

PETTY MICHEL ASSOCIATES

PRACTICE DEVELOPMENT

FACEBOOK MARKETING

1. Okay, so you have a “Fan Page” for your clinic on Facebook. The next step is to promote it and get patients to “like” your page so that you can share information and updates with them through regular “posts”.
2. Facebook is a social network media. It is not meant for posting ads about your clinic, but posting valuable content that relates to the lives of your patients, you need to make it fun, and you need to keep it social.
3. The easiest way, and most obvious, are to invite your current friends (staff included) to “like” your page. It doesn’t matter if these are social friends, college classmates, or other chiropractors. If all you are posting are “ads” you may want to be selective in who you invite. But you should be posting clinic and staff pictures, events, and interesting information and inviting everyone you know. Wouldn’t your current friends be interested?
4. The second obvious way is to invite patients to “find” and “friend” your page. Do this by printing up strips of colored paper with your page name and the facebook logo. Ask patients “are you on facebook? If they are, give them a slip of paper. There are now over 400 million people on facebook, so chances are a few of your patients are, too.
5. Appoint one team member to be in charge of getting friends for the page. Everyone in the office needs to help, but have one person be the “Facebook CA”

Here are some ideas we have found other clinics are doing:

Facebook: How to Get More Friends – 101

1. Make your own “Kid’s Board” on Facebook by creating a photo album. Parents can friend you and add personal pictures and testimonials. Check out Prescott Chiropractic Kid’s Corner <http://www.facebook.com/home.php?#!/album.php?aid=175223&id=210402419191>. Make sure to get a photo waiver signed by the parents. We have a simple release form if you need one (see last page).
2. T-Shirt contest for patients. Patients should post a picture of themselves wearing a clinic shirt around town ~ share with their Facebook friends and give the patient \$5 in clinic cash.
3. There should be updates to your clinic photos at least weekly. General clinic news, Word of the Week, testimonials, videos, and recipes.. Have you been in the local parade? Post pictures! Check out South Shore Family Chiropractic’s page.

http://www.facebook.com/home.php?#!/pages/South-Milwaukee-WI/South-Shore-Family-Chiropractic/135963423107856?ref=ts&__a=23&ajaxpipe=1

4. Monthly “Facebook only” offer: New patients referred in by Facebook fans receive clinic cash, a free supplement, t-shirt, book, etc! Check out Turning Leaf Chiropractic’s page. http://www.facebook.com/home.php?#!/pages/Lakeville-MN/Turning-Leaf-Chiropractic/261481929971?ref=ts&__a=30&ajaxpipe=1
5. Patient of the month ~ put up stories and or pictures on your Facebook page.
6. Pick a “Friend of the Week”. Let it be known that you appreciate your patients. The winner can receive something as small as a free coupon for coffee, tea, lunch, books or vitamins. People like gifts ☺
7. Massage, acupuncture and therapies can all be used for promoting within Facebook. Everyone is looking for shared information on health. Use these topics to share valuable information. Have staff from those areas write the posts. Check out Advanced Spine Center’s page. http://www.facebook.com/home.php?#!/pages/Mequon-WI/Advanced-Spine-Center/306695902830?ref=ts&__a=37&ajaxpipe=1
8. Blogging and using all the areas on your page helps increase the number of people visiting and “liking” your page. When you come across an interesting article, copy (include source) and paste it to your facebook page discussion tab.
9. Advertising all internal and external events on Facebook is a must. Talks, screenings you will be attending, health care classes, back-to-school drives, etc. Create an event with all the details and advertise for free.
10. Create “links” within your posts. For example, if Dave Michel is your patient of the month (and why wouldn’t he be?) and you know he has a facebook page, when you post his name, add his name like this: “Patient of the Month is @David Michel in October!” That will automatically link to his page, too.
11. Send a notice via email and hard copy to all patients to sign up on your Facebook (give an offer, such as a drawing for orthotic sandals). This could be added news to your statements or monthly newsletter.
12. Join groups/other pages in your local community so you can connect with other local groups (Chamber, La Lache, BNI, etc.). The more friends you have the more connections you can make.
13. Send out 10 friend requests per day with a respectful message to targeted people in your community.
14. Adding a computer/laptop to your reception area (wi-fi) for patients.
15. Also, refer to the Chiropractic Internet Marketing Checklist on our Members site.(Marketing/DirectAdvertising/Level2)

16. If your friend's list is looking a little thin on Facebook you can easily increase it with good quality people by following these steps.

Here are some suggestions from facebook:

1. **Let Facebook suggest some friends of friends.** Even though some of their suggestions can be way off, Facebook is pretty good about showing you people that you might know. They'll tally up all of the friends that you have in common with other friends in your list. If you share the same friend with 10 other people on your friend's list, chances are you either know this person, or you will get to know them in the future. A simple message saying that you noticed that you're friends with 10 of the same people and thought we should be friends too is a good way to grow your network. Once you add them as a friend you'll be surprised to see how many more connections it opens up.
2. **Make friends with people that play the same game as you.** If you've already exhausted all of the friends in your extended network, you can start befriending people that play the same game as you. If you go to a game's Facebook page you'll usually find a forum that you can post to and let people know you're open to making new friends that play the game. Or you can take the bull by the horns and contact people that have listed themselves as being open to a game friendship. The reason this is a good way to make a friend is because you already have something in common. If you're bored and none of your other friends are doing anything interesting online, you can count on your game friends to be ready to challenge you in a friendly game. For example, if you play Farmville, you can become neighbors with your new game friends and race them to see who can build a better farm.
3. **Scan your email contacts again or import your email addresses from your patient newsletter data file.** New people are joining Facebook every day. If someone wasn't on Facebook when you joined, chances are they are now. This is especially true if you joined Facebook a long time ago. Only in the last year has its popularity skyrocketed to the point that most everyone has an account. It only takes a few seconds for Facebook to scan your email and check for new possibilities.
4. **Make real friends offline.** Get out and meet new people the old fashioned way. Chances are they have Facebook accounts and you'll be able to add solid new people to your list of friends. Get a hobby, get active, and get out there and you'll open up a whole new world of possible friends. Most of all, making friends shouldn't be a challenge, just have fun!
5. Remember, this is a social network. Keep it fun, keep it interesting, keep it on purpose and you will have lots of friends.

Sample Slip to hand to patients:

facebook

Join us on facebook: win prizes, earn rewards, share your story.
Sample Chiropractic has a page on facebook now!

Sample patient photo release (copy the patient's photo or success story onto a piece of paper with the following script on the page:

Marketing / Model Release: I hereby give my permission to Sample Chiropractic to use my picture and testimonial for the purpose of marketing the clinic and their services. I understand I have the right to edit my testimonial so that it is accurate. I have the right to revoke this authorization at any time.

Patient or Parent Signature

Date