



How to Use Social Media to Transform Your Practice

- Outline -

1. Introduction

- a. Who we are
- b. What we're going to cover
 - i. Overview of Social Media
 - ii. Lots of definitions
 - iii. Facebook
 - iv. Twitter
 - v. Blogs
- c. What we're NOT going to cover
 - i. The relative merits of every single social media option.
 - ii. How to setup up your accounts.
- d. Fair disclosure
 - i. This information will be relevant for a long time
 - ii. Some of the details will likely change over time.

2. What is Social Media? Social Networking? Web 2.0?

- a. Definitions
 - i. Social Media
 1. Social media is content created by people.
 2. Made highly accessible to users.
 3. A new way that people discover, read and share news, information and content.
 4. It's a fusion of sociology and technology.
 5. Transforms monologues into dialogues.
 6. Transforms people from content readers into publishers.
 - ii. Social Networking

1. Where technology meets social media
 2. Online communities
 3. Multi-level
- iii. Web 2.0
1. Active rather than passive
 2. Forums, etc.

b. Traditional analogies to take away the mystery

- i. Water cooler
- ii. Bulletin board
- iii. Letters to the editor
- iv. Talk radio
- v. Phone tree
- vi. Gossip
- vii. Chamber of Commerce luncheon
- viii. Cocktail party

c. Social networking sites

- i. Microblogging
 1. Twitter
 2. Plurk
 3. Pownce
 4. Jaiku
 5. Facebook -status updates
 6. Myspace
 7. LinkedIn
- ii. Blogs
 1. Wordpress
 2. Blogger
- iii. Multi-purpose interactive sites
 1. Facebook
 2. MySpace
 3. LinkedIn
 - a. Professional use
 - b. Not a business-to-customer tool
 4. Bebo
- iv. Sharing sites
 1. Friendfeed
 2. Plurk
 3. Tumblr
 4. Friendster
- v. Social Bookmarking
 1. Digg
 2. Delicious
- vi. Forums and Groups

1. Bound by a common interest
2. Share ideas and stories
- vii. Multimedia
 1. Youtube
 2. Viddler
 3. Vimeo
 4. Google Videos
 5. Flickr (photos)
- viii. Text Messaging
 1. Interacts with other social networking
 2. I-phone
- ix. Aggregators
 1. SPNbabble
 2. Ping.fm
 3. Socialthing

3. Why is Social Media important?

- i. A way for people to connect**
 1. Socially
 - a. Online
 - i. Keep in touch more easily
 - ii. Less commitment
 - b. Offline
 2. Business
 - a. Online
 - b. Offline
- ii. A way to share things**
 1. Stories
 2. Links
 3. Videos
 4. Information
 5. Opinions
- iii. It requires less of a commitment than letters or phone calls.**
 1. So people do it more often
 2. It doesn't have to take away from any other forms of communication. In fact it can add to them.
 3. In many ways it's more fun and more practical.
- iv. It's quickly becoming the medium of choice for interaction.**
 1. So you can either join in or get shut out.
 2. You risk being perceived as a dinosaur if you don't use it.
- v. It's an effective marketing tool.**
- vi. The full scope of practical opportunities is not even known yet, but when they arrive, you'll want to be fully immersed.**

4. Twitter and Facebook -- The two most important, useful, and relevant social tools.

a. Twitter definition

- i. Microblog
- ii. Grown from 1.5 million users last year to more than 32 million today and it's still growing rapidly.
- iii. Suffers from a bad first impression
 1. Why would anyone want to know what I'm having for breakfast?
 2. Who needs to stay in touch that often?
 3. I don't want to be THAT connected.
- iv. There IS a practical side and we're going to give you all the details of it in this recording.

b. How does it work?

- i. You choose who you want to follow.
- ii. People choose if they want to follow you.
- iii. Not always a two-way street. Reciprocation is not mandatory.
- iv. Post an entry, called a Tweet (What are you doing?) 140 characters, 20 or 30 words.
 1. Tweeting or Twittering
 2. Forces brevity
 3. Can include links
 4. More frequent than blogs
 5. Trivial or profound
- v. Your posts or Tweets automatically goes out to anyone who is following you.
- vi. Tweets appear on your Twitter page in reverse chronological order, with the most recent at the top.
- vii. You can see who tweeted and what they said
- viii. Your followers can reply to your tweets, even if you don't follow them.
- ix. Typically NOT text messaging rules

c. Twitter Summary

- i. Quick updates
- ii. Don't have to give permission for someone to follow you.
- iii. Great for sharing links
- iv. Mostly trivial
- v. Sometimes profound
- vi. Occasionally promotional

d. Facebook definition

- i. True social networking site
- ii. 185 million users (entire adult population of U.S.)
- iii. MySpace for grown-ups

iv. How does it work?

1. Set up a profile
2. You send friend invitations (friending)
3. You receive friend invitations
4. (Also fan invitations.)
5. If you don't accept invitation, you can't see their content and they can't see yours.
6. Friends of friends
7. Status updates (What's on your mind?)
 - a. No length limitations -self regulated
 - b. Your status updates appear on all your friends' "walls."
 - c. Appears in reverse chronological order.
 - d. Your wall is the place where you're friends updates appear and your updates.
 - e. You can comment on any update you receive and your friends can comment on your updates.
 - f. Comments are visible to all your friends, even if they're not friends with each other.
 - g. Those friends may then decide to friend each other. Networking.
8. View profiles of others for more details about them.
9. Facebook Business Page
 - a. Different from personal page
 - b. Fans instead of friends
 - c. Good news is: fans are more willing to receive commercial messages.
10. Facebook Applications
 - a. Plug-in software
 - b. Enhances usefulness
 - c. Integration with other platforms
 - d. Quizzes
 - e. Groups
 - f. Causes
 - g. Clubs
 - h. Music
 - i. Birthday reminder
 - j. Just Google Facebook Applications and you'll find unlimited options.

v. Facebook Summary

1. More depth of content.
2. Higher usage rate.
3. Requires permission, so more of a close circle.
4. More social than Twitter

5. Share information, links, etc. just like Twitter, but with more explanation, etc.
6. View profiles.

e. For what practical purpose can you use Facebook and Twitter?

- i. Do you need both?
 1. No, but it's a good idea.
 2. If only one, use Facebook. It's got six times more market penetration and more options.
 3. There are ways to integrate the two:
 - a. SPNbabble.com
 - b. Ping.fm
 - c. Google "Use Twitter in Facebook
 - d.
- ii. Keeping your name in front of your public
 1. Out of sight, out of mind
 2. Just like in political elections where the person whose name is in front more will get elected.
 3. Anchoring the association between you and your specialty.
- iii. Making a personal connection
 1. People like doing business with those they see as friends.
 2. More likely to refer others to someone you have a personal connection with.
 3. Staff news (widens the connection)
 4. Comment on your friends' and followers' updates to show your concern and willingness to be a part of their lives.
- iv. Keep patients informed of activities
 1. Classes
 2. Community events
 3. Hours of operation
 4. Announcements
- v. Share information
 1. Links to articles
 2. Photographs
 3. Videos
 4. Book and movie recommendations
 5. Link to your own or others' blogs or websites.
- vi. Marketing
 1. Special offers
 2. Referral requests
 3. Reinforce longevity of existing patients
 - a. Give them practical reasons to continue treatment
 - b. Keep them realistic about expectations
 4. Patient testimonials and case studies
 5. Surveys

- a. Companies
 - i. PollDaddy.com
 - ii. SurveyMonkey.com
 - iii. ConstantContact.com
- b. Discover perceptions
- c. Learn preferences
- d. Tweak offerings
- e. Reward participation
- vii. Have fun
 - 1. Contests
 - 2. Share entertaining tidbits
 - 3. Make funny comments
 - 4. Take yourself less seriously without compromising your professionalism.

5. Blogs

- a. Definition of a Blog
 - i. Short for Web Log
 - ii. Online newsletter
 - iii. Makes it easy to post content online without any web experience.
 - iv. Regularly updated content is highly valued by search engines. Can help drive traffic to your website.
 - v. Same as a newsletter, but not delivered manually and allows comments.
 - vi. Interactive - reader comments usually encouraged.
 - vii. Dialogues often develop among users, improving the experience of reading your blog.
- viii. RSS feeds
 - 1. Really Simple Syndication
 - 2. RSS Reader
 - a. Free software
 - b. Igoogle
 - c. Yahoo
 - d. Bloglines
 - 3. Automatically updates your readers without them having to visit your site. "Feeds" them your content.
- ix. Companies
 - 1. Wordpress
 - 2. Blogger
 - 3. SquareSpace
 - 4. Joomla
- x. No set length, but usually not super long.
- xi. Often contain links and videos.
- xii. Blogs are great at setting up yourself as an expert.
- xiii. Potentially time consuming.

- xiv. Blogs give you more depth to explore subjects and create true value for your readers.

6. Conclusion

- a. You don't have to do it all, but you really should do something if you want to remain relevant and generate more business and better business.
 - i. Create accounts at Facebook, Twitter, and Wordpress.
 - ii. Learn the basics of each. You don't have to know everything.
 - iii. Send invitations to everyone you can via e-mail.
 - iv. Invest the time to launch your social media campaigns up front and it will pay dividends forever.
 - v. Allot a certain amount of time to engage in social media.
 - 1. Often (Twitter)
 - 2. Occasionally (Facebook)
 - 3. Weekly or monthly (Wordpress Blog)
 - vi. Be an active participant.
 - vii. The meek may inherit the earth, but they'll inherit from those who take advantage of social media.

- end -