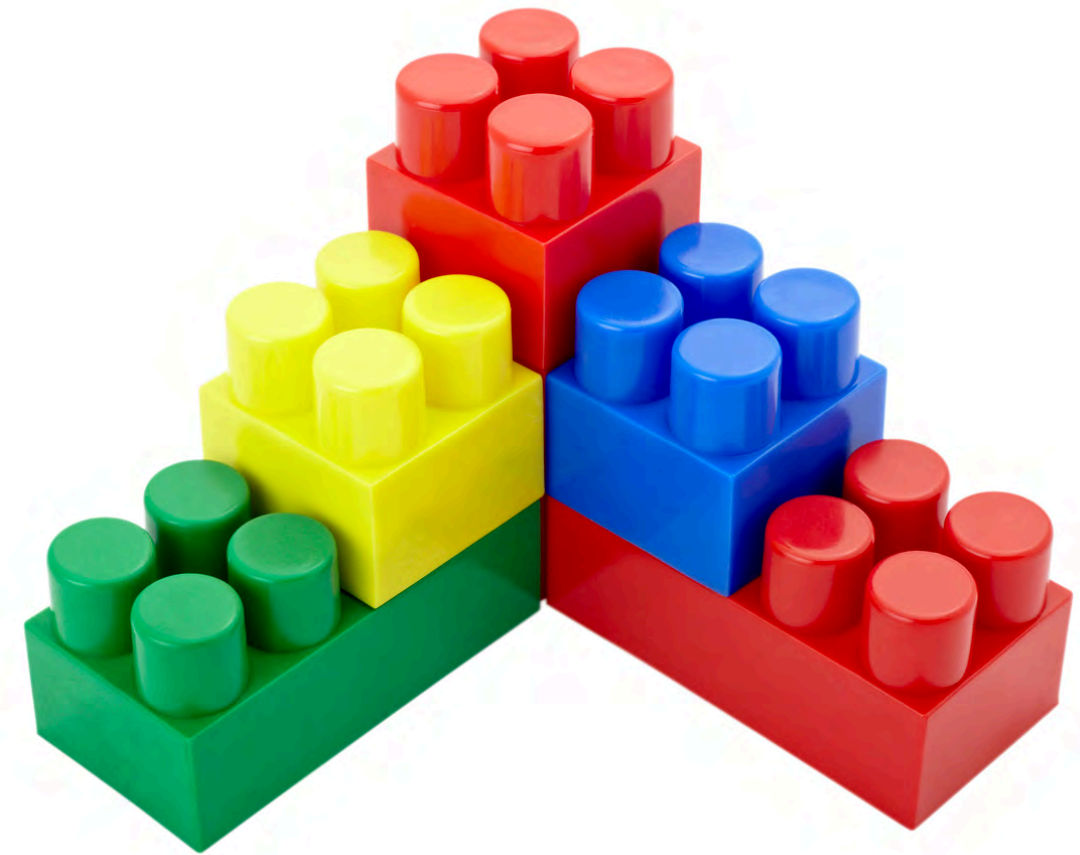




# **Building Blocks for Social Media Success: 10 Steps to Grow Your Pediatric Practice**

Natalie Clarke, Co-Founder of so.med  
[getsomed.com](https://getsomed.com)





## WHY SOCIAL MEDIA?

- More than 80% of US state health departments have social media accounts.
- 72% of Americans, including 90% of teenagers, engage in social media.
- It was found that “more than half of millennials (54%) and more than four out of 10 (42%) adults are or would like to be friends with or follow their health care providers on social media.” (2011)
- 82.2% of parents reported using social media for health information for their child.
- Studies have revealed that 8 in 10 Internet users go online for health information, and more than half of these people get medical information specifically from social media.



At the end of this session you will be able to:

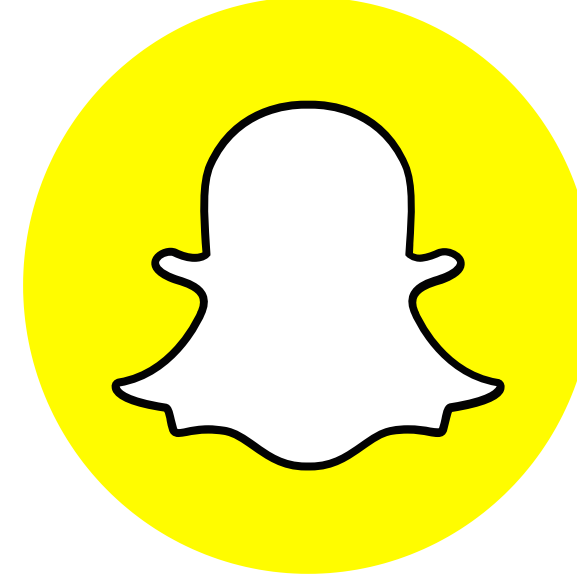
- 1) Adopt social media skills to benefit your practice.
- 2) Understand why a strong social media presence is important for your pediatric practice.
- 3) Oversee the correct usage and creation of social media content.



**#1**



# Know Your Audience







- moved to the USA in 2014
- educational background in primary education (literacy/physical education)
- senior leader in primary education
- journalist for dirt bike racing
- retail - M&S + VS
- online sewing publications
- online retail store
- personal trainer
- social media management
- operations management for events



# #1



## Know Your Audience

Who are your audience?

Where are they?

What do they want to see from you?

What graphic style do you need?



# #2



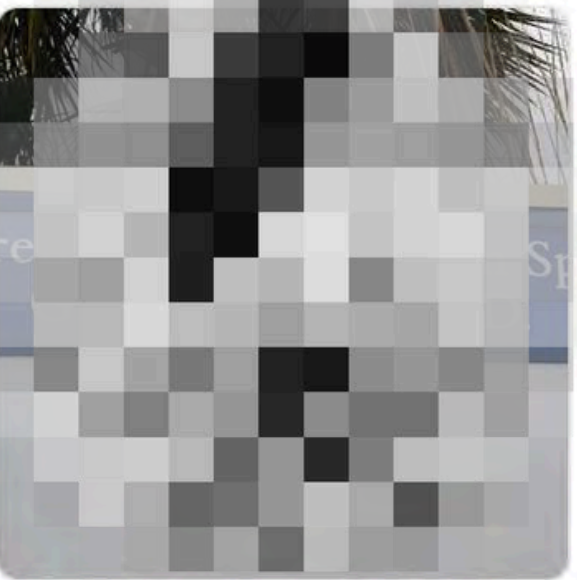
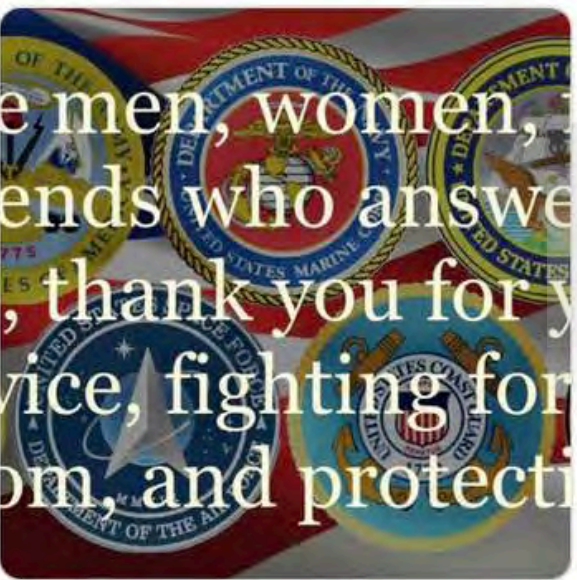
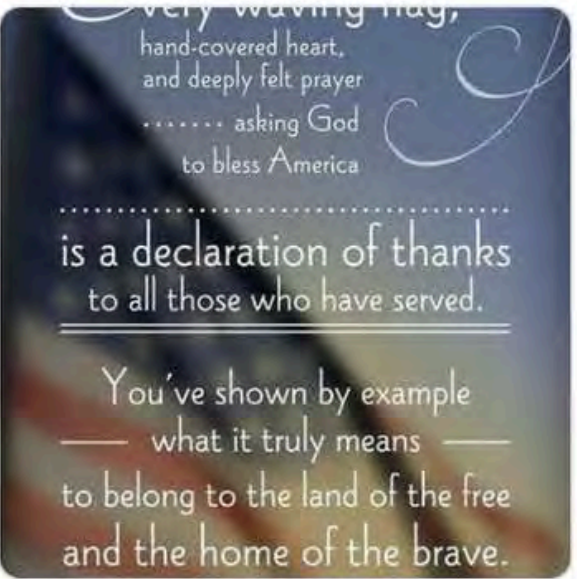
## Don't ONLY post holiday content

**TAKE A LOOK  
AT YOUR  
SOCIAL FEED**

**What's your medical content to  
holiday post ratio?**

**...your medical content should  
higher!**







# #3



**Create content that is useful  
for your practice**

because that's where you want to  
build patient relationships.

# #3



## Create content that is useful for your practice

### Build your content library

Static  
Posts

Videos

Shared  
Content

Relatable  
Content



# #3



## Create content that is useful for your practice

- Medical home posts: hours of operation, new patient protocol, wellness visits, newsletter sign-ups
- Seasonal content pertaining to illness/awareness
- Informative content to parents & caregivers



**COLUMBUS PEDIATRIC ASSOCIATES**

**We are accepting  
NEW PATIENTS!**



columbusgapeds.com

**RSV**

what to expect  
and how  
to treat it



**COLUMBUS PEDIATRIC ASSOCIATES**

columbusgapeds.com

**NEW YEAR  
READING LIST**



**COLUMBUS PEDIATRIC ASSOCIATES**

columbusgapeds.com



**COLUMBUS PEDIATRIC ASSOCIATES**

**NATIONAL THYROID  
AWARENESS MONTH**

Schedule your wellness visit!

columbusgapeds.com

Talking to  
boys about  
**PUBERTY**



**COLUMBUS PEDIATRIC ASSOCIATES**

columbusgapeds.com



**COLUMBUS PEDIATRIC ASSOCIATES**

**Happy New Year!**

columbusgapeds.com

**COLUMBUS PEDIATRIC ASSOCIATES**



**NEW YEAR'S EVE**

columbusgapeds.com

**HAPPY  
NEW  
YEAR!**



**COLUMBUS PEDIATRIC ASSOCIATES**

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**COLUMBUS PEDIATRIC ASSOCIATES**



**Happy  
Hanukkah**

columbusgapeds.com



**COLUMBUS PEDIATRIC ASSOCIATES**

**Merry  
Christmas!**


columbusgapeds.com

**COLUMBUS PEDIATRIC ASSOCIATES**

**Christmas  
Hours!**

columbusgapeds.com

**Tips to protect  
your baby from  
germs at  
HOLIDAY  
GATHERINGS**



**COLUMBUS PEDIATRIC ASSOCIATES**

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**COLUMBUS PEDIATRIC ASSOCIATES**

**I'm worried my child  
may be binge eating**

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**Polar Express Day**



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**COLUMBUS PEDIATRIC ASSOCIATES**

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**Gift giving at Christmas  
FOR KIDS**



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# #4



## Include a clear CTA that leads back to your practice

**Call  
To  
Action**

**BACK TO  
YOUR  
PRACTICE!**

- Call us
- Make an appointment
- Use your patient portal
- Follow along
- Sign up for our newsletter
- Read our blog
- Talk to your provider

# Flu Season



[wellbeingped.com](http://wellbeingped.com)



Flu season is here, and it's more important than ever to ensure your child is protected. The flu can spread quickly, especially in schools and daycare settings, and symptoms can range from mild to severe.

Common signs of the flu include fever, body aches, cough, sore throat, and fatigue. Vaccination is the best way to protect your child from the flu and its severe complications, but good hygiene practices—like frequent hand washing and covering coughs—also go a long way. If your child starts showing symptoms, it's important to monitor their condition and seek medical advice early.

Our team is here to provide guidance, answer questions, and help you navigate flu season. If you or your child needs a flu vaccination, please contact our office today to schedule an appointment.

607-602-2083

[wellbeingpediatrics.com](https://www.wellbeingpediatrics.com)

[#wellbeingpediatrics](#) [#wellbeingpediatricsandadolescentmedicine](#) [#ithaca](#)  
[#newyorkpediatrician](#) [#newyorkmom](#)

**#5**



**Own your expertise &  
know your competition**

...it's not who you think it is!



# #5



## Own your expertise & know your competition

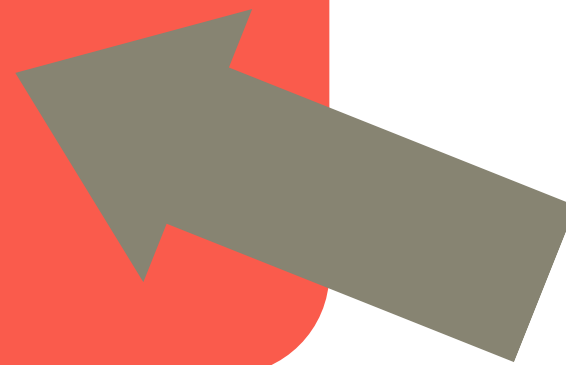
- Accurate information
- Remember...your providers are the health experts
- Present information that aligns with AAP guidelines.



# #6

## Be Consistent

Find a schedule that  
works for you and  
**STICK TO IT!**

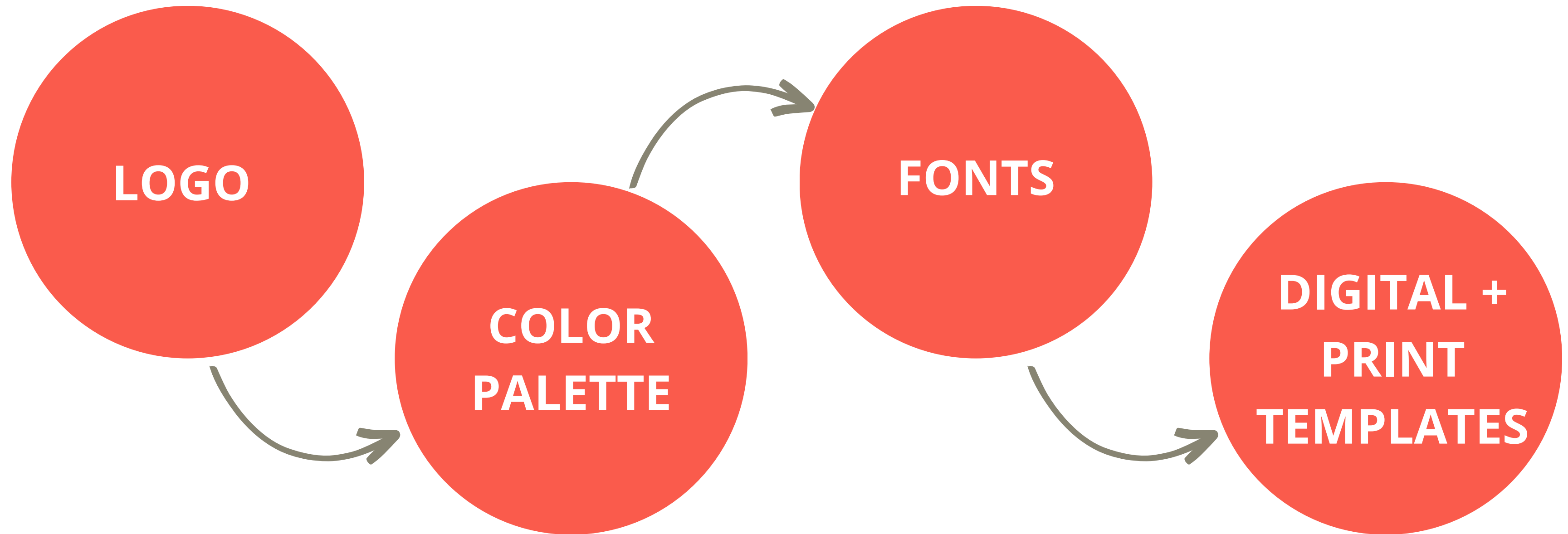




# #7



## Use brand Standards



# #7

## Brand Standards

- Consistency across the board
- Familiarization...builds YOUR brand
- Establishes you as the expert





# #8

## Use **\*free\*** software



FACEBOOK  
Business Suite

# Canva



# #9



## Engagement measures

| Date published ↑↓ | Reach ⓘ ↓ | Likes and reactions ⓘ ↑↓ | Comments ⓘ |
|-------------------|-----------|--------------------------|------------|
| Dec 30, 2024      | 237       | 1                        | 0          |

Got cooties?! When your child is sick, it's tempting to still want to join in on family gatherings, but it's important to think about both your child's recovery and the health of others. If your little one is dealing with a cold, flu, or stomach bug, it's best to keep the...

Dec 11, 2024










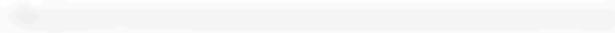
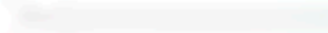


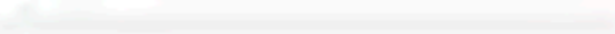




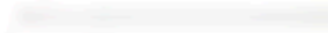
| Views | Reach | Interactions |
|-------|-------|--------------|
| 400   | 257   | 3            |



# #9



## Engagement measures

| Reach   | Likes and reactions   | Comments   | Shares  |
|---|---|--|--|
| 168<br>  | 1<br>  | 0<br>   | 0<br> |
| 166<br>  | 2<br>  | 0<br>   | 1<br> |
| 165<br>  | 13<br>  | 6<br>   | 0<br> |

# #9



## Engagement measures

- Ask staff to share - personal page, groups, friends
- Share posts directly in other marketing content
- Work phrases into your workflow - appointments, front desk, check-out...

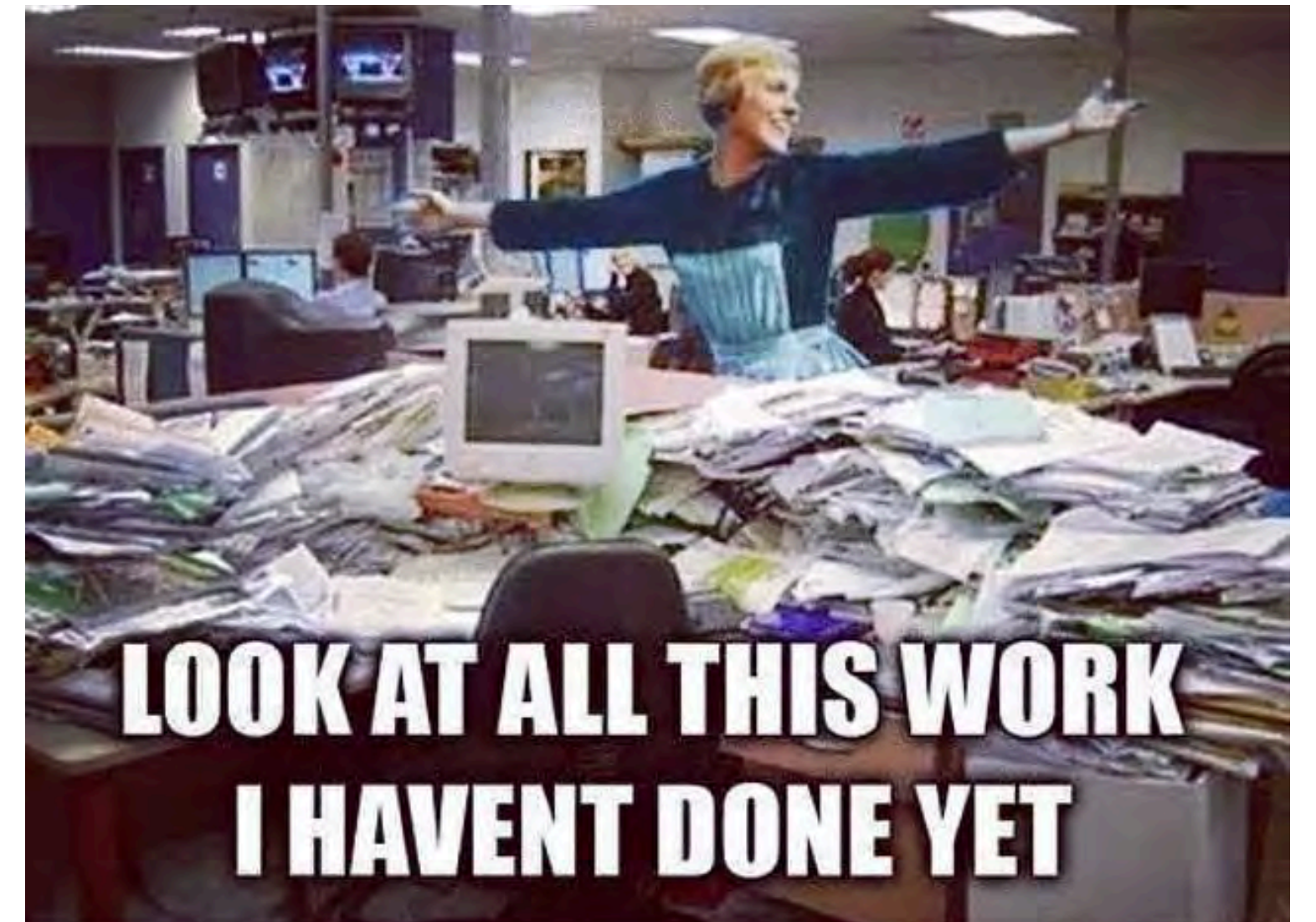


# #10

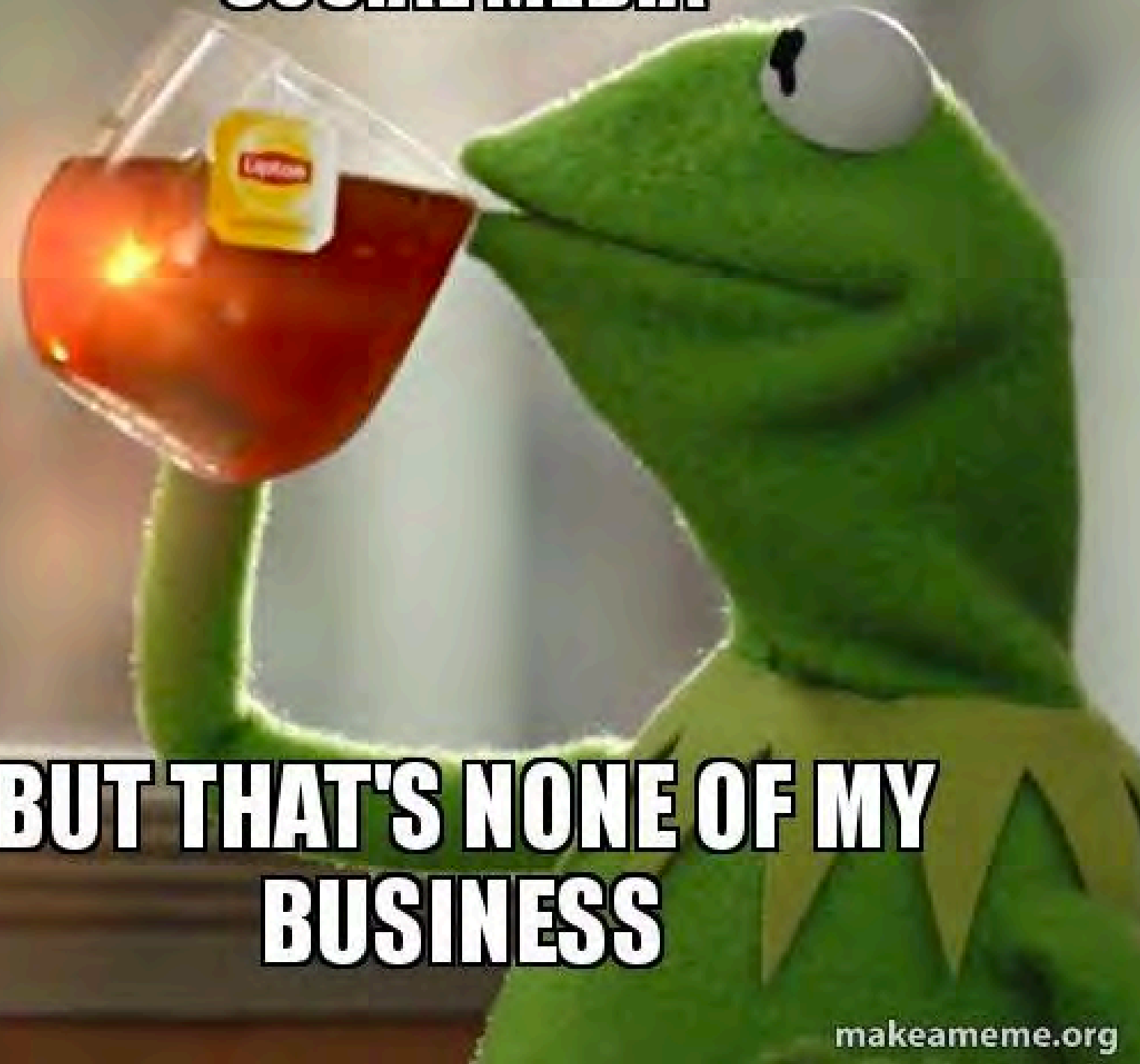


## Leave it to the experts

We know that YOU are too busy to handle a social media calendar but YOU also know how important it is!



**SOCIAL MEDIA SHOULD BE MANAGED  
BY SOMEONE WHO UNDERSTANDS  
SOCIAL MEDIA**



**BUT THAT'S NONE OF MY  
BUSINESS**



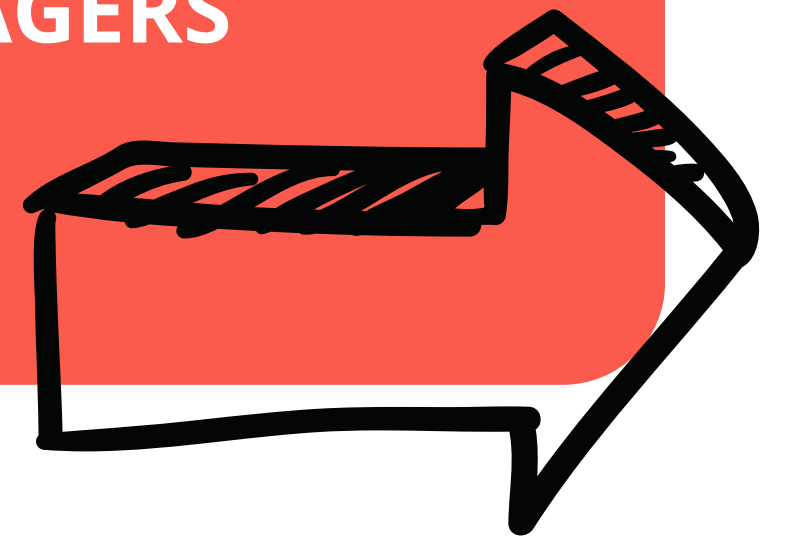
# #10

## Leave it to the experts

MARKETING COMPANIES

FREELANCE CONTENT CREATORS/ SOCIAL MEDIA MANAGERS

SO.MED



# #10

## Leave it to the experts

### What do you look for?

Portfolio

Engagement

No promises

Copywriting/Caption  
writing skills

Uses social media features -  
hashtags, locations, etc





# **Social Media Template Pack**



# **Social Media Engagement Guide**





natalie@getsomed.com

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- [https://www.cdc.gov/pcd/issues/2023/22\\_0194.htm](https://www.cdc.gov/pcd/issues/2023/22_0194.htm)
- <https://www.doctor.com/cxtrends2018>
- <https://www.sciencedirect.com/science/article/pii/S1876285921006215>