

A woman with long, wavy brown hair, wearing a black top and a black skirt, is sitting on a white stool. She is holding a red smartphone in her right hand and gesturing with her left hand. The background is a teal wall with abstract, light-colored patterns.

MASTERING SOCIAL MEDIA:

10 TIPS TO LEVEL UP YOUR GAME

SPEAKER:

MICHELLE ALEXANDER



MASTERING SOCIAL MEDIA:

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YOUR GAME**

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marketing4ecps

Director of Marketing
& Communications



DATING PROFILES

- 75 million monthly active users on Tinder
- **2-5 seconds** reviewing a profile before swiping left (not interested) or right (interested)
- Like a dating profile, practice's have *seconds* to communicate their message as consumers are bombarded with brands daily.
- Create profiles with intention



PROFILE #1



PROFILE #2



WHY SOCIAL MEDIA MATTERS

Potential patients are going out of their way to look you up on social media before deciding if they want to visit you.








**HAVING A SOCIAL
PRESENCE THAT
RESONATES WITH YOUR
AUDIENCE MATTERS.**

TIP #1

**SET YOURSELF UP FOR
SUCCESS**

IDENTIFY YOUR IDEAL PATIENT

	<p>Know who you're trying to market, advertise, and sell to (crucial to building a strategy that resonates with them)</p>
	<p>Think of your ideal patient: the person you wish you could see all day, every day</p>
	<p>What makes them this way? Demographics, psychographics, buying behaviors, etc.</p>

The background features a collection of overlapping, semi-transparent geometric shapes, primarily circles and squares, in a palette of muted colors including light blue, pale orange, and soft grey. These shapes are scattered across the white background, creating a layered, artistic effect.

**NOT EVERYONE IS GOING
TO ENGAGE WITH YOUR
SOCIAL ACCOUNTS, AND
THAT'S OKAY!**

GOALS OF SOCIAL MEDIA USE

DEFINE YOUR SOCIAL MEDIA GOALS

RAISE BRAND AWARENESS

82%

INCREASE BRAND ENGAGEMENT

60%

NEW CUSTOMER ACQUISITION

49%

INCREASE WEB TRAFFIC

42%

- What do you want to achieve
- Align social goals with overall practice objectives
- Decide how you're going to track success (tangible & intangible)



CHOOSE THE RIGHT PLATFORMS

- Determine where your target audience is most active
- Analyze your existing traffic sources
- Where do your competitors live on social



ALLOCATE RESOURCES

- Do I have the **budget**?
- Do I have the **time**?
- Do I have access to the right **expertise**?

TIP #2

**MAKE A GOOD FIRST
IMPRESSION**

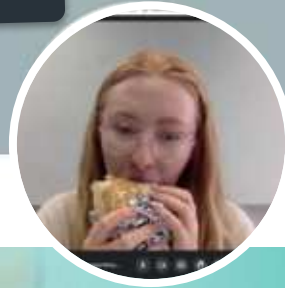
OPTIMIZE YOUR PROFILE

- Profile photo
- Cover photo
- Handle
- Bio/About section
- Contact info
- Instagram 'highlights'
- Pinned content



PROFILE PHOTO

- Your logo
- If you can't use your logo, choose an image that is relevant to your brand
- High-quality image sized appropriately



COVER PHOTO

- Represents your brand or showcases your services
- High-quality
- Keep it simple
- Consistency



YOUR HANDLE

- As close to your company name as possible
- Simple to remember, spell, and type
- Future-proofing: Ensure it'll remain relevant as your business grows.
E.g. potentially avoid location-specific names



TIP: Save your handle across all platforms even if it's just to hold the name

YOUR BIO

**MAKE IT CLEAR & MEMORABLE,
BUT MAKE IT SNAPPY!**

To simplify, include:

1. what you do
2. why you do it
3. where you do it

YOUR BIO

- Describe your brand's unique value proposition
- Communicate your mission
- Highlight your expertise
- Show your brand personality
- Call to Action
- Incorporate social proof
- Where you are

YOUR BIO

- Describe your brand's unique value proposition
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- Where you are



- ✓ Unique value proposition
- ✓ Show your brand personality
- ✓ Incorporate social proof

YOUR BIO

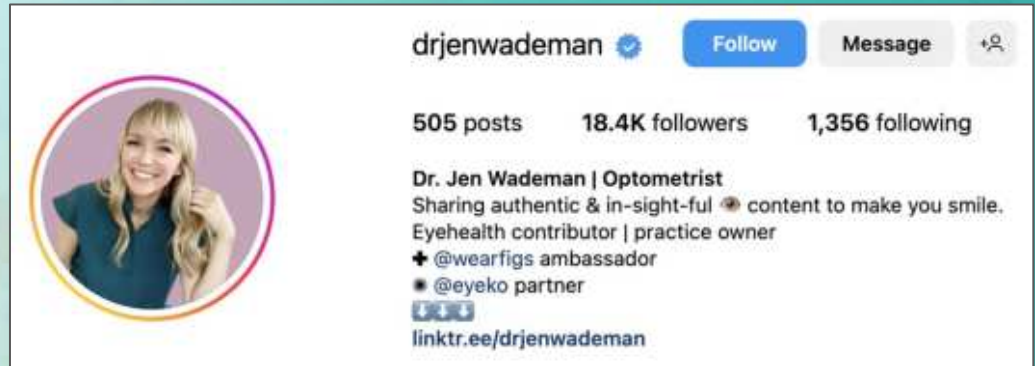
- Describe your brand's unique value proposition
- Communicate your mission
- Highlight your expertise
- Show your brand personality
- Call to Action
- Incorporate social proof
- Where you are



- ✓ Unique value proposition
- ✓ Highlight your expertise
- ✓ Location

YOUR BIO

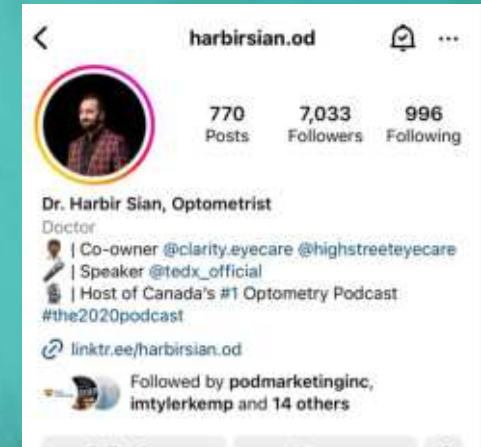
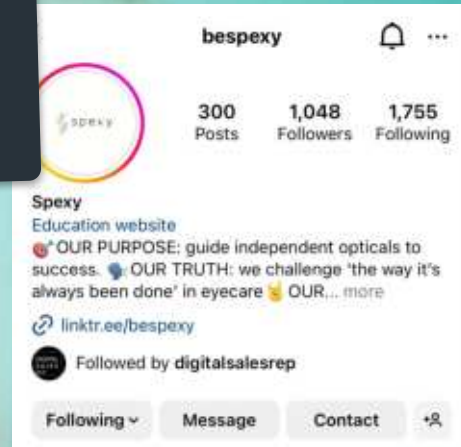
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- ✓ Unique value proposition
- ✓ Show your brand personality
- ✓ Incorporate social proof
- ✓ Call to action

OTHER STUFF

- Contact info
- IG Highlights
- Pinned content





CONSISTENCY = TRUST

- Social accounts are an extension of your website
- Consistency between social accounts
- Visual identity
- Voice and tone
- Ensure all team members understand and follow the brand guidelines

TIP #3

DON'T WING IT, PLAN IT

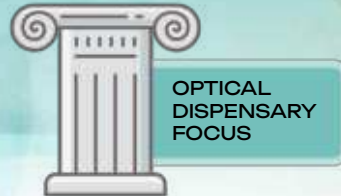
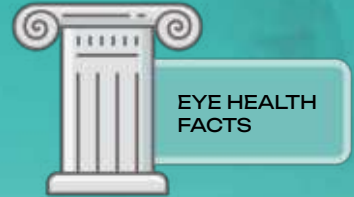
GET ORGANIZED

- Build a content strategy that aligns with your goals and appeals to your target audience
- Consistency is key!
- Create a calendar (repeatable systems, monthly themes, important dates, etc.)
- Invest in a scheduling tool



DEFINING YOUR CONTENT PILLARS

- *What are you posting about*
- Choose 3-5 content pillars for your business account
- Don't come on too strong.



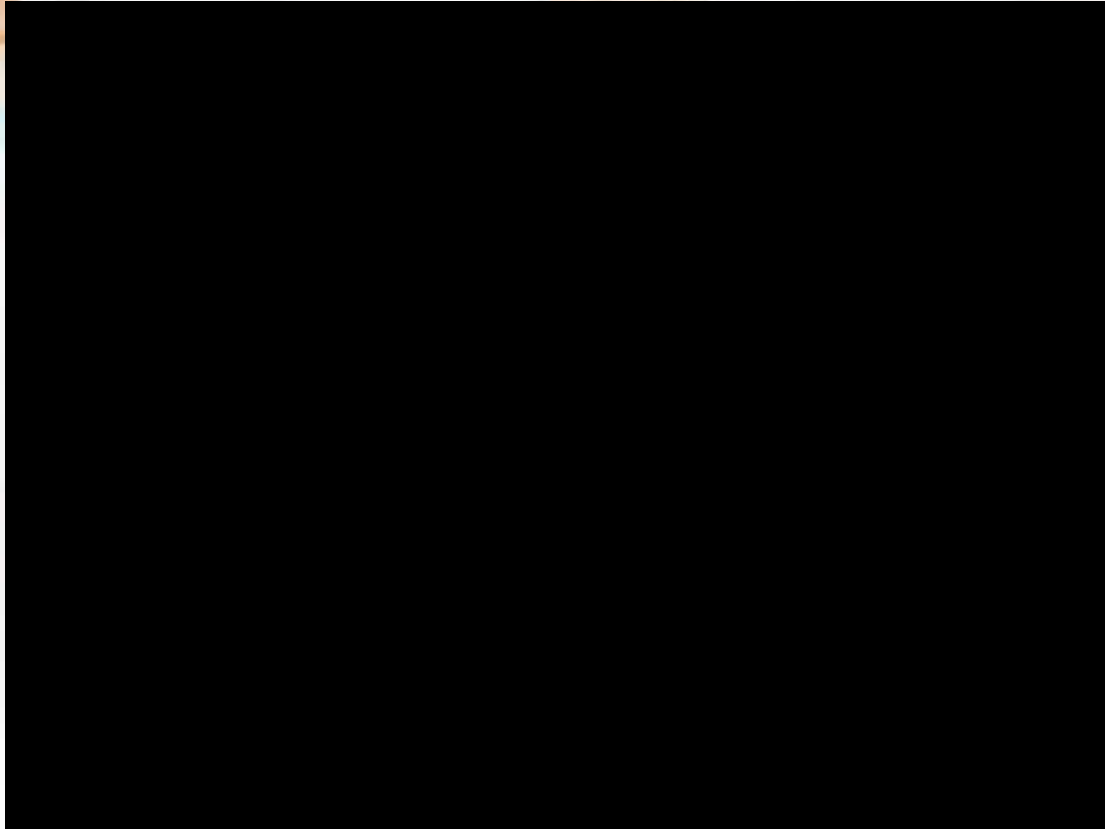
**EVERY POST SHOULD DO
AT LEAST 1 OF 3 THINGS..**

ENTERTAIN

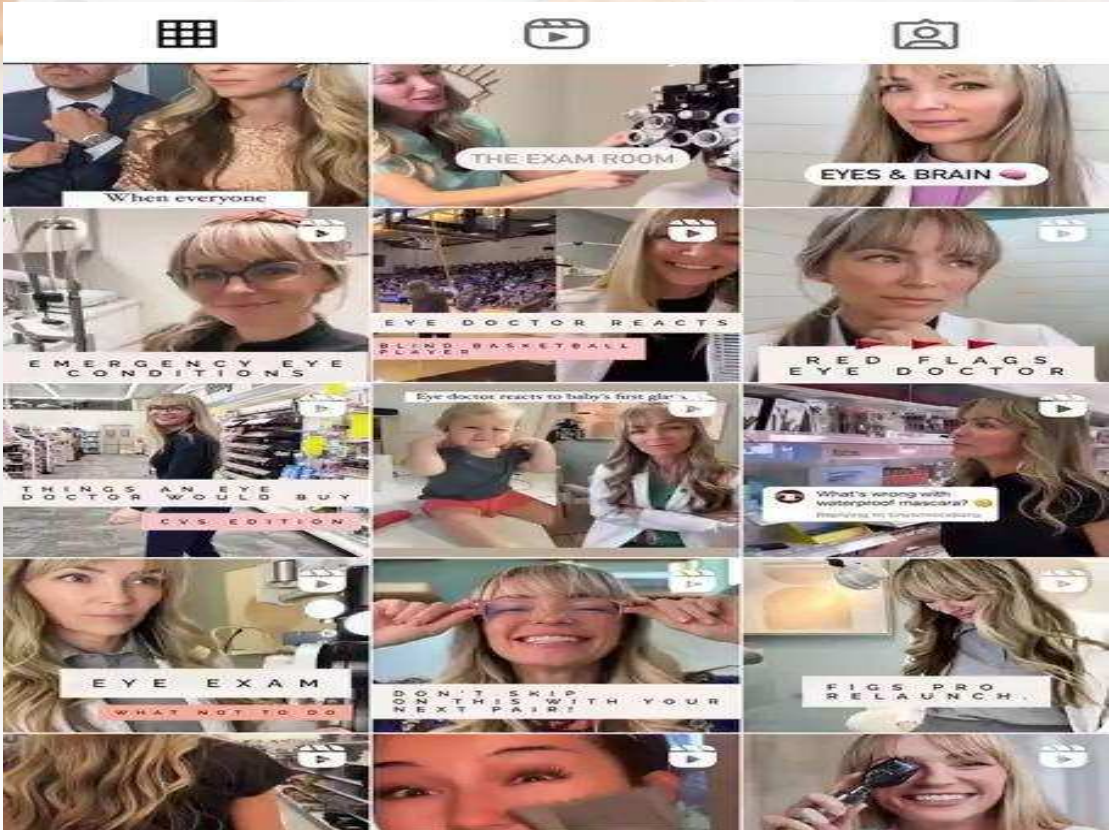
INSPIRE

EDUCATE

ENTERTAIN



INSPIRE



EDUCATE



HASHTAG STRATEGY

- Research relevant hashtags to use in posts
- Incorporate location-based hashtags to increase visibility in local search results
- Avoid using irrelevant and/or generic hashtags
- Use between 6-10 hashtags per post



TIP: 250 Rule

Avoid hashtags that have less than 250 photos or over 250,000 photos associated with it.

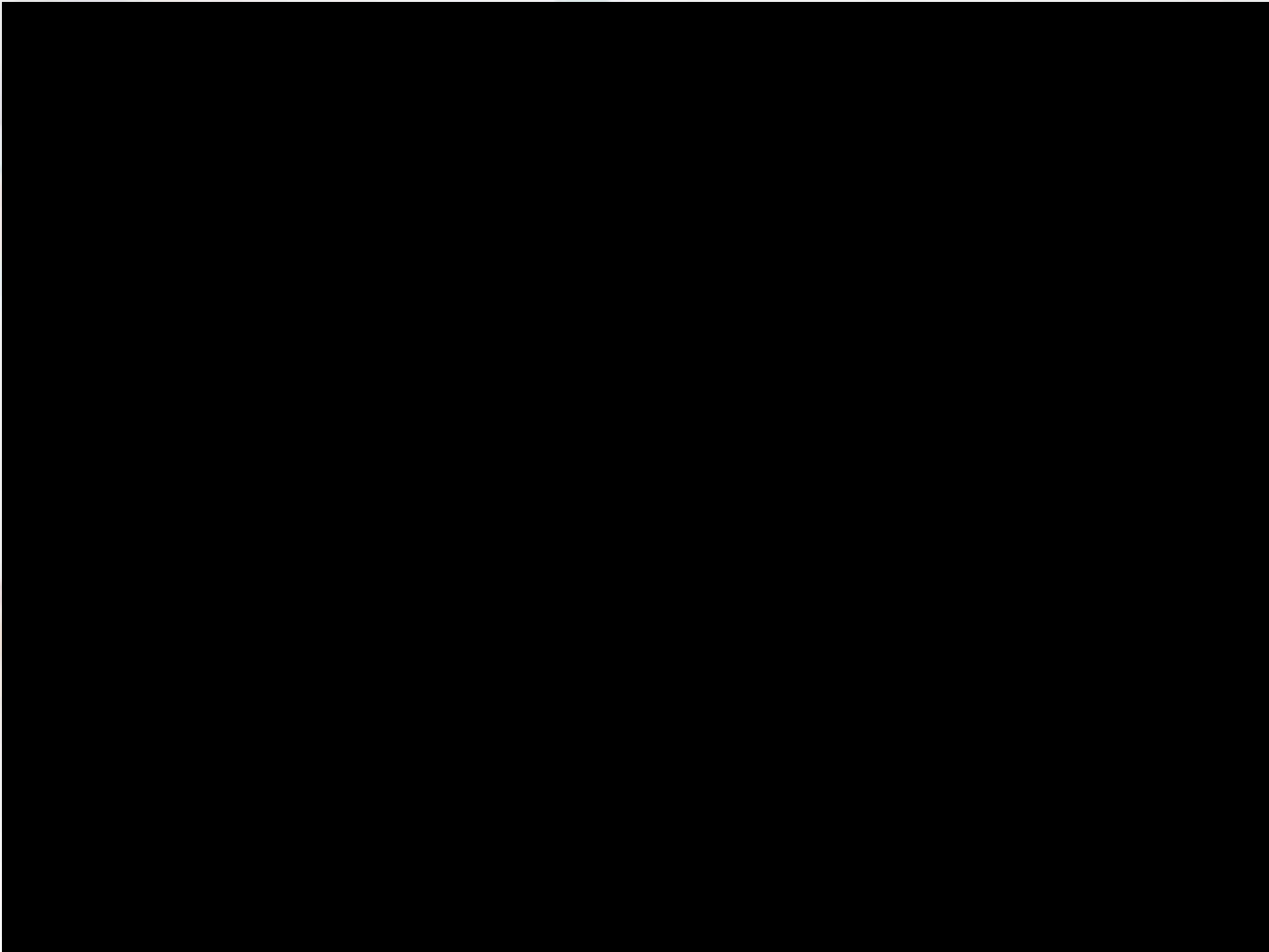
TIP #4

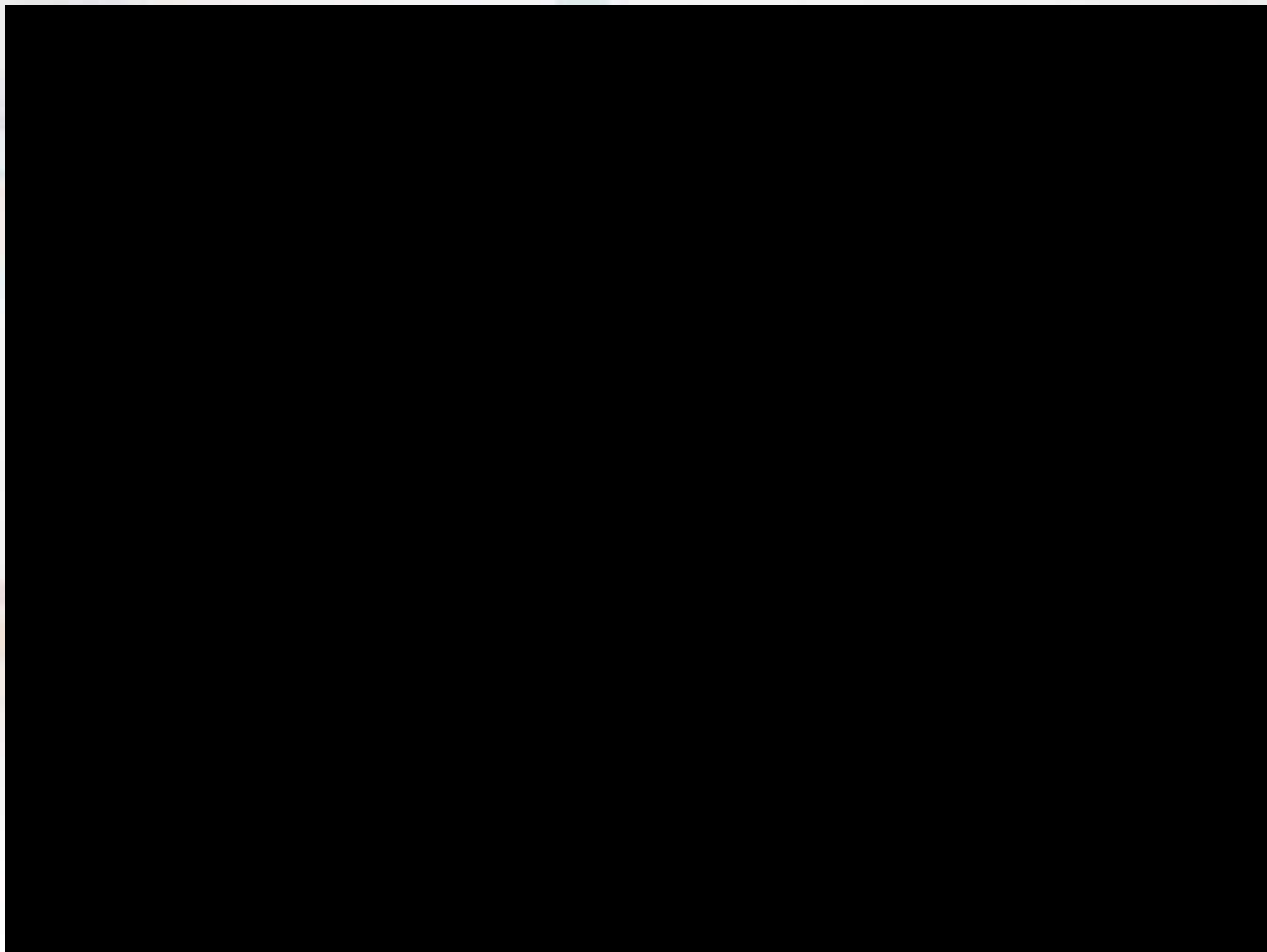
**TRANSFORM YOUR
CONTENT**

TRANSFORM YOUR CONTENT

- Repurpose your best content
- ‘Steal like an artist’:
 - a. Surround yourself with inspiration
 - b. Collect good ideas
 - c. Reimagine/remix content so that it becomes your own
- Tell stories









**BEFORE POSTING, ASK
YOURSELF: WOULD YOU
ENGAGE WITH IT?**

TIP #5

**LIGHTS, CAMERA, ACTION:
THE POWER OF VIDEO**

WHY VIDEO?

Users retain 95% of a message watched on video, and only 10% read in text

Short-form videos are 2.5x more engaging than long-form

91% of users watch videos on Instagram weekly

Tweets with video get 5x more replies, 2.8x more retweets and 1.9x more likes

2x as likely to buy something if they saw it in a YouTube video

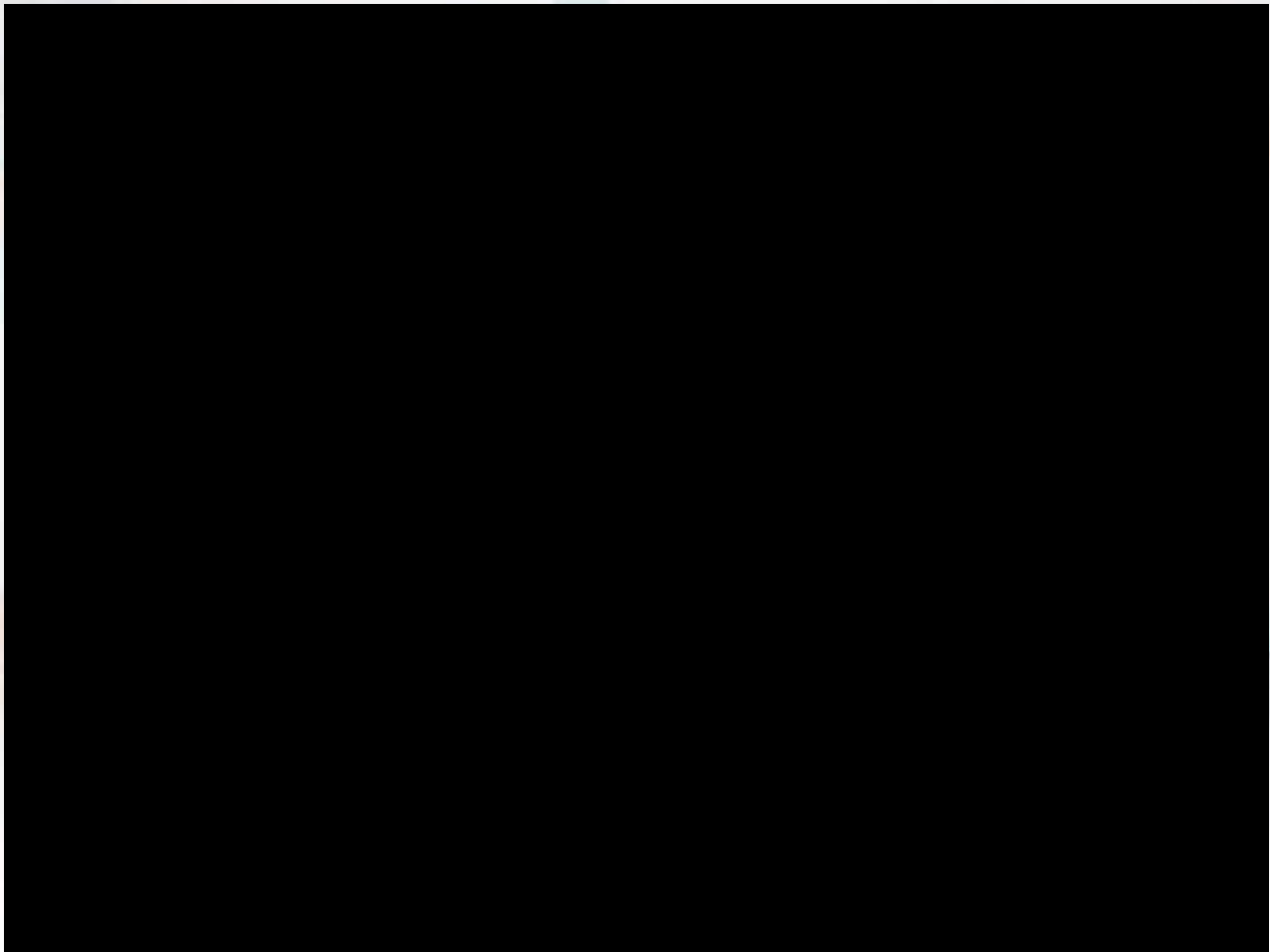
The background features a complex, abstract composition of overlapping geometric shapes. There are several large, semi-transparent circles and squares in various muted colors, including light blue, teal, orange, and grey. The overall effect is a layered, artistic pattern that provides a modern and professional backdrop for the text.

**YOU CAN NO LONGER AFFORD
NOT TO USE SOCIAL VIDEO TO
PROMOTE YOUR PRACTICE**

VIDEO TIPS

- Show your face
- Release perfectionism
- Capture attention early
- Consider muted viewers
85% of Facebook videos are watched without sound
- Film everything you do
Within reason of course





TIP #6

**IT'S NOT JUST ABOUT YOU:
SHOW YOU CARE**

**SOCIAL MEDIA MARKETING IS
LIKE DATING.**

**IF YOU ONLY FOCUS ON
YOURSELF, YOU'RE NOT GOING
TO GET A SECOND DATE.**

ENGAGEMENT

- Monitor notifications regularly & respond promptly
- Engage with your followers on *their* posts!
- Engage with potential patients who don't know about you yet
- Encourage and interact with customer-generated content
- Engage your staff
- Address both positive and negative feedback (no 'ghosting')

1 IN 5



Gen Z, Millennial and Gen X social media users have contacted a brand through DMs for customer service in the past 3 months.

-Meltwater

TIP #7

**BETTER TOGETHER:
COLLABORATE**

**BECAUSE WE
COULD ALL USE
A WINGPERSON**



BENEFITS OF COLLABS

- Reach new, diverse audiences
- Generate fresh and engaging content
- Enhance brand visibility and credibility through shared platforms



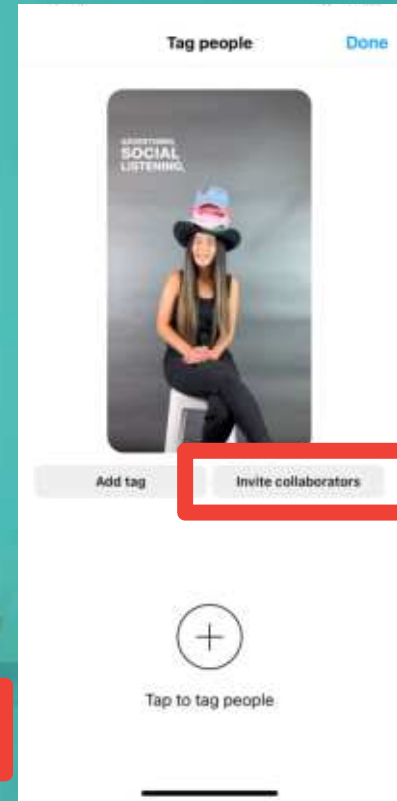
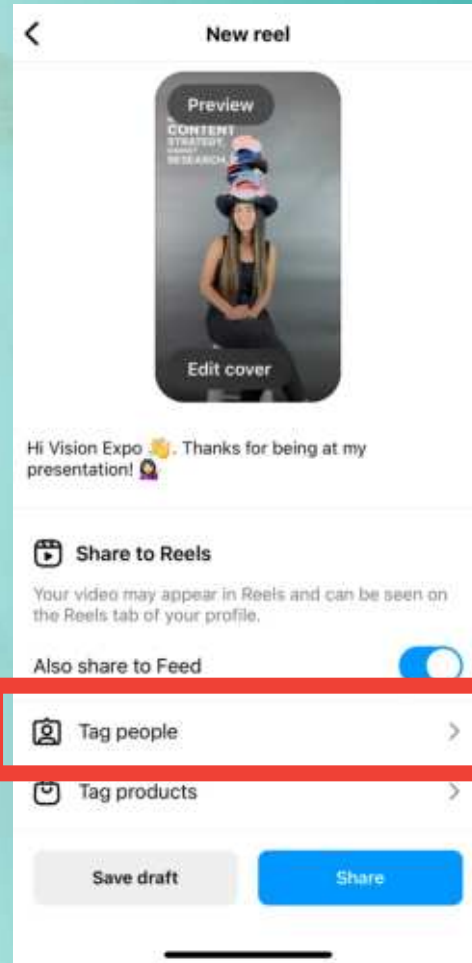
PHOTO: ALDO



PHOTO: ALDO

IDENTIFYING POTENTIAL COLLABORATORS

- Local businesses in complementary industries
E.g. health and wellness stores, fashion boutiques, lash studios, etc.
- Bloggers, YouTubers, Instagrammers, TikTokers, nano-influencers, etc. who focus on health, wellness, beauty, or lifestyle in your area
- Local community events, networks and organizations





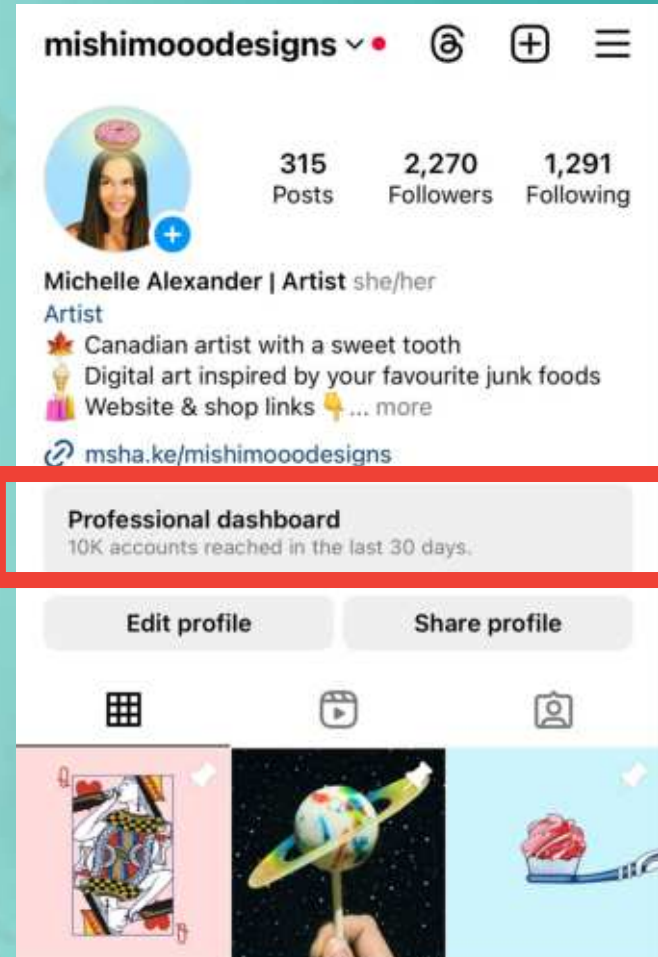
**THE GOAL IS TO ESTABLISH
RELATIONSHIPS THAT ARE
MUTUALLY BENEFICIAL.**

TIP #8

DATA IS SEXY

DATA IS SEXY

- Track metrics regularly using social media analytics tools
- Identify trends over time (e.g. which posts receive the highest/lowest engagement)
- Adjust strategy based on performance data










METRICS

The most important metrics will depend on your goals. Examples:

- **Brand Awareness:** Focus on reach and impressions
- **Brand Loyalty:** Focus on engagement
- **Improve Sales:** Look at conversion rates and referral traffic





**DATA IS GREAT.. BUT
SOMETIMES YOU HAVE TO GO
WITH YOUR GUT.**

TIP #9

PAY TO PLAY

PAID SOCIAL ADS

Consider using paid advertising on social media platforms to reach a larger audience and drive more engagement:

- Ads vs. boosting
- Target specific audiences based on demographics, interests, or behaviors
- Monitor performance regularly and adjust strategy as needed

Pack Optical
Sponsored

Looking at a screen all day? Your eye discomfort could be caused by dry eye. Let us bring your eyes the relief they need.

PACK OPTICAL

Suffering from dry, sore or red eyes?
Take our free dry eye quiz today.

packoptical.com
Dry Eye Relief Starts Here [Learn more](#)
Get relief from dry eye wit...

Like Comment Share

TIP #10

**AI: YOUR SECRET
WEAPON**



**WHAT DOES AI AND ONLINE
DATING HAVE IN COMMON?**



are in good hands.

#WorldOptometryDay #Vision
#EyeCare"

4. "Eyesight is one of our most valuable senses, protect it on World Optometry Day, March 23rd. #WorldOptometryDay #EyeCare #Optometry"
5. "Good vision leads to a better life, let's celebrate World Optometry Day on March 23rd and make sure our eyes are getting the care they deserve. #WorldOptometryDay #EyeHealth #OptometryAwareness"



I



ChatGPT Jan 30 Version. Free Research Preview. Our goal is



chat.openai.com



Done



2:43



maintaining good eye health, and can help detect any potential issues before they become bigger problems. So take advantage of World Optometry Day and book your eye exam today. Your eyesight is worth it! #WorldOptometryDay #EyeExam #VisionCare"



I



ChatGPT Jan 30 Version. Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve.

chat.openai.com



Done





Please provide 100 Instagram post ideas for my optometry practice



Certainly! Here are 100 Instagram post ideas for your optometry practice:

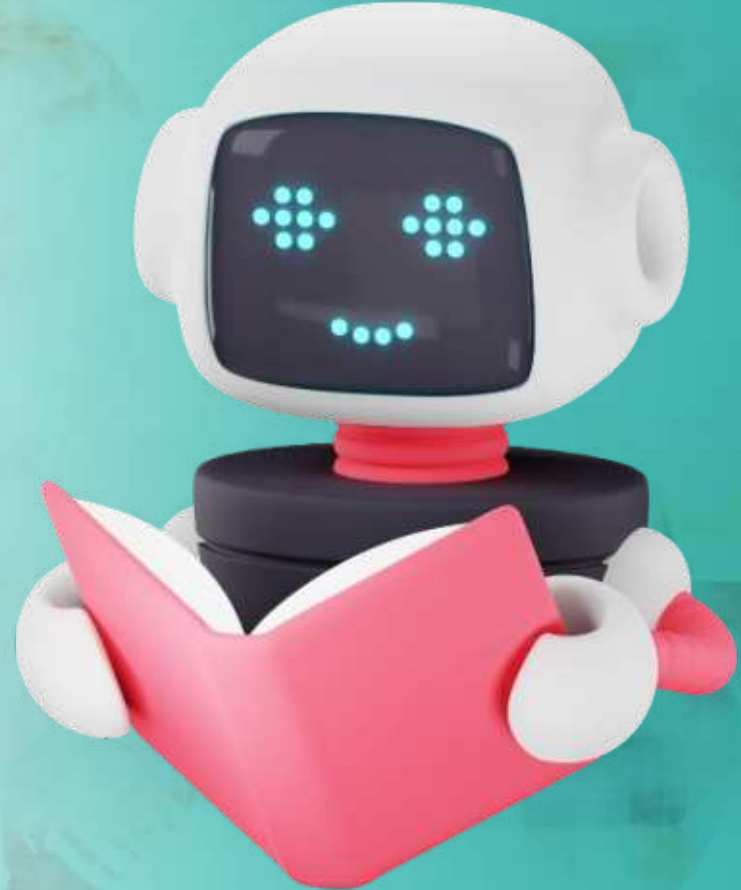


1. A photo of your team introducing themselves.
2. Share an eye health tip of the day.
3. Before and after photos of patients with vision correction.
4. Showcase different frame styles and trends.
5. Share a fun eye-related joke or riddle.
6. Feature a patient testimonial with their permission.
7. Highlight a specific lens type and its benefits.
8. Behind-the-scenes photo of your office or lab.
9. Offer a discount or promotion for a specific service.
10. Share a photo of a local landmark and encourage followers to tag you when they visit.
11. Inspirational quote related to vision or eye health.
12. A photo of your reception area with a welcoming message.
13. Feature a local artist who creates eye-related artwork.
14. Share a healthy recipe that promotes good eye health.
15. Ask followers to share their favorite eyewear brands.
16. Share a fun fact about the human eye.

CHATGPT

1. Go to www.openai.com in your web browser
2. Navigate to ChatGPT section and sign-up

Note: You do not need the paid 'ChatGPT Plus'



BONUS TIP

**ALL ROADS LEAD TO
YOUR WEBSITE**

BONUS BONUS TIP

ASK US FOR HELP



Q&A

LET'S GET SOCIAL

GET THE SLIDES

SCAN THE QR CODE

**You're invited to a
FREE exclusive
workshop where our
experts will work with
you to optimize your
social media profiles!**

**Limited to 50 spots*



HOW TO ADDRESS NEGATIVE FEEDBACK

**Do not delete
comment**

Always reply publicly

1. Say 'Thank you'

2. 'Sorry'

3. Offer a solution

**4. Get the
conversation offline**