

*Vision Source*<sup>®</sup>  
SIGNATURE EYE CARE<sup>™</sup>

# SOCIAL MEDIA

Quick Reference Guide



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## SOCIAL MEDIA PLATFORMS

The most common and effective social media platforms that help engage users, gain patients, and generate leads are Facebook, Instagram, and Twitter.

### SOCIAL MEDIA PLATFORMS & OVERVIEW

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- Multifaceted platform to share photos, original content, post updates, create live videos, share events, and general news.
- With 2.32 billion active monthly users, Facebook remains the most widely used social media platform.
- 84% of Facebook users are between the ages of 30 and 49.



- Platform to share content through pictures, videos, and live stories.
- 26.9 million users.
- 59% of Instagram users are 34 years or younger.



- Share quick pieces of information and photos in an effort to drive people back to your site or landing pages; Less than 240 characters are allowed.
- 330 million users.
- 76% of Twitter users are between the ages of 18 and 49.

To view a complete breakdown of demographics per social media platform, [click here](#).

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## GENERAL SOCIAL MEDIA TIPS

### ALWAYS USE A BUSINESS PROFILE FOR SOCIAL MEDIA PLATFORMS

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- Business profiles give potential patients a way of contacting your practice directly from social media and provides analytics to show how users are engaging with your practice.
- Allow staff login rights to regularly post updates.
- Always link to your main business website.

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# GENERAL SOCIAL MEDIA TIPS, CONTINUED

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## TAG YOUR LOCATION

- A geotag shows a physical location on Google Maps for Facebook, Twitter, and Instagram.

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## HASHTAGS

- # symbol combined with words or numbers without spaces.
- Create a custom hashtag for your practice to use in all posts. (ex: #VisionSourceKingwood)
- Use local and industry hashtags in your posts. (ex:#visionsource, #2020vision)

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## TAG USERS

- Mention your practice or people in a post preceded by the @ sign.

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## STORIES

- Create live content to engage with users and provide a personal touch.
- Share videos of what goes on inside of your practice to showcase your staff and culture.
- Stories are only posted for 24 hours.

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## SOCIAL MEDIA CHECKLIST

- ✓ Interesting photo that highlights your practice
- ✓ Discussion about relevant topic
- ✓ Engaging caption that promotes the post
- ✓ Tag practice and/or people
- ✓ Tag physical location
- ✓ Use hashtags
- ✓ Call-to-action (CTA)

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## OTHER SOCIAL MEDIA TIPS FOR YOUR PRACTICE

- Utilize Vision Source® social posts as well as posts from vendors. Sharing and re-posting are effective ways of connecting with patients and prospective clients as well as the medical community.
- Like and follow vendors whose products and equipment you use in the office, and businesses in your community to connect with patients.
- Order a **geospatial analysis** and work with the Vision Source® team on specific social media goals including which platforms to focus on and the best use of available content.
- Visit the Vision Source® **Social Media Marketing Toolkit** on Insight for content, videos, and tutorials to help make your social media campaigns shine.  
<https://visionsource.com/mtk/social-media/>
- Email [marketing@visionsource.com](mailto:marketing@visionsource.com) for additional help with your social media programs.