

TOPIC: MARKETING FOR PATIENT RETENTION



USING ORGANIC SOCIAL MEDIA TO RETAIN PATIENTS

Social media is about building patient engagement, sharing valuable and memorable content, earning trust, showcasing your expertise, and ultimately driving targeted visits to your website. Just like when a patient comes into your office, it is important to build a relationship with them outside of the exam room. This ensures the longevity of their patient journey with your practice. One of the easiest and best ways to continue to build trust with your patient outside of the office is through social media.

To build relationships, you must create content that is valuable to your patients without being overly promotional. Focus your efforts on Facebook and Instagram as your first priority.

- Facebook remains largest social platform.
- Instagram users continue to grow, but as younger users migrate to TikTok, it is no longer the most used network, but it is still very popular and Gen Z and Millennials.
- It is estimated that Twitter will lose a million users to other platforms over the next five years, so it is not worth putting your efforts on this platform.
- TikTok's popularity and growth is increasing, and users spend most time here. However, this requires more time to create fresh content and videos to get users engaged.

Below are examples of the four types of social media posts that can help reach your patients:

1. Website article posts
2. Provider spotlight posts
3. Appointment driving posts
4. National awareness posts

1.

Website Article Posts

This is easy informational content that drives to your Medical Affiliate or Care Center website. Education from blogs helps patients make informed decisions and participate in their own care. Savvy patients are proactive about their health, so educate and inform them on topics relevant to your Care Center by starting a blog. If your website has a trove of content, it can easily be repurposed to use on social media. The topics should

already be approved by your physicians, and be relevant to your audience. If you do not have blogs on your Medical Affiliate or Care Center websites, we recommend using articles from reputable third-party women's health sources, like:

- ACOG
- Healthline
- Mayo Clinic
- Centers for Disease Control and Prevention

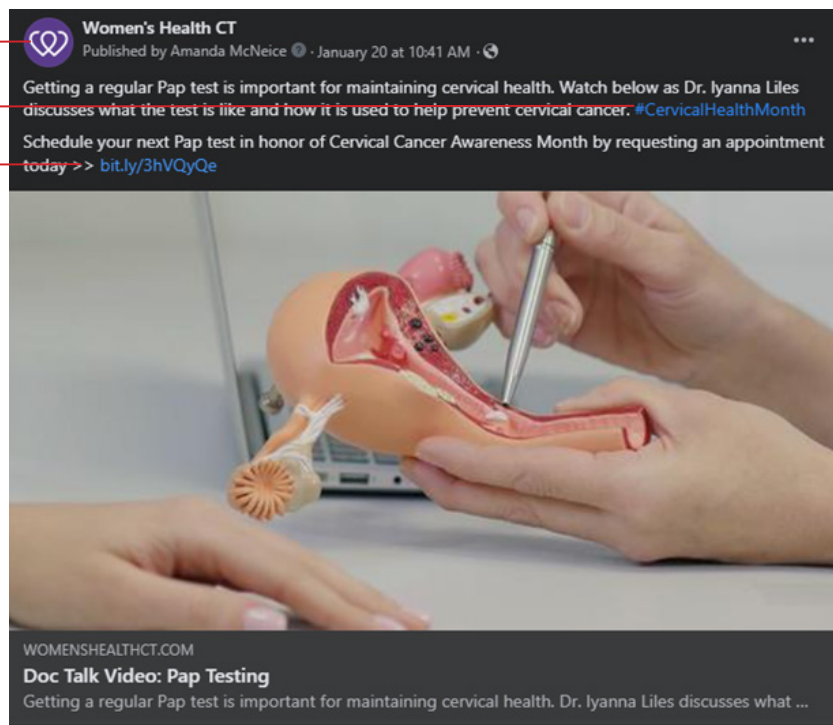
Note: Posting articles from a third-party site to social media is the same process as posting a blog from a Medical Affiliate or Care Center website.

Sample website article post

ARTICLE TOPIC TEASE

RELEVANT HASHTAGS

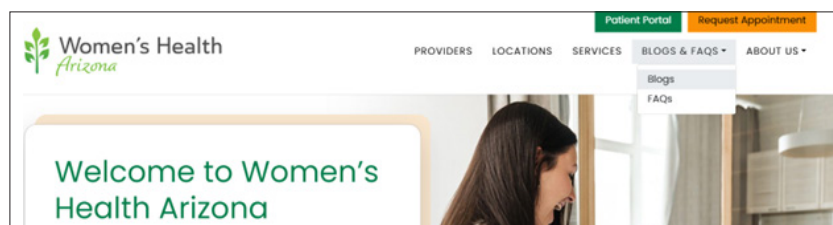
LINK TO ARTICLE



How to post an article from a website to your social media

Step 1: Find an article

Go to your Medical Affiliate's, Care Center's or third party's blog page and select an article that fits with the content you want to share.

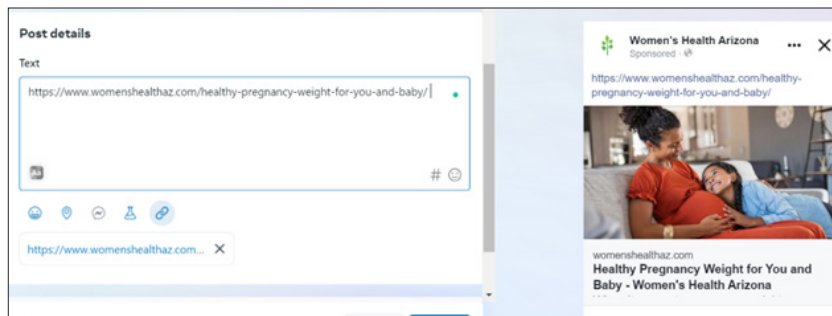
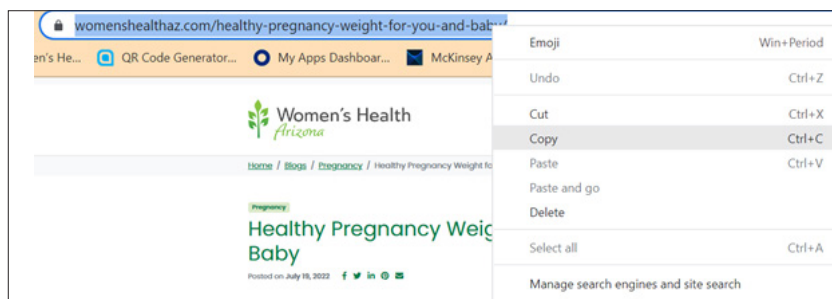


Sample article from website



Step 2: Copy the Article URL

Once you copy the article's URL, go to Facebook and Create a New Post. Then paste the article's URL into the text box. The link will pre-populate an image into the post.

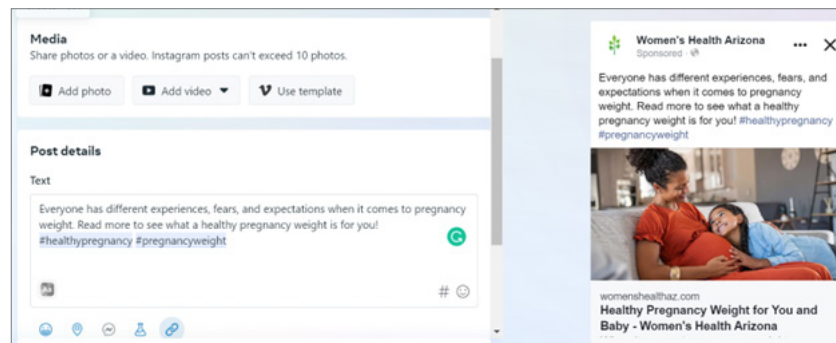


Step 3: Write a Caption

You can take some wording from the article to help write your caption but be sure to not give away too much. We want viewers to be interested enough in the article to click on the link and read more.

Add a few hashtags that go along with the article topic. This will help your content reach a wider audience. Learn more about how to pick hashtags for your posts, [here](#).

Also, be sure to add a Call to Action at the end of the caption such as: Read more, Learn more, or Talk to a provider today. Then Publish the post or Schedule it.



Remember: On Instagram, you cannot add links to your posts. You must always write, "Follow the link in our bio to learn more." This will direct your audience where they can get more information and direct them to your website.

2.

Provider Spotlight Posts

Get your providers' information out on social media. When a new provider joins, one of the easiest ways to announce them to your patient base is by posting on your social media accounts. These posts will help bring more awareness to your new provider's arrival or show new followers your current providers. Additionally, if any of your existing providers have a story to share or a specific service they'd like to highlight, you can also create posts on social media to inform your patients and followers.

Dos and Don'ts

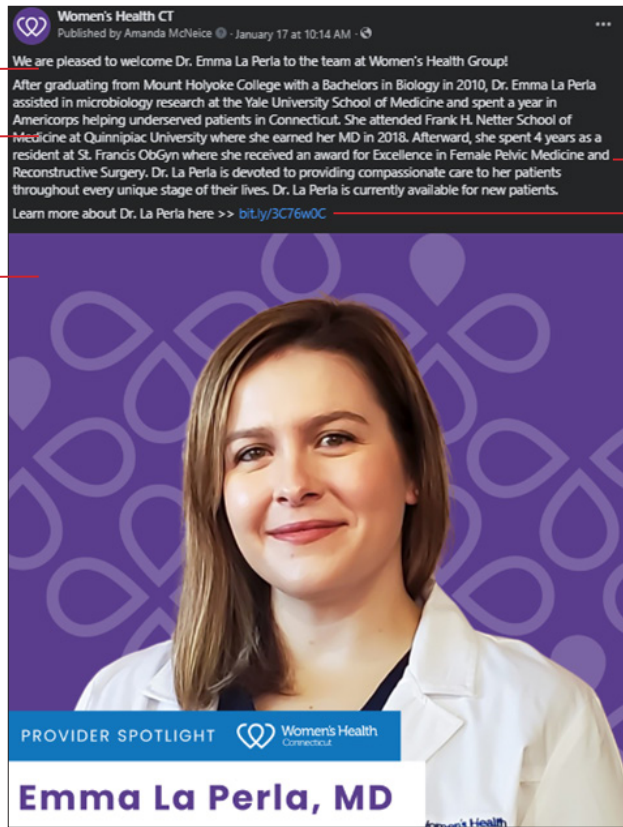
- Do include an up-to-date headshot
- Do add fun biographical information and a summary of their services
- Do use hashtags to help increase your post's reach (#obgynlife #midwife)
- Don't post about providers who are not taking new patients. Although we're focusing on existing patient retention here, your social media posts may be seen by prospective patients too, so you wouldn't want them to get turned away.

Sample provider spotlight post

WARM WELCOME INTRODUCTION, WITH CARE CENTER SHE IS JOINING

CREDENTIALS, PERSONAL INTERESTS, AND FUN FACTS

HIGH-RESOLUTION HEADSHOT



ACCEPTING NEW PATIENTS

LINK TO HER PROVIDER PAGE

3.

Appointment Driving Posts

Get conversions through social media. While social's primary purpose is not to drive appointments, it's important to aim for that whenever possible, since you'll be spending time and resources on it. These posts highlight a service, personal milestones, or lifestyle to remind your patients to make an appointment. Types of service and milestone topics that can be used in appointment driving posts:

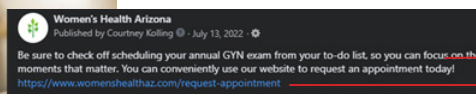
- Pregnancy
- Birth Control
- Prenatal
- Mammography
- Menopause
- Holidays
- Back in town from college
- Annual Exams

Sample appointment driving post

PERSUASIVE WRITING

CALL TO ACTION

LINK TO SERVICE PAGE



CALL TO ACTION APPOINTMENT PAGE

4.

National Health Awareness Posts

Share relevant and educational content with your patients. National awareness days, months, and weeks are a great way to create content that can be scheduled in advance and can increase your visibility on social. Awareness days should only be relevant to your patients (ex. Breast Cancer Awareness Month, Mental Health Awareness Day, Maternal Health Awareness Week). Here is a [list of National Health Awareness Days](#).

Dos and Don'ts

- Do add the national hashtags in your post
- Do incorporate how your Care Center can help (if it is cervical cancer awareness day, be sure to say: Schedule your Pap Test with us)
- Don't celebrate every awareness day (this can grow tiring for audiences)

Sample national health awareness post

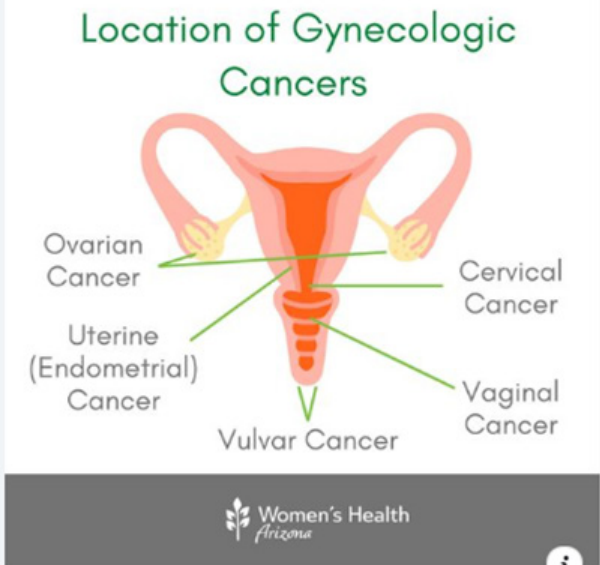
NATIONAL HASHTAG — The month of September is [#GynecologicalCancer](#) Awareness Month.

EDUCATION — The most effective way to detect these cancers is through your annual well woman visits and by watching for symptoms. No matter how busy life gets, it's important to stay ahead of health concerns. 📅 Book your annual well woman visit today!

HOW AUDIENCES CAN TAKE ACTION —

MORE RESOURCES THAT LINK TO THEIR WEBSITE —

- Cervical Cancer Prevention: <https://bit.ly/reduce-risk-cervical-cancer>
- Ovarian Cancer Detection: <https://bit.ly/ovarian-cancer-detection>



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