

SOCIAL MEDIA DO'S AND DON'TS

featuring Rita Zamora



CareCredit brings you tips from Rita Zamora on how to stay socially connected to patients while they are socially distanced. Almost everyone has gone digital working and learning from home. If providers want to attract and retain patients, especially younger ones, then having a social media component to their online presence is important. Here are a few **Do's** and **Don'ts** when it comes to a social media strategy:

DO

- ▶ DO make sure your social media content aligns with how you want to be perceived by patients and the type of dentistry you want to be known for.
- ▶ DO have a written process for content creation and publishing.
- ▶ DO use social media technology that is both a content calendar and scheduling tool in one to avoid double work.
- ▶ DO post content at a minimum of **2X per month** to Facebook, Instagram and Google My Business.
- ▶ DO post **80%** of content on social topics and **20%** on practice building content like patient education, if you accept the CareCredit credit card, a thank you for referrals and appreciating long term, loyal patients.
- ▶ DO post content structured around positivity, celebrations and encouragement.
- ▶ DO consistently post information on your safety protocols.

DON'T

- ▶ DON'T post about controversial topics or topics that ignite negativity unless you're prepared to respond.
- ▶ DON'T appear tone-deaf – be sure you're up-to-date on current and sensitive topics.
- ▶ DON'T rely on generic, canned content that doesn't reflect your personality, social media strategy or business goals.
- ▶ DON'T be afraid to reach out for help. Even investing in a one-time program to get your social media system in place can save your team hours of time, which is better spent on patient care.

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