

INTRODUCTION

Social media is a powerful tool for building awareness, strengthening patient relationships, and supporting long-term practice growth. When used strategically, it can help your clinic remain visible, credible, and connected to your community between visits.

This guide provides practical recommendations for managing professional social media accounts efficiently and effectively.



SOCIAL MEDIA FUNDAMENTALS

Define Your Audience

Identify who you want to reach before developing content:

- Age range and life stage
- Hearing health awareness level
- Geographic location
- Referral sources (patients, caregivers, physicians, community partners)

Understanding your audience helps determine tone, topics, and platform selection.

Establish Clear Objectives

Each post should support a defined purpose. Common objectives include:

- Increasing awareness of hearing health
- Encouraging appointment scheduling
- Educating patients and caregivers
- Promoting services or events
- Strengthening community presence

Before publishing, ask: What action should someone take after seeing this post?

Maintain a Consistent Voice

Use a tone that reflects a professional healthcare practice:

- Clear and supportive
- Informative without being overly technical
- Respectful and patient-focused
- Consistent across platforms

Avoid overly casual language, slang, or excessive promotional messaging.



CONTENT BEST PRACTICES

01

Include a Clear Call to Action

Guide readers toward a specific next step:

- Schedule an appointment
- Call the office
- Visit your website
- Learn more about a service
- Attend an event

Vary language to keep posts engaging while maintaining professionalism.

02

Use Appropriate Content Formats

Different formats serve different purposes. Consider incorporating:

- Educational graphics
- Short videos
- Patient education topics
- Event announcements
- Practice updates
- Community involvement

Interactive features such as polls or questions can increase engagement when used thoughtfully.

03

Prioritize Quality and Relevance

Effective content should be:

- Accurate and easy to understand
- Visually clear and professional
- Relevant to your patient population
- Consistent with your services

Avoid posting solely to maintain activity. Focus on value.

PLATFORM GUIDANCE

Facebook

Facebook is ideal for reaching adults, particularly 45+ and older audiences who engage with local community and health-related content.

Recommended Uses:

- Educational posts, practice updates, events, community highlights, patient reminders

Purpose:

- Build relationships, promote local events, increase visibility

Learn More / Resources:

- [Facebook for Business – overview of business features](#)
 - [Boost a Post on Facebook – step-by-step instructions](#)
-

Instagram

Instagram works best for adults 25–44 who respond to visual storytelling, making it ideal for lifestyle-focused content and showing the human side of your practice.

Recommended Uses:

- Educational tips, short videos/reels, behind-the-scenes, lifestyle posts,
- Stories for promotions/events, testimonials

Purpose:

- Showcase practice culture, engage visually, drive appointment inquiries

Learn More / Resources:

- [Instagram for Business – setting up a business account](#)
 - [Instagram Ads Guide – promoting posts via Meta Ads Manager](#)
-

LinkedIn

LinkedIn is ideal for connecting with professionals, referral partners, and the broader healthcare network, reaching audiences 30+ who value credible, professional insights.

Recommended Uses:

- Practice milestones, team profiles, educational content, networking posts

Purpose:

- Build professional credibility, strengthen referral relationships

Learn More / Resources:

- [LinkedIn Marketing Solutions – overview and resources](#)
- [LinkedIn Ads – instructions on creating sponsored content](#)



POSTING & SCHEDULING

Plan Ahead

Scheduling posts in advance keeps your social media presence consistent while reducing daily workload.

Benefits:

- More strategic content planning
- Consistent posting frequency
- Time savings for staff
- Ability to align posts with campaigns or even

Benefits:

- More strategic content planning
- Consistent posting frequency
- Time savings for staff
- Ability to align posts with campaigns or even

Best Practices for Hearing Care Practices:

- Develop a simple content calendar (weekly or monthly) to plan educational tips, promotions, and patient reminders
- Keep post frequency manageable (e.g., 2–3 posts per week per platform)
- Time posts when your audience is most active — mornings and early evenings often perform best
- Use consistent branding and messaging to reinforce your practice identity
- Repurpose content across platforms with minor adjustments to fit each format



ADVERTISING BASICS

Why Advertise on Social Media

Paid promotions help your practice reach people who may not see your posts organically. Advertising can:

- Increase awareness of services locally
- Drive traffic to your website or appointment page
- Highlight events, promotions, or seasonal campaigns
- Support patient acquisition and retention efforts

Boosted Posts / Sponsored Content

Boosting or sponsoring a post extends its reach beyond your current followers.

Tips for Successful Ads:

- Define your goal: Awareness, website visits, appointment bookings, or event sign-ups
- Target strategically: Location, age, interests, and behaviors that match your ideal patients
- Set a realistic budget: Even a small daily budget can reach many potential patients
- Schedule thoughtfully: Run ads when your target audience is most active online
- Monitor performance: Track reach, clicks, and engagement to refine future campaigns
- Pro Tip: Pinning a post before boosting can increase visibility, keeping it at the top of your profile for visitors and followers

Learn How to Advertise / Links:

Facebook: Boost a Post, Meta Ads Manager

Instagram: Promote Instagram Posts via Meta Ads Manager

LinkedIn: Create Sponsored Content

Pin a Post on Each Platform

Pinning keeps important info at the top of your profile so they are immediately visible.

Keep pinned posts updated to reflect current promotions or important announcements



How to Pin:

- Facebook: Go to the post » Click the three dots (...) » Select Pin to Top of Page
- Instagram: Go to your profile » Tap the post » Tap the three dots (...) » Select Pin to Your Profile
- LinkedIn: Go to your post » Click the three dots (...) » Select Pin to Top

ENGAGEMENT & COMMUNICATION



Respond Promptly

Timely responses demonstrate attentiveness and professionalism. Aim to:

- Acknowledge questions quickly
- Provide clear information
- Direct patients to call the office for complex issues
- Maintain privacy standards

Maintain Professional Interactions

All public responses represent your practice. Use a tone that is courteous, helpful, clear, and HIPAA- conscious. Avoid discussing personal health information publicly.

PROFILE OPTIMIZATION

Ensure your social media profiles are complete and accurate. Include:

- Practice name
- Logo or professional profile image
- Description of services
- Phone number
- Website link
- Address and hours
- Appointment information

A complete profile builds credibility and makes it easier for patients to contact you.

ANALYTICS & PERFORMANCE

Most platforms provide insights into audience behavior. Key metrics to review:

- Reach and impressions
- Engagement (likes, comments, shares)
- Follower growth
- Website clicks
- Ad performance

Regular review helps refine future content.



CONCLUSION

A thoughtful social media presence supports patient education, strengthens relationships, and enhances your practice's visibility within the community.

Consistency, professionalism, and relevance are more important than posting frequency alone. By focusing on clear objectives and meaningful content, your practice can use social media as an effective communication tool.

If you have any questions or need help with your social media, please contact us at marketingservices@sonova.com
