

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



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

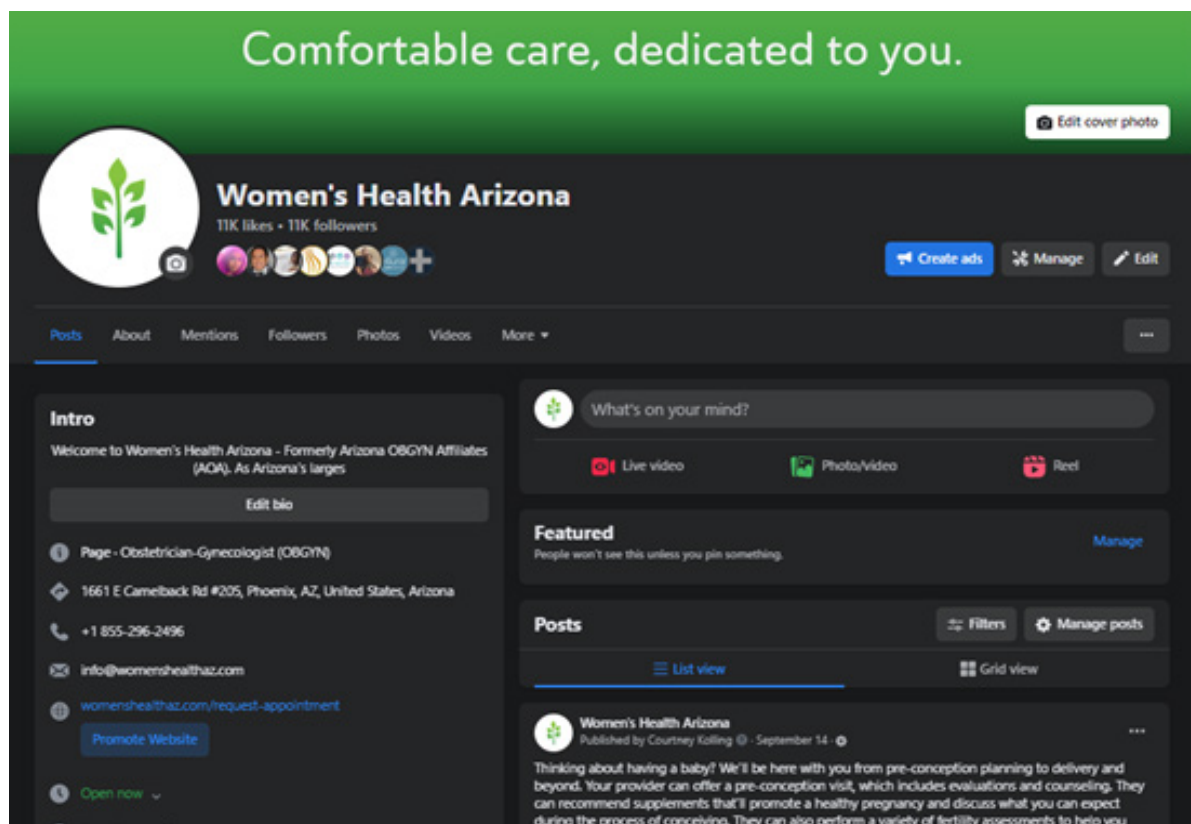
Before you begin:

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





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

