

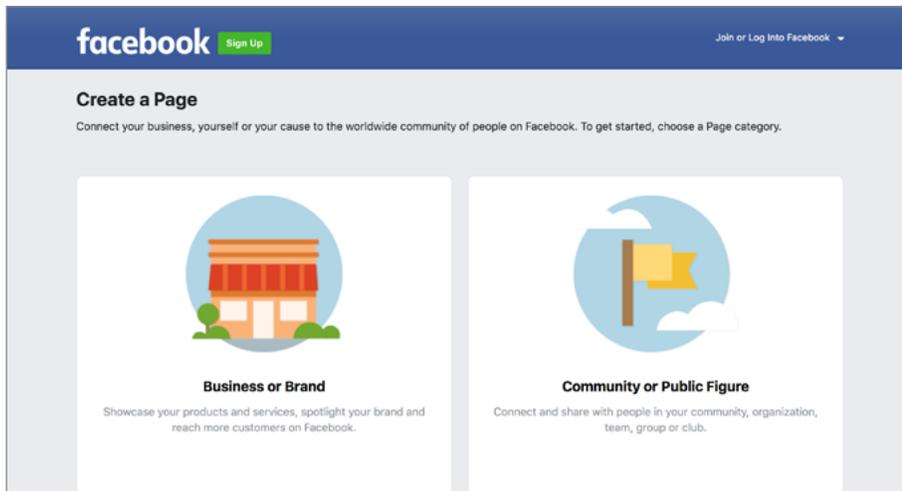
FACEBOOK FOR PRACTICES 101

WHY FACEBOOK?



Facebook is the world's largest social network where users can connect with not only friends and family but also thought leaders and businesses. A practice's Facebook profile serves as a modern-day Yellow Page listing, but when leveraging the social media platform's features, it can also serve as an important channel to educate your patients and community about staying safe throughout the COVID-19 pandemic.

Go to Facebook.com/pages/create to start creating your own page, and start filling out the prompts (page name, specialty, contact info, etc.).



The prompt will escort you through adding additional details such as uploading photos, services, etc. Then you can begin inviting your friends and family to 'like' your page.

After this, you can begin posting information to educate your community and patients about what your business is doing to stay safe during COVID-19.



A Facebook business page is different than your personal profile; it's designed specifically to establish your business (practice) presence digitally. Facebook requires every business page to be linked to a personal account, but the information will be separate.

MAKING FACEBOOK POSTS

When posting, always keep in mind what your audience would want to see and how you can best educate them. A few other tips to make your Facebook page more impactful:



Keep a regular posting schedule with a blend of videos, photos, educational posts and even Facebook Livestream (more on that in ensuing pages)



Share helpful information from government bodies or respected news sources



Share photos of the precautions your staff is taking to keep them safe

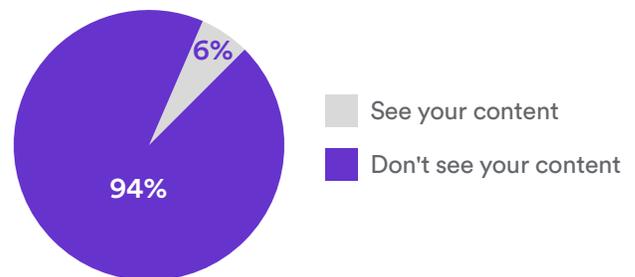


A # (hashtag) will link to other people who use the same term. For example, help patients find you with #glasses, #contacts, #[your city] or #[your practice].

ADVERTISING ON FACEBOOK

Many businesses choose to promote their content and page with paid advertising on social media. This is not a requirement for maintaining your practice's social media, but can help its visibility as Facebook's algorithm prioritizes business pages with paid amplification. If you choose to do paid advertising, you can target audiences based on a variety of demographics and metrics. Facebook will lead you through how to best target your audience, so keep in mind who you want to help educate the most.

Without paid promotion on your business page, most of your audience won't even see your content



Source: Ad Age. Brands' Organic Facebook Reach Has Crashed Since October: Study. <https://adage.com/article/digital/brands-organic-facebook-reach-crashed-october/292004>. Accessed May 15, 2020.



Note that Facebook offer features like Facebook Insights on your business page to help you with promotion. Facebook Insights is a collection of statistics about your page's performance that helps you gauge the effectiveness of the page and posts, as well as see what your audience engages with most.

ADDITIONAL TOOLS & RESOURCES

- Social Media Tools, Resources & Calendar <https://surgicalresources.injvision.com/>
- [Eyeful.xyz](https://eyeful.xyz)
- sproutsocial.com
- marismith.com
- dubsmash.com
- wave.video

FACEBOOK MESSENGER

Engaging with Customers Virtually



Message Us

Send to Messenger

Building relationships through conversation as more customers look to connect remotely



WHY THIS MATTERS

- Many customers will be reticent to come into the office right away given the ongoing pandemic
- Email is crowded (low open rates)
- You can send downloads (like resources and content) via Messenger
- You can have automated conversations with real users on Messenger using AI
- Easily embedded buttons into your website allows anyone who clicks them to start a Messenger conversation with your practice

FACEBOOK LIVE

HOW-TO GUIDE

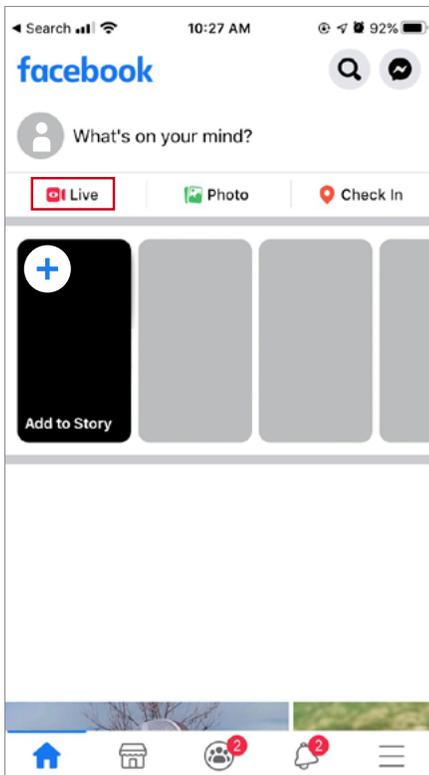
Facebook Live has legitimate business benefit in normal times, but becomes increasingly important during the COVID-19 pandemic. Facebook Live provides patients and others unique access to your practice, perspective and offerings, and in a cost-effective way. It also increases awareness of your practice in your community and helps grow your social channels.

The following outlines how to use Facebook Live, including brief examples and tips.

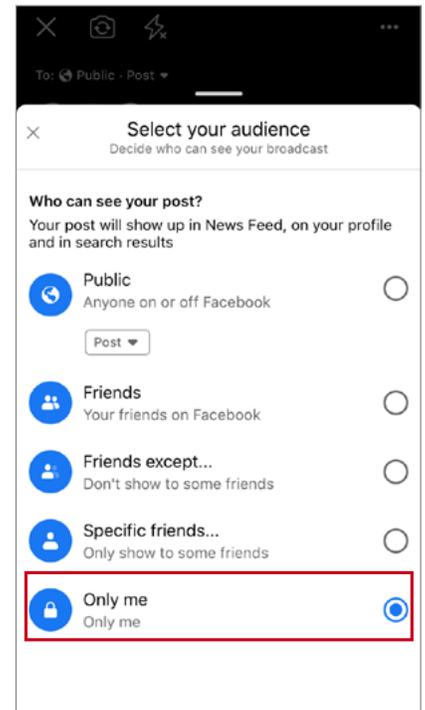
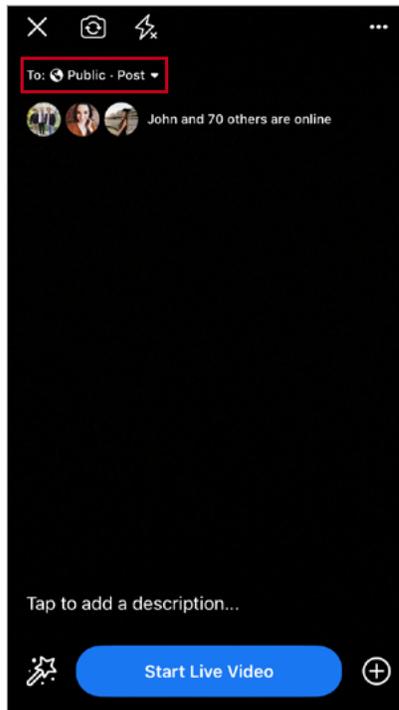


Tap the “Live” icon, which looks like a video camera from your Facebook page on your phone or iPad

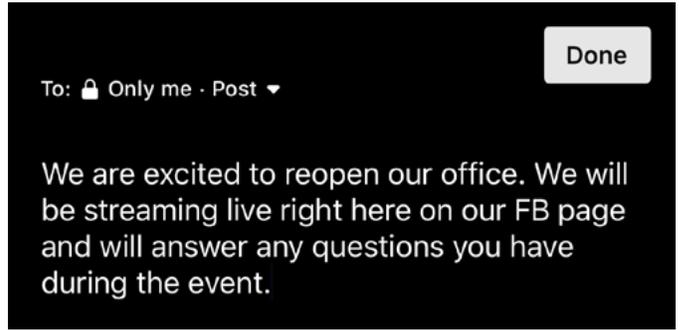
As a brand, your page will have been made public. But if want to test it out first switch the privacy setting to "Only Me." Only for personal pages. For your business page, do not have this option. Same usage and limitation rights as above apply.



Change your privacy setting to “Only Me” for our trial run

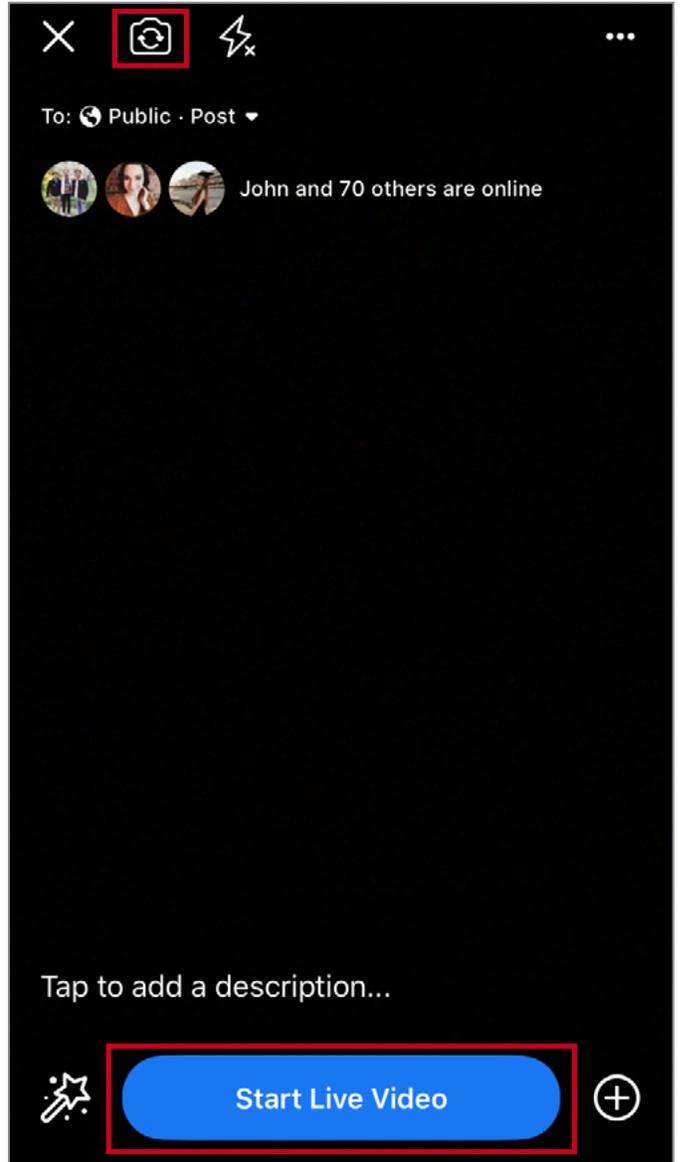


→ Write a compelling description letting your audience know that you will be sharing updates on your practice



→ Set up your camera view

Before you click "Go Live," be sure your camera is facing the right direction in the preview. You can change the camera view to face out or be in selfie mode, click the rotating arrows icon in the upper right-hand corner of your screen.



→ Click the blue "Go Live" button to start broadcasting.

Click the "Go Live" button to start broadcasting. Once you start streaming, your live video will appear in your News Feeds just like any other post. (Note that [Facebook currently ranks Live videos higher than other videos.](#)) To end the broadcast, click "Finish" Your video will stay on your Timeline or Page like any other video post.

→ Interact with your viewers.

Encourage your viewers to interact with your live video (which will help your ranking in others' News Feeds).

- Assign someone on your team to respond to comments from a desktop computer elsewhere. (negative comments can be deleted/blocked).

Facebook Live Tips & Tricks

- Test out live video using the “Only Me” privacy setting
- Space out live videos with other Facebook posts
- Keep reintroducing yourself
- Make the video visually engaging
- Be yourself & spontaneous
- Encourage viewers to Like and Share the video
- Have someone else watching and responding to comments from a desktop computer
- Broadcast for at least 10 minutes