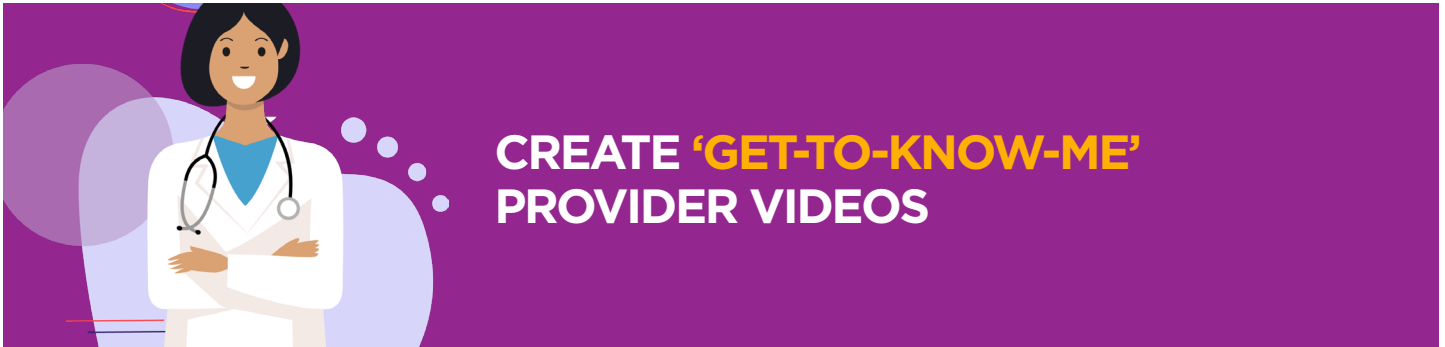


TOPIC: ORGANIC SOCIAL MEDIA BEST PRACTICES



Today, 72% of consumers prefer video content over reading or other visuals. Video marketing for providers creates a connection, allowing patients to feel like you're speaking directly to them. Sharing provider videos on social media and/or the website is an easy way to highlight both the provider's personality and expertise while making patients feel more comfortable putting their health in your hands. Patients want to get to know their providers by seeing them in a more personal way. Having your providers participate in a 'Get to Know Me' video is a great way to give them more visibility among prospective patients. You can also create a video of your providers discussing certain topics that they are passionate about and feature on social media and the website.

A "Get to Know Me" video is a short video that allows the provider to give their name, credentials, and any special interests they want to highlight. These types of videos provide a nice human touch and gives patients a feel for who they will be seeing. Make sure of course that the provider is comfortable enough to be in front of the camera and is well-spoken.

You can host a simple sit-down interview with your provider – ensure it's in a well-lit area, ask them questions about themselves and record it. You don't need top-of-the-line equipment or editing software for a video as simple as this. Your phone, a tripod, and a great source of light will work.

Follow these steps to help **create your video**:

1.

Phone Setup

- a. Any smartphone with a camera will work.
- b. Avoid using your zoom feature. If you want to get a close-up shot of your subject, move the phone closer until you find the perfect shot.
- c. Always shoot in landscape or horizontal mode.
- d. Make sure your phone is charged.
- e. Free memory on your phone by clearing videos and possibly photos too.
- f. Switch to flight mode so you don't get messages and/or calls while filming.
- g. Clean your camera lens. Wipe dust or grease away with a microfiber cloth.

2.

Setting

- a. Place a chair in a naturally lit area of the office space. A neutral, uncluttered background is ideal.
- b. Have your provider face the window to help with lighting. Never have their back to the window.

3.

Audio

- a. With an interview, audio is key. So, make sure the noise level in your interview space is acceptable and that you will be undisturbed when filming.
- b. A great trick, if you don't have a microphone, is to position a second iPhone directly above the subject's head to record clean audio. Creating a simple voice memo will do the trick.

4.

Lighting

- a. If you don't have a lighting set up, windows are great for free lighting and generally create a more attractive look than artificial lighting.

5.

Interviewing

- a. Always have the provider repeat the question you are asking. For example, you ask what is your favorite part of being an ObGyn? They should reply: My favorite part about being a ObGyn is...
- b. Have the provider sit facing the camera. The interviewer should stand slightly to the left or right of the camera and have the provider look at them as they answer the questions. The provider should never look directly into the camera while speaking. It's more natural to have him/her look at the interviewer.
- c. Interviews do not have to be long. The final video will be no longer than 2 minutes.

6.

Editing

- a. Once you have your interview on your phone, review our list of freelance video editors in that upper left tab on the BOOST microsite. These editors will be able to edit your video and add graphics.

7.

Upload your edited video

- a. When you have the video file back from the video editing freelancer and you are happy with how it looks, add the finished video on appropriate pages of the medical affiliate website (provider page, resources pages, etc.) and post it to social media. If you use a web agency or freelancer to update the website or or create social media posts, you can send the file to them.
- b. You should also consider turning this video into a written transcript as well, so it doubles as searchable original website content.

Questions to ask your Provider

The questions you ask in the interview are also important. Prompt the new provider to go into detail about their background and who they are. Below are some example questions you can reference to help guide you:

Get to Know Me Clip

Length: 60 seconds

Hi, I'm _____ and I practice at _____ a Women's Health Connecticut practice in _____.

(Optional – mention education, how long you've been practicing, personal fun facts, or any special credentials or qualifications.)

I see ObGyn patients of all ages for annual well-woman visits and pregnancy care, and, I also have a special interest in _____.

Film any/all that apply and select the best ones for final clip:

- My mission as a women's healthcare provider is:
- I chose to become a women's healthcare provider because:
- My favorite thing about my job is:
- My advice to patients is:
- I'm proud to represent Women's Health Connecticut because:

You can request an appointment with me at womenshealthct.com. I can't wait to meet you!

Provider 'get to know me' video examples

Click on each to play/review.

