

8 SOCIAL MEDIA TIPS FOR YOUR EYECARE PRACTICE.



How social media can benefit your practice by keeping your patients in the loop.

Social media is one of the best ways to stay connected to your patients as well as reaching out to those who maybe haven't heard of your eyecare practice yet. And while time hasn't always been on your side, these 8 insightful tips can help you grow your presence on the internet as well as keep you connected to your existing/potential customer-base.

1. START WITH A PLAN. Like anything, a good plan can lead to great results. Take the time to think about what your patients are thinking. What questions or concerns they might have? Once you have an idea about what you want to communicate, let's get you started!

2. GETTING ONBOARD. Start with your personal profiles on Facebook and LinkedIn. Make it clear who you are and what you know. Create your company pages on the most used social media channels. Facebook, LinkedIn, Twitter and Instagram, are among these.

3. CREATE GREAT CONTENT. Remember that your network wants what is relevant to them and not to you. Solutions to problems, tips and ideas on eye care, fashion trends, product news, education, are all areas where you will succeed.

4. BE RESPONSIVE. Respond to comments as quickly as possible. Do not erase negative comments since answering these are probably your best way to show that you really care. It will build trust.

5. USE OTHER EXPERTS. Follow the experts in social media channels and share their news, comments, or information if applicable to your audience. It is a good way to build your network and gain trust.

6. DON'T OVERUSE PROMOTIONS. Of course, you can run a campaign now and then but remember that this is what you want and if you do it too often your audience will leave you. No one wants to be spammed.

7. ASK YOUR CUSTOMERS. Use your existing customers that visit your store as a knowledge base for your social media activation. Simply ask them which channels they use and what they would like to see from you. This also promotes your activities and shows that you care.

8. STAY ACTIVE. Once you have started you must be active. Followers will drop off if they notice that you are inactive for long periods of time. It is better to be active in few social media channels than inactive in many. Start small and expand as you see the benefits. In the long run, social media channels might even become your best channel for customer care. Be where your customers are.

Good luck!

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