



The Dos and Don'ts of Social Media

This is an extra resource to go along with the original article:

[How can you use social media to grow your practice?](#)

There is a lot to consider when it comes to starting and operating an effective social media account—especially, of course, when it comes to healthcare. You want to be exceptionally mindful of your content, tone, and audience.

There are also now many options when it comes to specific social media apps (Facebook, Instagram, and Twitter, just to name a few). Each one serves its own unique purpose, and different types of content are more appropriate when hosted on a specific platform.

Below we quickly outline each of the most used social networks and how they pertain specifically to the healthcare industry.

Facebook

Arguably the “original” social media platform, Facebook is where a healthcare organization would likely have its most followers since it remains the most accessed of the popular social networks.

Good for:

- Hosting longer-form content
- Sharing third-party content or news articles
- Posting quick office updates (adjusted hours, etc.)
- Instigating forum discussions
- Encouraging testimonials and reviews

Instagram

Instagram has become increasingly popular for its quick scrolling ability and visual structure.

Good for:

- Sharing staff or lifestyle photos
- Releasing infographics
- Prompting calls to action (since it's easily linkable to other pages or sites)

Twitter

Though you can upload images, Twitter is known for hosting quick remarks or stringing a conversation together using a hashtag thread.

Good for:

- Sharing quick stats or links to articles
- Chiming in on a larger hashtag discussion
- Getting out timely announcements

Retweeting real-time news

IntakeQ

LinkedIn

LinkedIn is social media's older, more professional cousin and can include more background on your practice and those who work there.

Good for:

- Posting job openings
- Linking with other industry professionals and companies
- Following market trends

It's up to you and your staff to decide which social media platforms work best for your practice, but keep in mind that once you choose to start an account you need to commit to maintaining it! This will give you a great opportunity to connect with patients and stay abreast of updates in your industry.