

Content Creation 101

Creating Content

It's easy to get wrapped up in the technology when talking about social media, but flashy tools alone won't make your social channel effective—good content does. So how do you create good content? Here are some tips to get you started:

- Relevant, useful, and interesting
- Easy to understand and share
- Friendly, conversational, and engaging
- Action-oriented

Social media is most effective when the content relates to a particular interest or desire of a specific group of people. Because your target audience can receive multiple messages from multiple sources every day, try to make your messages relevant, useful, and interesting so your audience will interact and be engaged.

Relevant

Relevant social media content makes people think “This matters to me.” Relevant information can be based on

- Time
- Geography
- Audience
- Interests

Easy to understand and share

In social media channels, your message competes fiercely with others for your readers' attention. That is why it's important to use plain language and craft your message so the information you present is easy to understand. Also, consider how easy your message is to share or “like” on Facebook or “retweet” on Twitter. If users must modify your message to share it, they might get frustrated and quit or change the message so it's not as accurate as the original.

Easy to understand and share

- Put relevant, intriguing information at the beginning of your post. Can you ask a question?
- Use fewer characters than allowed to make sharing easy.
- Keep messages short but relevant

Friendly, conversational, and engaging

When creating content for social media, it is best to write in a friendly or conversational manner rather than a more formal tone. By doing this, your followers can better relate to you and you can put a friendly face on the often intimidating world of healthcare.

Create posts that are engaging by using photos and videos that will catch your followers eye. Utilize short and engaging headlines to make them want to read more.

Action-oriented

Create content that gives your audience something to do, such as:

- Answer a question
- Read an article
- Watch a video
- Share your content with their friends

This will allow them to easily and effectively engage with the content you have created.



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Facebook 101: Best Practices for Clinicians

What is Facebook?

Facebook is the world's largest social media network, so whether you are talking to peers or consumers, there is no doubt your audience can be found here. Medical professionals can utilize Facebook to build their personal brand and reputation and be seen as a trusted medical resource. Below are some best practices to follow when creating content for this channel.

Engage Your Audience

When you post content and have conversations on your Page, you're building loyalty and creating opportunities to gain patients.

Post quality content regularly

When people like your Page, they're saying that they care about your business and want to know what's going on. Posting relevant content is the most important thing you can do to keep them interested.

How often should I post?

How often you should post depends on your Page. Each Page has a unique audience that may respond better to more or fewer updates. You can experiment with different posting schedules and see what works best by checking engagement metrics in your Page Insights.

If you notice that engagement with your Page has decreased, try varying your posts and their frequency. Create the types of posts that have been successful in the past and experiment with new types of posts.

What are the most engaging types of posts?

Engagement will be different for every Page. Generally, the most engaging Page posts are short, original, benefit the person viewing the content and connect to your objectives and identity.

People tend to respond well to the following types of posts:

- Photos and videos: Bright, colorful images depicting human interaction are particularly successful.
- Questions: Asking questions encourages interaction and tells people their opinions matter. When you ask for feedback or thoughts, make sure to respond in the comments so people know you're listening.



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Twitter 101: Guide for Clinicians

What is Twitter?

Twitter is a social media network made up of 280-character messages called Tweets. It's an easy way to discover the latest news related to subjects you care about.

How is it useful?

Twitter contains information you will find valuable. Messages from users you choose to follow will show up in your Twitter Feed for you to read. It's like being delivered a newspaper whose headlines you'll always find interesting. You can discover breaking news as it's happening, learn more about topics that are important to you and get the inside scoop in real time.

How to Make Twitter Productive

You can make Twitter productive by tweeting frequently and letting others know it's a means of communicating that you're comfortable with.

1. Use Twitter to showcase your personality. As a clinician, it's integral you're seen as a professional. Twitter helps you put a personality behind the sometimes intimidating world of medicine for potential patients. Creating a personable experience with a potential patient can bring them in the door for good.
2. Use Twitter to promote your blog posts, research or speaking engagements. Twitter is a smart way to plug content and get people talking.
3. Get in the loop with medical news. There are numerous Twitter accounts (including those of major medical journals and societies) clinicians can follow to stay in the loop.
4. Get your office's name on the radar. Having a Twitter account for your office can be a great tool to get readers comfortable with what your clinic has to offer.
5. Be a fan of direct interaction. If there's someone you follow and enjoy, don't be afraid to strike up a conversation. It's what social media is all about.
6. Link to relevant stories and journal articles. This is particularly useful if there are any breakthroughs in studies or vaccines. The public enjoys this information and trusts you as a resource.
7. Keep at it. If you are new to social media, it may take a few weeks to get adjusted to Twitter.
8. Build your brand. Realize that when people are looking for a doctor in their area, they often turn to the Internet. Utilize Twitter to build your brand, and you may find it's a good referrer.
9. Create and tweet engaging original content that fits your purpose. Create content that is informative and entertaining.
10. Share facts, insights and statistics in 280 characters or less. Use links and hashtags to increase the likelihood that somebody will retweet your content.
11. Utilize tools like Tweektdeck, Hootsuite or Buffer to help schedule your tweets and post them at optimal times.

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Twitter Lingo:

#Hashtags: A hashtag is any word or phrase with the # symbol immediately in front of it. This symbol turns the word into a link that makes it easier to find and follow a conversation about that topic.



@Replies: The @ sign is used to call out usernames in tweets, like this: "Hello @Twitter!" When a username is preceded by the @ sign, it becomes a link to a Twitter profile. An @reply is any update posted by clicking the Reply button on a tweet. Any tweet that is an @reply to you includes your username and will show up in your mentions tab on the connect page.



Retweets:

A retweet is a re-posting of someone else's tweet. Twitter's retweet feature helps you and others quickly share a tweet with all of your followers.



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