

a. Can test your headline, image and audience

2. Using social posts to test

a. Right Messaging

b. Right Market

c. Right Time

d. Right Device

D. Why people use social media

\* Position your marketing to always fill one of these needs

1. connect with others

2. emotional support

3. fun/entertainment

4. boredom/procrastinate

5. organize professional/social life

6. connect with family/friends they have lost touch with

**Self Reflection before beginning**

A. Why do you want to be involved in social media?

B. Does each post:

1. Make people feel more connected

2. Emotionally support

3. Socialize or improve their personal lives

**7 easy to implement strategies to start today**

A. Invite Your Audience in to your world

1. This is where they connect with your personally

2. Take photos of staff dressing up for Halloween (as an example)

B. Create Relevant, Useful, Entertaining Content

1. you must post content each day

2. content = videos, pictures, stats, quotes, picture, thoughts, commonly asked questions

a. share patient friendly content from FCA’s site to ease the burden of creating your own at the beginning

b. content should Educate, Entertain or Empower

C. Conversation Starters

1. taking an interest in your audience

D. Call to Action

1. Offer Freebies or Discounts – discuss with FCA’s Help Desk for guidance

E. Smart Branding

1. Create a bridge and reason for people to come in

F. Know Your Vision

1. Create an ideal patient and market to them

2. Write down a vision, goal, etc.

G. Integrate your marketing plan calendar with social media

**How Often to Post**

A. Facebook - 3 posts per day, 7 days a week (only 20% promotional. 80% educational)

B. Tracking

1. Facebook Insights , Twitter Counter.com

2. Consider using a social scheduler such as hootsuite