

SOCIAL MEDIA 101

Educating Your Audience Through Social Media

While the world weathers the ongoing COVID-19 pandemic, social media is becoming an even more valuable tool to keep your patients and others in your community apprised of how you're operating during the outbreak.

Social media has a growing influence on how people consume news and information, and patients are increasingly turning to it learn about the virus and how to protect themselves. At a time of immense need and growing levels of misinformation online, social media offers an excellent opportunity for you to educate your patients about eye health.

Professional organizations like the [American Optometric Association](#) and government bodies such as the [CDC](#) offer general guidance and tools for social media use, and Johnson & Johnson Vision is committed to helping you use social media to educate patients on how they may safely seek care during and after the pandemic.



COVID-19 SOCIAL CONTENT GUIDANCE

Use your digital and social channels to:

- ✓ Announce new hours of operation
- ✓ Share safety protocols
- ✓ Explain telemedicine/virtual care options
- ✓ Share patient and employee testimonials
- ✓ Educate patients on safe contact lens use and how they may safely seek care
- ✓ Correct misinformation related to contact lens use or safe surgical methods



CADENCE GUIDANCE

In a fluid situation like COVID-19, it is important to keep content fresh and to post on your channels regularly so that your audience knows they're accessing the latest information available:

- ✓ Post consistently (Facebook and Instagram should have at least one post per week; if using Twitter, multiple posts per day is acceptable)
- ✓ If you're limited on content, space out your posts—don't post all your content in one day
- ✓ Check out the insights statistics on each platform to see what posts receive the most engagement to ensure your content is adding value and educating your audience.



PAID GUIDANCE

To further enhance the reach of your patient education message, you can promote your content on each social media platform with paid advertising:

- ✓ Before considering paid ads, make sure that you are posting content on your channels regularly and have determined specific goals for paid campaigns
- ✓ Prioritize Facebook paid promotion, and target demographics that align with your audience and geographic location
- ✓ Refer to [this article](#) for additional helpful tips