

INSTAGRAM FOR PRACTICES 101

WHY INSTAGRAM?



Instagram is one of the most visual of all the social media platforms used today.

Visual content is a natural fit for social media and Instagram makes it easy. Instagram is based on using a mobile device (such as a smartphone or tablet) to post photos and video along with short captions. With a few easy steps, you can set up an Instagram account and let pictures tell your story. Let's get started!

Like Twitter, you can use hashtags (#) to tag your posts which allows patients to more easily find them.

SET UP YOUR ACCOUNT

- 1 Download the app on your smartphone or tablet.
- 2 Tap Sign Up, then enter your practice's email address and tap Next. Recommend using general email addresses for your practice rather than personal.
- 3 Add your profile information and create password.
- 4 Create a unique username; it can be the same as your practice name.
- 5 Instagram will prompt you to search and discover people. For now, just follow friends and family.
- 6 Go back to Settings and tap Switch to Business Profile.



ALREADY HAVE A PERSONAL ACCOUNT?

Open an account designated for your practice by following these steps:

- 1 Access your **profile** and click on your **username** at the top of your screen
- 2 Scroll to the bottom and tap **Add Account**
- 3 Find "Don't have an account? **Sign Up.**" at bottom of the screen. Tap Sign Up and then **Sign Up with Phone or Email** on the following screen
- 4 Tap **Email**, and then follow the instructions.

SET UP YOUR PROFILE

Before you start to educate patients over Instagram, make sure you have a compelling profile and your account appears active.

PROFILE PICTURE

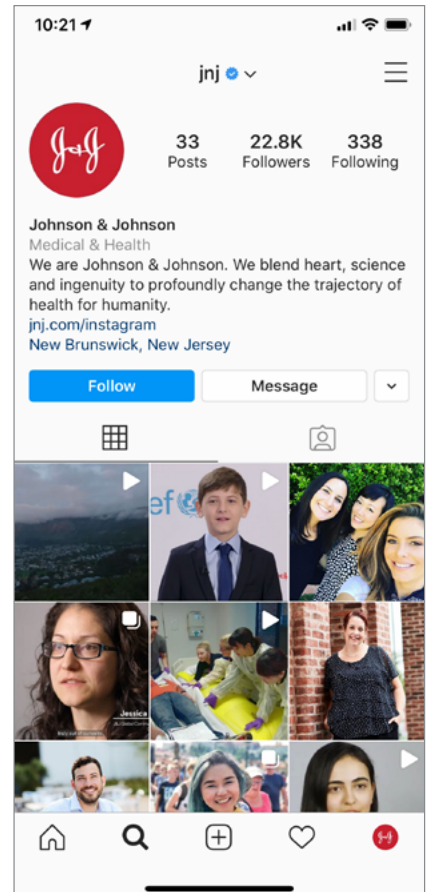
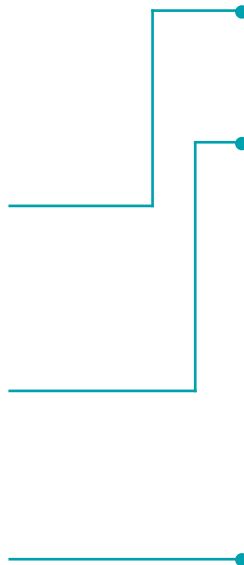
Use your practice's logo, or if preferred, a photo of the ECP. Be consistent with your photo across other social channels.

BIO

Include the kind of services you provide as well as fun information about your practice and staff.

RECENT PHOTOS

Having 9 posts will make your account look active. No one wants to follow an empty account!



GET TO KNOW INSTAGRAM'S BASIC FEATURES

The following icons appear at the bottom of the screen and allow you to access different functions of the app



See who's posting. Like Facebook, this newsfeed shows you posts from friends you follow.



See if patients have tagged your practice in a post, liked your post, or started following your account.



Discover what's happening on Instagram outside of your network.



Your profile page will show how many posts, followers, and how many people you are following. It will also show your profile description and most recent posts.



Go here to post your Instagram account such as photos, ideas, and boomerangs

READY FOR PRIME TIME

When posting, keep in mind what the patient would want to see and how to best educate them.

- ✓ Share photos of the precautions your staff is taking to keep them safe
- ✓ Humanize your posts and let your patients see how committed to them you are.
- ✓ Share helpful information from government bodies or respected news sources
- ✓ 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].

KEEP A POSTING SCHEDULE

Using an editorial calendar can be a helpful way to plan upcoming posts, maintain regular communication and coordinate your posts across all your social media accounts.

ADVERTISING ON INSTAGRAM

When you activate your Business Profile on Instagram it comes with a few additional features such as Insights and Promotion.



VIEW INSIGHTS

Find important metrics on your account activity, such as impressions (interactions with content) or engagement (anytime a user likes or comments on one of your posts). The metrics will tell you what your patients and others like to learn, who they follow and what they react to most.



PROMOTION

To use paid advertising, follow the prompts to select who you want to target and what you want to spend. Keep in mind the age range of your promotion will be different depending on the patient, for example LASIK patients (18-35) vs. a cataract patient (50-65+).