



#### **TOPIC: SETTING NEW PROVIDERS UP FOR SUCCESS**



When a new provider joins, one of the easiest ways to announce them to your patient base is by posting on your Care Center social media accounts. You can also share with your Medical Affiliate's account to post on their social media as well. This will help bring more awareness for your new provider's arrival. We recommend you post to both your Care Center's Facebook and Instagram accounts to maximize your reach.

You can create a new provider announcement post on your own or you can partner with a social media freelancer to create a social media calendar that includes these types of announcements. These posts should include a headshot, some biographical information, and a summary of their services. You can also include hashtags to help increase your post's reach.

#### Here are some examples of new provider social posts



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# If you don't currently have a social media account for your Care Center, here are instructions on how to set up social media accounts:

### Create a Facebook Page for your business

#### Before you begin:

1. You must have a personal Facebook profile to create and manage a Business profile.

#### To create a Business profile, follow this link:

- 1. Select Create Business or Brand Page.
- 2. Add your Page name and category (Obstetrician-Gynecologist (OBGYN))
- 3. Add your Page's bio (this can be your Care Center's mission or philosophy) and click Create.
- 4. Add information, such as Contact, Location and Hours, and click Next.
- 5. Add profile and cover photos (we suggest photos of your Care Center's office and providers), and edit the action button to Book Now, and click **Next**.
- 6. Invite friends to connect with your Page, and click Next.
- 7. Click Done.

#### Facebook profile example

Comfortable o	care, dedicate	d to you	J.	
			Edit cover photo	
Women's Health Ariz	ona	_		
Posts About Mentions Followers Photos Videos M	ore *		vice and s	¢ Manage ≠ Edit
Intro	(What's on your mind?			
Welcome to Women's Health Arizona - Formerly Arizona OBGYN Affiliates (ACA). As Arizona's larges	C Live video	Photo/video		🔁 Reel
Edit bio				
Page - Obstetrician-Gynecologist (OBG/N)     SELE Consultants Rd #205 Elevanity A7 Linited States Asianae	Featured People won't see this unless you pin something			
<ul> <li>+1855-296-2496</li> </ul>	Posts		# Filters	Manage posts
into@womensheatthaz.com			Grid vi	ew
womenshealthaz.com/request-appointment     Promote Website	Women's Health Arizona Published by Courtney Kolling () - Septi	mber 14 . O		
Copen now u	Thinking about having a baby? We'll be he beyond. Your provider can offer a pre-con can recommend supplements that'll prom during the process of conceiving. They can	re with you from pre-cono ception visit, which includes ote a healthy pregnancy an 1 also perform a variety of f	eption plannie s evaluations d discuss what iertility assess	ng to delivery and and counseling. They at you can expect ments to help you

## Create a business account on Instagram

- 1. Go to your profile and tap in the upper right corner.
- 2. Tap Settings.
- 3. Tap Account.
- 4. Tap Add New Professional account.
- 5. Tap Continue.
- 6. Select a Category for your business (Obstetrician-Gynecologist (OBGYN)) and Tap Done.
- 7. Add your Phone Number
- 8. Add Your Name
- 9. Create a New Password
- 10. Create a Username that reflects your Care Center's Name
  - Note: Ideally your username will be the same as your Care Center name, but there are ways to tweak it when an exact match isn't available. Adding punctuation to break up separate words (like Womens.Wellness and OBGYN\_of\_Hartford)
- 11. Tap Sign Up
- 12. Tap Don't use my contact info to skip this step.
- **13.** Tap **X** on the top right corner to return to your profile.
- **14.** Add your business information to your profile, by going to your profile and tap **Edit profile.** Include a short sentence about your Care Center, your location, phone number, and website. Then, tap **Done.**
- **15.** Add a Profile image, ideally, this is a bright image that stands out. It can be your Care Center or Medical Affiliate's logo.

#### Instagram Profile Example

	womenshealthct Edit profile O		
(0)	490 posts 546 followers 141 following		
	Women's Health CT		
	We are a network of over 270 women's health specialists with 90+ locations		
	www.womenshealthct.com/resources-and-faq		