

UNLEASHING THE POWER OF LINKEDIN:

**THE SECRET SOCIAL CHANNEL
FOR EYE CARE PROFESSIONALS**

SPEAKER:

TRUDI CHAREST



UNLEASHING THE POWER OF LINKEDIN:

**THE SECRET SOCIAL
CHANNEL FOR EYE CARE
PROFESSIONALS**



SPEAKER:

TRUDI CHAREST





Trudi Charest

Speaker - Author



**QUEEN OF
SOCIAL SELLING &
PERSONAL BRANDING**

www.thedigitalsalesrep.com

Hire Me!



Trudi Charest · 1st

💰 Sales Coach & Trainer | 📈 Marketer | 📖 Best Selling Author | 🕶️ Optician | OWA Board Director | 🎤 Keynote & Workshop Speaker | 🌐 LinkedIn & Social Media Sales Expert

Talks about #salesadvice, #salescoaching, #successinsales, #salesdevelopment, and #businessdevelopment

Calgary, Alberta, Canada · [Contact info](#)

[Work With Me!](#) 📄

Member

Marketing4ECPs



University of Calgary

GIVEAWAY

ENTER TO WIN

A full social media profile makeover from Trudi!

- LinkedIn Profile
- Company Profile
- Instagram
- Facebook

**\$1500 value*





The mission of LinkedIn is simple:

**Connect the world's professionals to
make them more productive and
successful.**

WHAT WE'LL LEARN

FOR COMMUNITY ENGAGEMENT

WHAT WE'LL LEARN

WHY LINKEDIN

WHO NEEDS IT

BUILD A PROFILE

COMPANY PROFILE

POSTING + ENGAGING

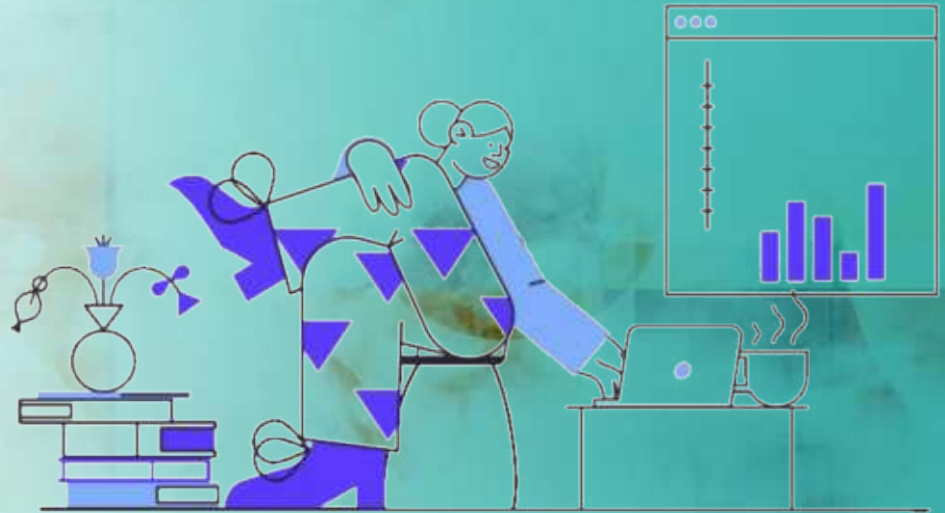
ADVERTISING

WHY LINKEDIN

FOR OPTOMETRY

WHY LINKEDIN

- 875 Million Members
- 40% of members engage organically every week
- Over 58 million companies are listed on LinkedIn - many unclaimed



WHY LINKEDIN

- Known as the place to find jobs & candidates
- Shows up in organic search results
- Employees can have a profile connected to your company & become brand ambassadors



The background is a collage of various documents, charts, and maps, including a world map, a bar chart, and a pie chart, all in a light, faded style.

WHO NEEDS IT

PERSONAL PROFILES

WHY

- To be found by patients
- To connect with ideal patients
- To engage with current & potential patients
- Tell your business story
- Show off your business and services
- Connect to your industry
- Stay on top of industry news
- Create brand ambassadors (teach staff)
- Show up to potential employees

dr, kristyna lensky-sipes



All Images News Videos Maps More Tools

About 2,260 results (0.53 seconds)

Stanford Ranch Optometry
<https://stanfordranchoptometry.com/our-practice>
Our Practice | Rocklin | Stanford Ranch Optometry
Dr. Kristyna Lensky Sipes, Optometrist, Dr. Kristyna Lensky Sipes graduated from Pacific University, College of Optometry with distinction in 2006.

LinkedIn
<https://www.linkedin.com/kristyna-lensky-sipes-od-637...>
Kristyna Lensky-Sipes, OD - Doctor - Self-employed
Rocklin, California, United States - Doctor - Self-employed
Kristyna Lensky-Sipes, OD, Owner of Stanford Ranch Optometry, Self-employed Pacific University, Rocklin, California, United States.

Images for dr. kristyna lensky-sipes



YouTube
<https://www.youtube.com/watch>
Ep 59 - Dr. Kristyna Lensky Sipes "Dry Eye" - YouTube

BE FOUND

When a patient searches your name on Google, your LinkedIn profile is one of the first pages to be listed.

But, only if you have a personal LinkedIn page!

BUILD A PROFILE

WHAT TO INCLUDE



BEFORE

Kristyna Lensky-Sipes, OD · 1st

Owner of Stanford Ranch Optometry

Rocklin, California, United States · [Contact info](#)

500+ connections



Al Greco, Dr. Alan N. Glazier, and 244 other mutual connections



Pacific University



STANFORD RANCH
Optometry +++++
+++++

Dr. Kristyna Lensky-Sipes Optometrist

Speaker - Author - KOL - Dry Eye Expert



AFTER

Dr. Kristyna Lensky-Sipes, OD · 2nd
Optometrist | Dry Eye Expert | Key Opinion Leader | Speaker | Author

Talks about #dryeyes, #eyewear, #eyeexams, #eyehealth, and #contactlenses

Rocklin, California, United States · [Contact info](#)

[Book An Eye Exam or Contact Me](#) ↗

885 followers · 500+ connections



Stanford Ranch Optometry



Pacific University



STANFORD RANCH
Optometry +++++
 +++++

Dr. Kristyna Lensky-Sipes Optometrist

Speaker - Author - KOL - Dry Eye Expert

www.stanfordranchoptometry.com

Rocklin, CA

Check out our featured dry eye treatment **OptiLight**



Dr. Kristyna Lensky-Sipes, OD · 2nd
 Optometrist | Dry Eye Expert | Key Opinion Leader | Speaker | Author

Talks about #dryeyes, #eyewear, #eyeexams, #eyehealth, and #contactlenses

Rocklin, California, United States · [Contact info](#)

[Book An Eye Exam or Contact Me](#)

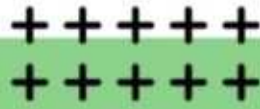
885 followers · 500+ connections

Stanford Ranch Optometry

Pacific University



STANFORD RANCH
Optometry



Dr. Kristyna Lensky-Sipes Optometrist

Speaker - Author - KOL - Dry Eye Expert

www.stanfordranchoptometry.com

Rocklin, CA



Check out our featured dry eye treatment **OptiLight**

NEW COVER DESIGN

Dr. Kristyna Lensky-Sipes, OD · 2

Optometrist | Dry Eye Expert | Key Opinion Leader | Speaker | Author

Talks about #dryeyes, #eyewear, #eyeexams, #eyehealth, and #contactlenses

Rocklin, California, United States · [Contact info](#)

[Book An Eye Exam or Contact Me](#)

885 followers · 500+ connections



Pacific University



STANFORD RANCH
Optometry +++++
+++++

Dr. Kristyna Lensky-Sipes Optometrist

Speaker - Author - KOL - Dry Eye Expert

www.stanfordranchoptometry.com

Rocklin, CA

Check out our featured dry eye treatment **OptiLight**



Dr. Kristyna Lensky-Sipes, OD · 2nd
Optometrist | Dry Eye Expert | Key Opinion Leader | Speaker | Author

ADDED DR.

[Book An Eye Exam or Contact Me](#)

885 followers · 500+ connections



Stanford Ranch Optometry



Pacific University



STANFORD RANCH
Optometry

++++
++++

Dr. Kristyna Lensky-Sipes Optometrist

Speaker - Author - KOL - Dry Eye Expert

www.stanfordranchoptometry.com

Rocklin, CA

Check out our featured dry eye treatment **OptiLight**



Dr. Kristyna Lensky-Sipes, OD · 2nd

Optometrist | Dry Eye Expert | Key Opinion Leader | Speaker | Author

ADDED NEW TITLES

[Book An Eye Exam or Contact Me](#)

885 followers · 500+ connections



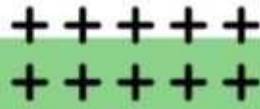
Stanford Ranch Optometry



Pacific University



STANFORD RANCH
Optometry



Dr. Kristyna Lensky-Sipes Optometrist

Speaker - Author - KOL - Dry Eye Expert

www.stanfordranchoptometry.com

Rocklin, CA

Check out our featured dry eye treatment **OptiLight**



Dr. Kristyna Lensky-Sipes, OD · 2nd
Optometrist | Dry Eye Expert | Key Opinion Leader | Speaker | Author

Talks about #dryeyes, #eyewear, #eyeexams, #eyehealth, and #contactlenses



Stanford Ranch Optometry



Pacific University

ADDED HASHTAGS



STANFORD RANCH
Optometry + + + + +
+ + + + +

Dr. Kristyna Lensky-Sipes Optometrist

Speaker - Author - KOL - Dry Eye Expert

www.stanfordranchoptometry.com

Rocklin, CA

Check out our featured dry eye treatment **OptiLight**



Dr. Kristyna Lensky-Sipes, OD · 2nd

Optometrist | Dry Eye Expert | Key Opinion Leader | Speaker | Author

Talks about #dryeyes, #eyewear, #eyeexams, #eyehealth, and #contactlenses

Rocklin, California, United States · [Contact info](#)

[Book An Eye Exam](#)

885 followers · 5 posts

ADDED THE FOLLOW



Stanford Ranch Optometry



Pacific University



STANFORD RANCH
Optometry +++++
+++++

Dr. Kristyna Lensky-Sipes Optometrist

Speaker - Author - KOL - Dry Eye Expert

www.stanfordranchoptometry.com

Rocklin, CA

Check out our featured dry eye treatment **OptiLight**



Dr. Kristyna Lensky-Sipes, OD · 2nd
Optometrist | Dry Eye Expert | Key Opinion Leader | Speaker | Author

Talks about #dryeyes, #eyewear, #eyeexams, #eyehealth, and
#contactlenses

Rocklin, California, United States · [Contact info](#)

[Book An Eye Exam or Contact Me](#) ↗

885 followers · 500+ connections

Stanford Ranch Optometry

CLAIMED THE BUSINESS PAGE & LINKED TO PROFILE



Dr. Kristyna Lensky-Sipes, OD

Optometrist | Dry Eye Expert | Key Opinion Leader | Speaker | Author

Mo

Experience



D
Se

BEFORE

Education



Pacific University

Doctor of Optometry, Optometry



University of California, Davis

Experience

Optometrist - Optometric Doctor - OD - Practice Owner

Stanford Ranch Optometry - Self-employed

Jul 2018 - Present - 4 yrs 11 mos

Rocklin, California, United States - On-site

Stanford Ranch Optometry is a full service eye care practice in Rocklin, CA. We do eye exams, Diabetic eye exams, contact lenses fitting and eyewear sales. We also

Skills: Myopia Management - Eye Exams - Eyewear - Eye Health - Dry Eye



L

Key Opinion Leader - Speaker - Dry Eye Specialist

Lumenis

Jul 2021 - Present - 1 yr 11 mos

San Francisco County, California, United States



Education



Pacific University

Doctor of Optometry, Optometry

Jun 2006



University of California, Davis

AFTER

- Claimed business page & updated to searchable titles
- Added Description
- Added top 5 skills
- Added featured images
- Added new sections to highlight being a KOL & speaker
- Added featured images
- Added date of graduation

Skills

Myopia Management

— Optometrist - Optometric Doctor - OD - Practice Owner at Stanford Ranch Optometry

 1 endorsement

✓ Endorsed

Eye Exams

— Optometrist - Optometric Doctor - OD - Practice Owner at Stanford Ranch Optometry

 1 endorsement

✓ Endorsed

Eyewear

— Optometrist - Optometric Doctor - OD - Practice Owner at Stanford Ranch Optometry

 1 endorsement

✓ Endorsed

Show all 6 skills →

AFTER

- Added a full new skills section
 - This allows for people & patients to endorse you for skills & show up for skills when someone is searching.

The background of the image is a collage of various business-related documents, including charts, graphs, and spreadsheets, rendered in a light, faded style. Overlaid on this background are two prominent text boxes. The first is a large, black, rounded rectangular box containing the text 'BUSINESS PROFILE' in white, bold, uppercase letters. Below it is a smaller, teal-colored, rounded rectangular box containing the text 'CLAIM YOUR PAGE' in white, bold, uppercase letters.

BUSINESS PROFILE

CLAIM YOUR PAGE



**DRY EYE
TREATMENT**
Book an assessment today!



StanfordRanchOptometryKil@gmail.com



[916-624-9396](tel:916-624-9396)



www.reallygreatsite.com

Stanford Ranch Optometry

Our mission is to deliver the highest standard of evidence-based eye care to our Rocklin community.

Optometrists · Rocklin, California · 9 followers · 5 employees



Lisa works here

+ Follow

Visit website

More

Home

About

Posts

Jobs

People

Insights



DRY EYE TREATMENT
Book an assessment today!



StanfordRanchOptometry@gmail.com



[916-624-9396](tel:916-624-9396)



www.reallygreatsite.com

Stanford Ranch Optometry

Our mission is to deliver the highest standard of evidence-based eye care to our Rocklin community.

CLAIMED BUSINESS

Lisa works here

+ Follow

Visit website

More



**DRY EYE
TREATMENT**
Book an assessment today!



StanfordRanchOptometryKil@gmail.com



[916-624-9396](tel:916-624-9396)



www.reallygreatsite.com

Stanford Ranch Optome

Our mission is to deliver the highest standard of
Optometrists · Rocklin, California · 9 followers · 5 employees

ADD COVER DESIGN



Lisa works here

+ Follow

Visit website

More

Home

About

Posts

Jobs

People

Insights



**DRY EYE
TREATMENT**
Book an assessment today!



StanfordRanchOptometryKil@gmail.com



[916-624-9396](tel:916-624-9396)



www.reallygreatsite.com

UPLOAD LOGO

Our mission is to deliver the highest standard of evidence-based eye care to our Rocklin community.

Optometrists · Rocklin, California · 9 followers · 5 employees



Lisa works here

+ Follow

Visit website

More

Home

About

Posts

Jobs

People

Insights



**DRY EYE
TREATMENT**
Book an assessment today!



StanfordRanchOptometry@gmail.com



[916-624-9396](tel:916-624-9396)



www.reallygreatsite.com

Stanford Ranch Optometry

Our mission is to deliver the highest standard of evidence-based eye care to our Rocklin community.

Optometrists · Rocklin, California · 9 followers · 5 employees

ADDED MISSION

+ Follow

Visit website

More

Home

About

Posts

Jobs

People

Insights



**DRY EYE
TREATMENT**
Book an assessment today!



StanfordRanchOptometry@gmail.com



[916-624-9396](tel:916-624-9396)



www.reallygreatsite.com

Stanford Ranch Optometry

Our mission is to deliver the highest standard of evidence-based eye care to our Rocklin community.

Optometrists · Rocklin, California · 9 followers · 5 employees

**ADDED
OPTOMETRIST
CATEGORY**

[Home](#) [About](#) [Posts](#) [Jobs](#) [People](#) [Insights](#)

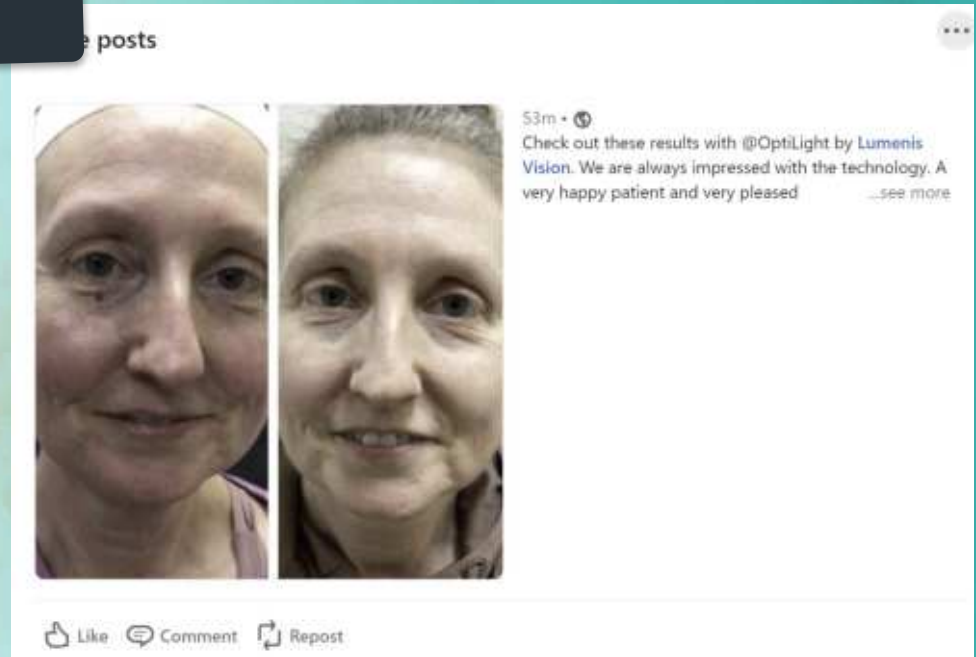


POSTING & ENGAGING

BUILD A COMMUNITY

FIRST POST

- Uploaded the first post to the LinkedIn company page
- Reuse content! This was a previous post from Instagram



EXAMPLE #2

LOOKING DEEPER



← Rectangular Snip

BEFORE



Laurie Capogna, OD

Optometrist and Author of *Eyefoods: A Food Plan for Healthy Eyes*

Niagara Falls, Ontario, Canada · [Contact info](#)

500+ connections

Open to

Add profile section

More



Eye Wellness

University of Waterloo

Show recruiters you're open to work — you ×

Showcase services you offer so you and your ×



DR. LAURIE CAPOGNA

Optometrist - Holistic Family Eyecare



AFTER

Dr. Laurie Capogna, OD · 2nd

Optometrist | Author | Speaker | Nutrition Expert | Dry Eye

Talks about #eyecare, #eyewear, #eyehealth, #nutrition, and #optometry


Niagara Falls, Ontario, Canada · [Contact info](#)

890 followers · 500+ connections

+ Follow

Message

More

 Eye Wellness

 University of Waterloo



DR. LAURIE CAPOGNA

Optometrist - Holistic Family Eyecare

📞 289-271-7462

📷 @myeyewellness

✉️ admin@myeyewellness.com

📍 Niagara Falls, ON

NEW COVER DESIGN

Dr. Laurie Capogna, OD · 2nd
Optometrist | Author | Speaker | Nutrition Expert | Dry Eye

Talks about #eyecare, #eyewear, #eyehealth, #nutrition, and #optometry

Niagara Falls, Ontario, Canada · [Contact info](#)

890 followers · 500+ connections

+ Follow

Message

More





University of Waterloo




DR. LAURIE CAPOGNA

Optometrist - Holistic Family Eyecare

 289-271-7462

 @myeyewellness

 admin@myeyewellness.com

 Niagara Falls, ON




Dr. Laurie Capogna, OD · 2nd

Optometrist | Author | Speaker | Nutrition Expert | Dry Eye

#optometry

ADDED DR.

 Eye Wellness

 University of Waterloo

+ Follow


Message


More




DR. LAURIE CAPOGNA

Optometrist - Holistic Family Eyecare

 289-271-7462

 @myeyewellness

 admin@myeyewellness.com

 Niagara Falls, ON



Dr. Laurie Capogna, OD · 2nd

Optometrist | Author | Speaker | Nutrition Expert | Dry Eye


#eyecare #optometry #dryeye #nutrition #health #wellness #eyewellness #optometry

ADDED NEW TITLES

+ Follow

Message

More


 Eye Wellness


 University of Waterloo




DR. LAURIE CAPOGNA

Optometrist - Holistic Family Eyecare

 289-271-7462

 @myeyewellness


 admin@myeyewellness.com

 Niagara Falls, ON

Dr. Laurie Capogna, OD · 2nd

Optometrist | Author | Speaker | Nutrition Expert | Dry Eye

Talks about #eyecare, #eyewear, #eyehealth, #nutrition, and #optometry

 Eye Wellness

 University of Waterloo

ADDED HASHTAGS

+ Follow

Message

More



DR. LAURIE CAPOGNA

Optometrist - Holistic Family Eyecare

289-271-7462

@myeyewellness

admin@myeyewellness.com

Niagara Falls, ON



Dr. Laurie Capogna, OD · 2nd
Optometrist | Author | Speaker | Nutrition Expert | Dry Eye

Talks about #eyecare, #eyewear, #eyehealth, #nutrition, and

Niagara Falls, Ontario, Canada · [Contact info](#)

890 followers · 500+ connections

+ Follow

Message

More

Eye Wellness

CLAIMED THE BUSINESS PAGE & LINKED TO PROFILE

About

Co-author of *Eyefoods: A Food Plan for Healthy Eyes* and *Eyefoods for Kids: A Tasty Guide to Nutrition and Eye Health*. Passionate about spreading the message of the importance of nutrition and lifestyle on the prevention of eye disease.

Speaker and motivator to both eye care professionals and the public. Active in engaging and inspiring people to spread the message about the power of food in maintaining eye health.

I practice full spectrum optometry including the areas of primary care, ocular health, and low vision, with a special interest on counseling patients on the importance of nutrition and lifestyle in the prevention of age-related macular degeneration.

Specialties: Ocular nutrition, ocular health, low vision.

Experience

Optometrist | Optometric Doctor | OD | Founder

Eye Wellness - Self-employed

Sep 2015 - Present - 7 yrs 9 mos

Niagara Falls, Ontario, Canada · On-site

Eye Wellness is a holistic family eyecare boutique in Niagara Falls, ON. We pride ourselves on offering a wellness experience when you see us for your next eye exam. Visit our website for more information: [...see more](#)

Skills: Contact Lenses · Eyewear · Eye Exams · Dry Eye · Cataract



Eye Wellness Boutique Optical

Author | Speaker | Eye Nutrition Consultant | Dry Eye Expert

Eyefoods

Jan 2011 - Present - 12 yrs 5 mos

Niagara Falls, Ontario, Canada

Co-author and publisher of *Eyefoods: A Food Plan for Healthy Eyes* and *Eyefoods for Kids: A Tasty Guide to Nutrition and Eye Health*. [...see more](#)

Skills: Nutrition · Disease · Eye Exams · Dry Eye



Eye Foods A Plan For Healthy Eyes

AFTER

- Added a detailed about section
- Claimed business page and added detailed information about the practice
- Added speaker experience
- Added skills
- Added featured images

A graphic with a background of blurred business documents and charts. A large black rounded rectangle contains the text 'BUSINESS PROFILE' in white. Below it, a teal rounded rectangle contains the text 'UPDATE YOUR PAGE' in white.

BUSINESS PROFILE

UPDATE YOUR PAGE

Claim Eye Wellness

Grow your business by becoming the admin or share this Page with the right person. [Share in a message](#)

Delete page

Claim this page

Join millions of Pages on LinkedIn



Raise brand awareness

Add company details such as logo, hashtags, content and more



Improve search discovery

Appear higher in search results on LinkedIn, Google and Bing



Growing your followers

Invite connections to follow and engage with potential customers

BEFORE



This listing was automatically created by LinkedIn. This listing is not currently maintained by, endorsed by or affiliated with Eye Wellness. [Learn more](#)

More

About

Jobs

People

Overview

Total eye wellness for the entire family in Niagara Falls, ON. At Eye Wellness, we care about the future of your vision.

Ad

LinkedIn Jobs.

Jobs

Dr. Laurie, find the people you want to interview

Post a free job

People also follow



LinkedIn News

Online Audio and Video Media

15,145,573 followers



Ana & 42 other connections follow this page



eyewellness

health • vision • boutique

DR. LAURIE CAOGNA & ASSOCIATES

Optometrist - Holistic Family Eyecare

289-271-7462

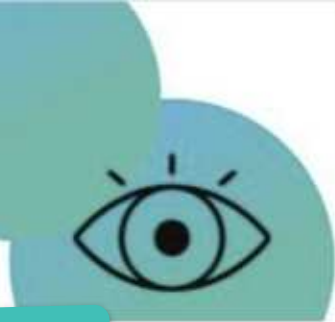
@myeyewellness

admin@myeyewellness.com

Niagara Falls, ON

eyewellness

health • vision • boutique



AFTER

Eye W

Medical Prac



Dr. Laurie & 1 other connection work here

+ Follow

Visit website

More

Home

About

Posts

Jobs

People

Insights



Eye Wellness

Medical Practices · Niagara Falls, Ontario · 3 followers · 8 employees

Dr. Laurie & 1 other connection work here

+ Follow

Visit website

More

Home **About** Posts Jobs People Insights

Overview

At Eye Wellness, we care about the future of your vision. We are sincere about helping your family by providing a holistic approach to your ocular health. We believe that eye health is an important facet of your overall health, and we care about the broader scope of your overall well being.

With state-of-the-art preventative and corrective practices, you can rest easy knowing we consider every aspect of your eye care. Whether your infant is in need of their first eye exam, you want to keep tabs on your prescription, or you have some questions about eye disease prevention – you'll find a welcoming team at Eye Wellness.

Website

<http://myeyewellness.com>

AFTER

- Added a new cover photo
- Added follow button
- Created a detailed overview of the practice
- Added the URL and a button to visit website

BUSINESS PROFILE

INSTAGRAM



myeyewellness

Following

Message



438 posts

400 followers

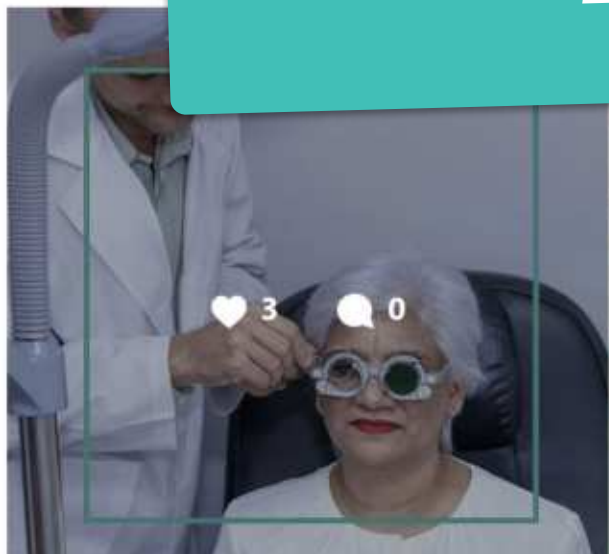
297 following

Eye Wellness

Vision • Health • Boutique

www.myeyewellness.com

BEFORE



myeyewellness

Following

Message



438 posts

400 followers

297 following



Eye Wellness

👁️ Optometrist

👁️ Eye Exams

👤 Dr. Laurie Capogna & Associates

👤 Eye Care Boutique

AFTER

📁 POSTS

📺 REELS

🏷️ TAGGED



myeyewellness

Following

Message



438 posts

400 followers

297 following

Eye Wellness

👁️ Optometrist

👁️ Eye Exams

👤 Dr. Laurie Capogna & Associates

👓 Eyewear Boutique

🥗 Eye Health & Nutrition

😓 Dry Eye Treatment

👁️ Contact Lenses

UPDATED LOGO

eyewear_mod0_scott, labticianthea + 16 more

📱 POSTS

🎬 REELS

🏷️ TAGGED



myeyewellness

Following ▾

Message



438 posts

400 followers

297 following

Eye Wellness

Optometrist

Eye Exams

Dr. Laurie Capogna & Associates

Eyewear Boutique

Eye Health & Nutrition

Dry Eye Treatment

Contact Us

linktr.ee/eyewellness

**CREATED A
DETAILED BIO**



myeyewellness

Following ▾

Message



438 posts

400 followers

297 following



Eye Wellness

Optometrist

Eye Exams

Dr. Laurie Capogna & Associates

Eyewear Boutique

Eye Health & Nutrition

Dry Eye Treatment

Contact Us

linktr.ee/eyewellness

**CREATED A
LINKTREE**



myeyewellness

Following ▾

Message



438 posts

400 followers

297 following

FOLLOWED RELEVANT ACCOUNTS

Contact Us
linktr.ee/eyewellness

Followed by [saunds_eyeconic](#), [eyewear_mod0_scott](#), [labticianthea](#) + 16 more

POSTS

REELS

TAGGED



LINKTREE

- Include a short description
- Your main website link
- Supportive links that your audience will be looking for





POSTING & ENGAGING

**ANALYTICS
MATTER**



Analytics & tools

Saturday, May 27

Analytics

Monitor your performance at a glance or get deeper insights by clicking into your analytics below.

125

Post impressions

▲ 18% past 7 days

1,451

Total followers

▲ 0.4% past 7 days

115

Profile viewers

Past 90 days

22

Search appearances

Previous week



Analytics & tools

Saturday, May 27

Analytics

Monitor your performance at a glance or get deeper insights by clicking into your analytics below.

125

Post impressions

▲18% past 7 days

1,451

Total followers

▲0.4% past 7 days

115

Profile viewers

Past 90 days

115 people viewed this LinkedIn profile in the last 90 days

rances



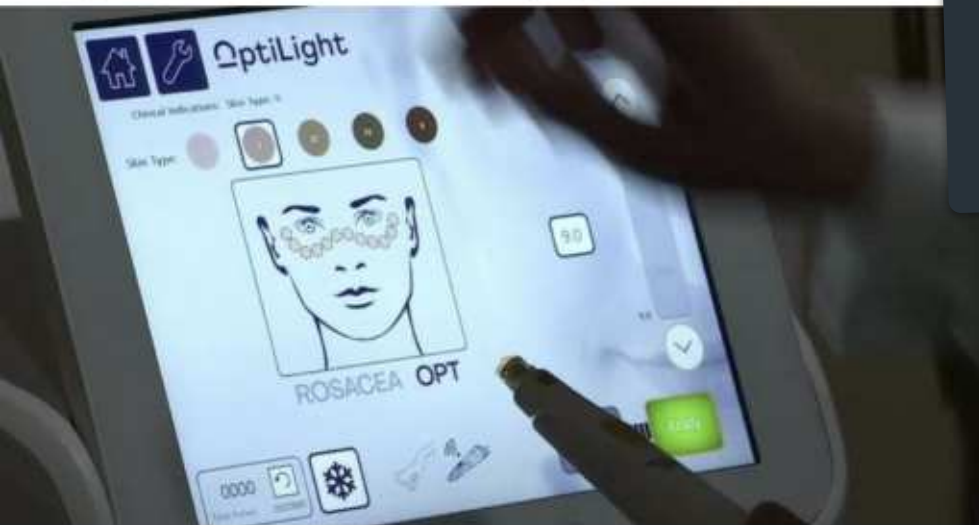
Dr. Donald Higgins • You

Optometrist | Dry Eye Expert | Speaker | Key Opinion Leader | Author | ...

2mo •



Talking about what I love to do most, every day...



POSTING

With 115 people viewing your profile it matters what you are posting!

Get your eye health back on track

wfsb.com • 1 min read

Rick Sillner and 34 others

2 comments • 4 reposts

- Like
- Comment
- Repost
- Send

1,022 impressions

[View analytics](#)

Dr. Donald Higgins • You
 Optometrist | Dry Eye Expert | Speaker | Key Opinion Leader | Author | ...
 2mo • 🌐

Talking about what I love to do most, every day...



Get your eye health back on track
 wfsb.com • 1 min read

👍 Like 💬 Comment 🔄 Repost ➦ Send

📊 1,022 impressions 🔍 View analytics

Dr. Donald Higgins • You
 Optometrist | Dry Eye Expert | Speaker | Key Opinion Leader | Author | ...
 1mo • 🌐

So excited to add PRP (platelet rich plasma) eye drops to our practice. Platelets have the most incredible restorative-healing properties allowing us to treat the most difficult dry eye disease. Sjogren's, Host vs Graf ...see more



👍 Like 💬 Comment 🔄 Repost ➦ Send

📊 2,144 impressions 🔍 View analytics

Dr. Donald Higgins • You
 Optometrist | Dry Eye Expert | Speaker | Key Opinion Leader | Author | ...
 4mo • Edited • 🌐

My right eye meibography 9 months apart after 5 OptiLight treatments. The power of light to treat dry eye disease. The glands are so much healthier and more robust. ...see more



👍 Like 💬 Comment 🔄 Repost ➦ Send

📊 2,631 impressions 🔍 View analytics

1,022 impressions

2,144 impressions

2,631 impressions



Dr. Donald Higgins

Optometrist | Dry Eye Expert | Speaker | Key Opinion Leader
Practice Owner | Dry Eye Treatment Center of Connecticut

Talks about #eyeexams, #dryeyedisease, #myopiacontrol, #oculardisease, #diabeticseyexam

Plainville, Connecticut, United States · [Contact info](#)

1,451 followers · 500+ connections

Dr. Donald Higgins, OD

Optometrist

S

w

Check out

OPTIMIZE

This is why your profile needs to be optimized.

It is a part of your brand and should be included in your marketing strategy for your business.

sion Car

e of

ENGAGE

- Like & comment
- Share from company page
- Share from magazines & articles
- Share from groups or other OD's
- Utilize job postings



LINKEDIN IS NOT FACEBOOK

- Types of posts
- Examples
- Likes
- Shares
- Educate
- Share from company page
- Share from magazines
- Share from groups
- Share from other OD's
- Job posting



Nick Kidd (He/Him) • 1st

Sales and Marketing Coordinator at IcareLabs

6d •

The Science of AR Coatings



blog.icarelabs.com • 2 min read

The Science of AR Coatings



ARTICLES

Share relevant accredited articles.



Lumenis Vision

2,953 followers

3d • Edited •

Listen to [Samer Hamada](#) talking about how OptiLight by Lumenis has made a difference in the way he solves his patients' Dry Eye issues.

REPOST

Repost from other eye care professionals, businesses etc.



Lumenis light therapy

Treatment portrayed in the video was non-therapeutic. During actual treatment the patient must wear protective goggles with eye patches topped with opaque goggles.

Dr Samer Hamada

Jacob Bowman and 31 others

5 reposts



Like

Comment

Repost

Send

BONUS INTERACTIONS

- Current patients
- Find patients
- Use local hashtags
- Like
- Comment
- Tag
- Follow
- Paid Advertising
- Job Postings

Top Reasons Why LinkedIn Recap

- It's your digital business card
- Current & potential patients can find you
- It connects to your company
- SEO for your company website
- Showcases your expertise
- Builds your personal brand
- Keeps you up to date on industry happenings
- Builds brand ambassadors
- Job Postings & showing off your company to potential employees

QUESTIONS

GIVEAWAY!

FOLLOW ME

**I WILL TEACH YOU SOMETHING
NEW EVERYDAY**

<https://www.linkedin.com/in/trudicharest/>

trudi@4ecps.com





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*

