



# Getting Social During the Pandemic and Beyond

*Just because we're practicing physical distancing doesn't mean we can't be social!*

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MacuLogix, Inc.



S O C I A L

M E D I A



## Jeanette M. Tropp

### Sr. Digital Marketing Specialist

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Jeanette is fluent in social media and her ultimate goal is to help businesses – not just with marketing a product, but with sharing their story and making meaningful connections with the customers they serve.

# Today's Agenda

- **Social Media Platforms**  
*And their pros and cons*
- **Types of Social Media Posts**
- **Eye Care Social Media Champs**
- **Posting on Social Media**  
*Editorial calendars and publishing tools*
- **Boosting/Budgeting Your Social Media**
- **Establishing Your Social Media Goal**
- **Q&A**

“

**Social media creates  
communities, not  
markets.**

”

# Social Media Platforms



# Social Media Platforms

- Facebook
- Twitter
- LinkedIn
- Instagram
- YouTube



# Social Media Platforms



## Facebook

- PROS: Many users, good for contests, can handle multiple media content, built in scheduler
  - CONS: Best for mobile devices, constant updates
- 



## Twitter

- PROS: Good for regular updates, hashtags, casual platform
  - CONS: Character limits (280 characters), content posted chronologically on user's timelines
- 



## LinkedIn

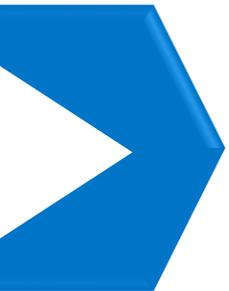
- PROS: Professional platform, great for networking, longer posts
- CONS: Fewer users than other platforms, less regular interaction

# Social Media Platforms



## Instagram

- PROS: Great for engagement, intuitive platform
  - CONS: Sharing photos and major updates must be done using a mobile device
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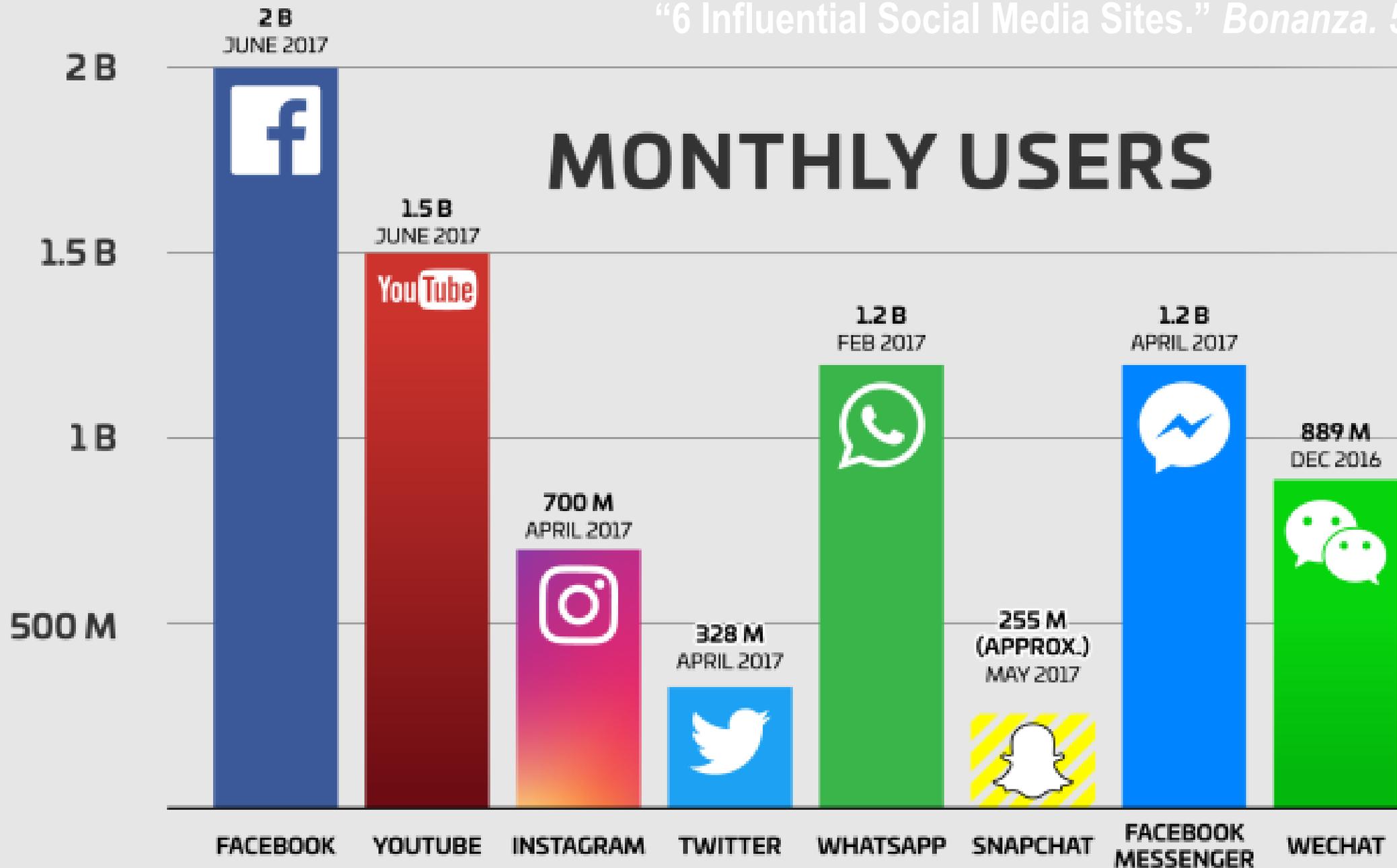


## YouTube

- PROS: Videos are king, great for showing high-quality video content + building brand
- CONS: Content must be high-quality, can be costly and time-consuming, must meet certain specifications outlined by platform to customize your channel

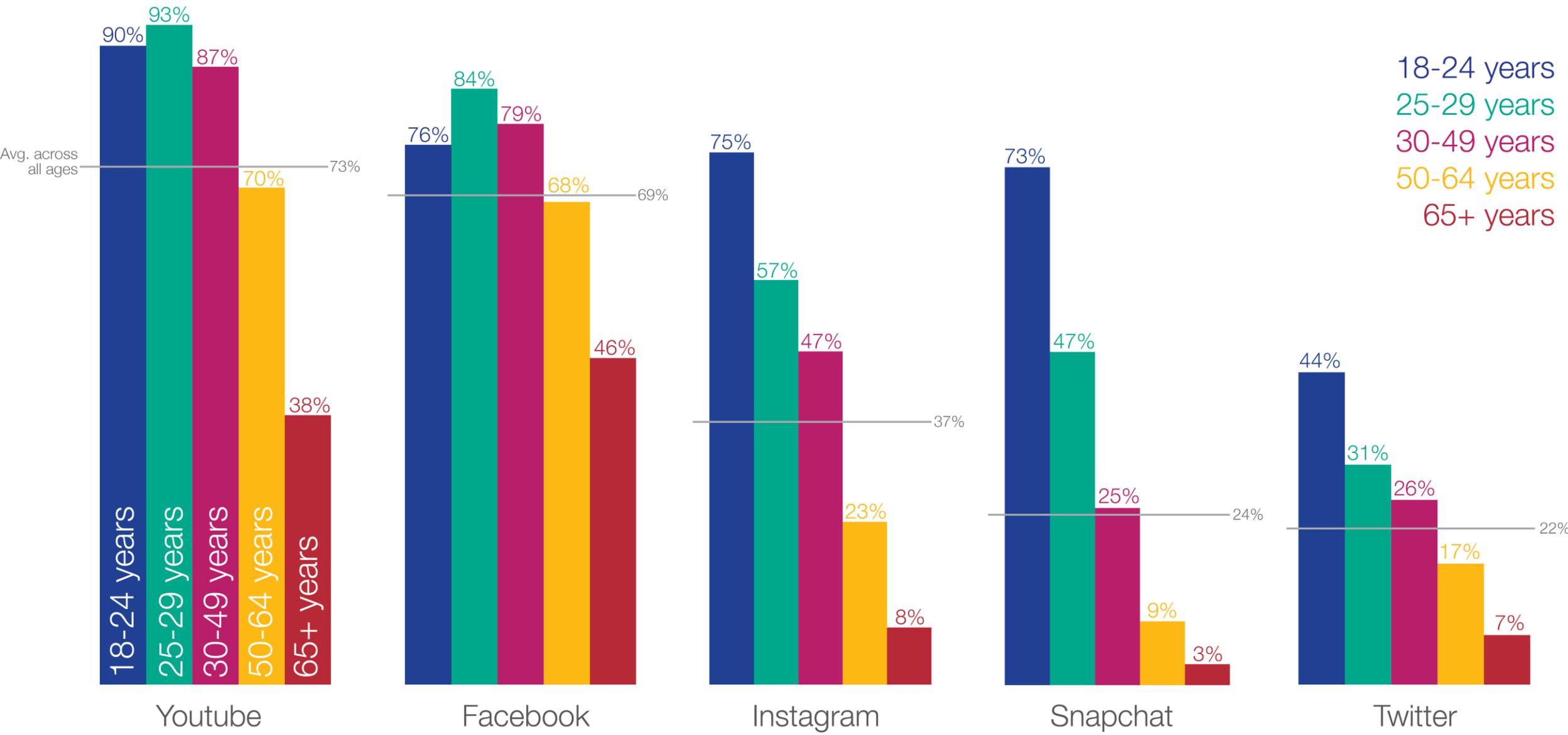
“6 Influential Social Media Sites.” *Bonanza. 5 May. 2020.*

# MONTHLY USERS



# Use of social media platforms by age group in the US

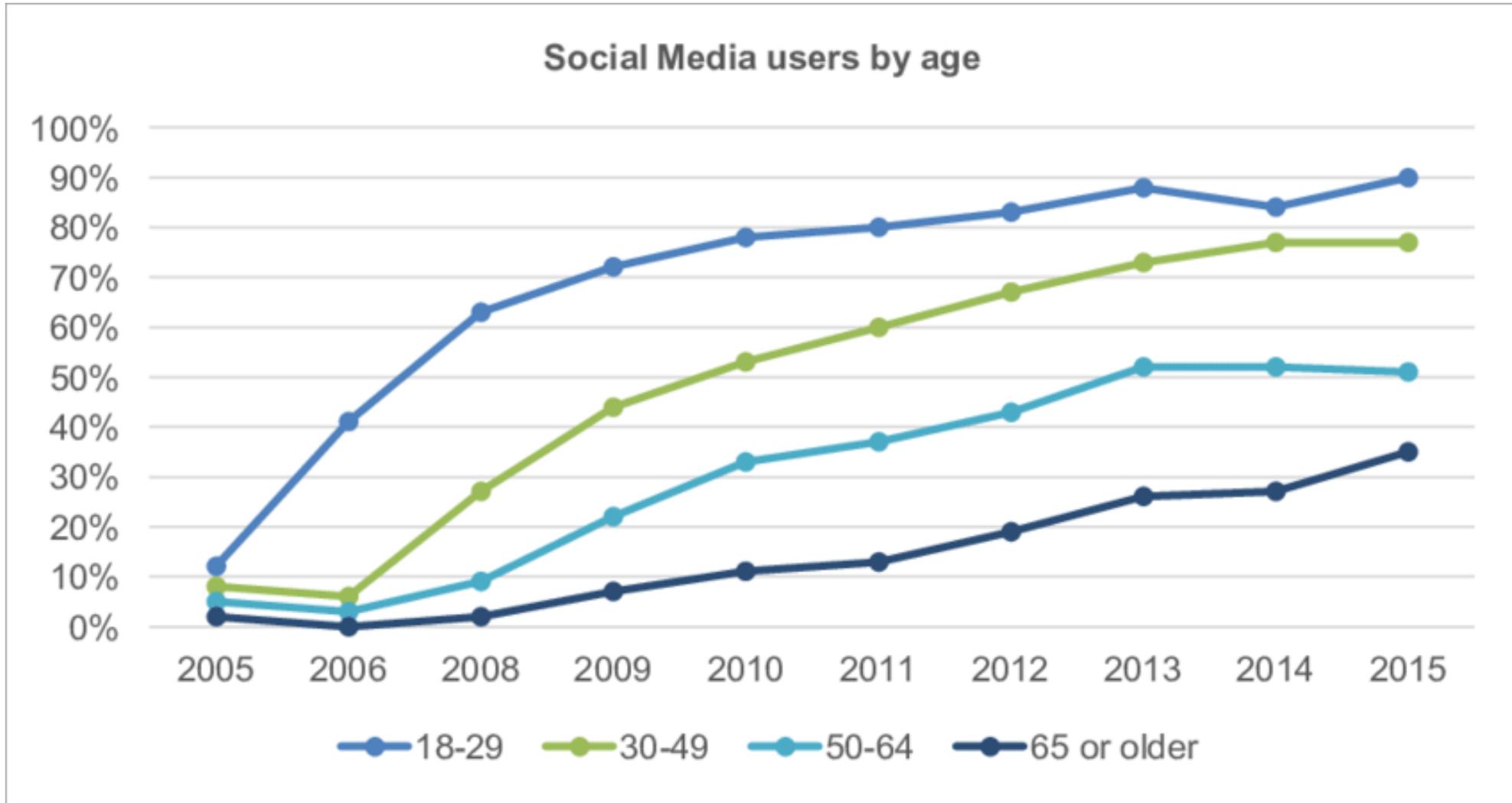
The share of adults in the United States who say they ever use the following online platforms or social media apps in 2019. This is shown by age group.



Data source: Pew Research Center (2019).

This is a visualization from [OurWorldinData.org](https://ourworldindata.org), where you find data and research to make progress against the world's largest problems.

Licensed under CC-BY by the author Esteban Ortiz-Ospina.



**“Social Media Users By Age.” *Research Gate. 5 May. 2020.***

# Social Media Platforms

It can be hard to pick which social channels to use. You might not want to spread yourself too thin by managing a channel on every imaginable platform, but you also **don't want to miss great brand-awareness opportunities.**

We suggest choosing at least **3 platforms** that align with your practice goals and start from there.



# Types of Social Media Posts

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## Video



- Attention-grabbing
- Concise information
- High engagement
- Dominant medium

## Poll



- Gather opinions
- Focus on a topic
- Good engagement
- Connect w/ audience

## Product Promo



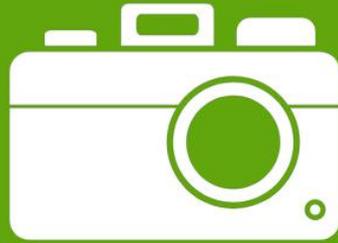
- Increase possible sales
- Build interest
- Position self as leader
- Effective for exposure

## Behind-the-scenes



- Genuine content
- Establish intimate connections
- Show off company culture / location

## Team photo



- Friendly faces
- Establish loyal digital community
- Entice new patients to visit

## Trending topics



- Position your voice
- Offer expert advice
- Increase exposure
- Build up digital footprint

# Eye Care Social Media Champs

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# Eye Care Social Media Champs

- **Dr. Eye Health (AKA: Dr. Joseph Allen)**
- **Dr. Rupa Wong**
- **Dr. Randall Wong**
- **California Glasses Girl (AKA: Alana Whitaker)**
- **College of Optometrists**
- **Macular Society**
- **Prevent Blindness**



Macular Society

April 7 at 5:42 AM · 🌐

A huge thank you to Jane Woodhead who, despite the current situation in the UK, is still continuing to do her 20, 20-mile walks in 2020 - from her own garden.

"I am determined to keep my challenge going in some form during this difficult time and continue fundraising for the Macular Society."

Read her latest blog post ↓



Prevent Blindness

Yesterday at 8:07 AM · 🌐

It's #StarWarsDay! Remember to always wear proper eye protection, no matter where you are in the galaxy! #MayThe4thBeWithYou



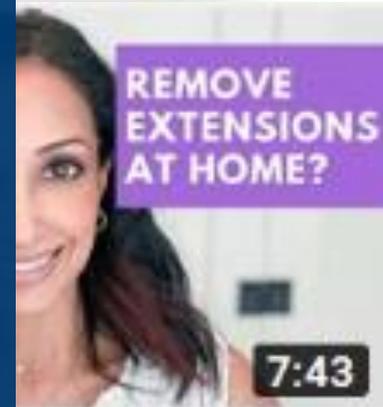
Remove Lash Extensions at Home | Eye Doctor Tries It



- **Stay regularly engaged**
- **Post consistent, quality content**
- **Let their personalities shine / offer their expert opinions**
- **Converse with followers often**
- **Promote posts occasionally**
- **Make eye care FUN!**

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0-mile walks in 2020 - from her own

going in some form during this  
for the Macular Society."



Remove Lash Extensions at Home | Eye Doctor Tries It

# Posting on Social Media

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# Posting on Social Media

## Frequent Questions:

- How often should I post online?
- Can I / should I schedule out posts beforehand?

- At least 4 Facebook updates per week
- At least 5-6 Twitter updates per week
- At least 3 LinkedIn updates per week
- At least 4 Instagram updates per week
- Update on YouTube as content is created

A	B	C	D	E	F
SOCIAL NETWORK	DATE (MONTH/DAY/YEAR)	TIME (EST)	CONTENT TYPE	TOPIC	SOCIAL COPY (to be filled in 3 days before publishing)
WEEK 1: MONDAY	06/01/2020				
FACEBOOK		7:00 AM	NEW BLOG POST	Silent Video	Are you optimizing your social video for viewing without sound? You should be
			CURATED CONTENT		
			EVERGREEN BLOG POST		
			LIVE VIDEO		
			PROMOTION		
INSTAGRAM			STORY		
			ORIGINAL IMAGE		
			CURATED CONTENT		
TWITTER			NEW BLOG POST		
			EVERGREEN BLOG POST		
			CHAT		
			EVERGREEN BLOG POST		
			VIDEO		
LINKEDIN			NEW BLOG POST		
			EVERGREEN BLOG POST		
			EVERGREEN BLOG POST		
			CURATED CONTENT		

# Posting on Social Media

*Use scheduling or publishing tools for your posts*

Scheduling tools can make things easier by allowing you to preschedule post ideas and then allowing the tool to publish them for you. **Scheduling tool options:**



Sprout Social



Planable



Post Planner



CoSchedule



Facebook  
Publishing Tools

# Posting on Social Media

## Overview of Facebook publishing tools

The screenshot shows the Facebook Creator Studio interface. At the top, there's a blue header with the 'Creator Studio' logo and social media icons for Facebook and Instagram. Below the header, the page name 'MacuLogix - The AMD Experts' is visible. The main heading is 'Content Library > Posts'. A blue banner below the heading reads 'Your Content Library is Now in Creator Studio' with a sub-message: 'Creator Studio lets you view and manage content from all of your Pages at once. Click your Page's profile image to choose which Pages you manage.'

Below the banner, there are four tabs: 'All Posts', 'All Published', 'Scheduled' (which is active), and 'Drafts'. Under the 'Scheduled' tab, there are filters for 'Post Type: All', 'All time', and 'Filters', along with a search bar. A table of scheduled posts is displayed below:

	Post	Post Status	Scheduled ↑	Details
<input type="checkbox"/>	 3:31 MacuLogix - The AMD Experts	● Scheduled	04/29/2020 11:22 AM Jeanette Marie Tropp	
<input type="checkbox"/>	 MacuLogix - The AMD Experts	● Scheduled	05/01/2020 1:36 PM Jeanette Marie Tropp	

# Posting on Social Media

## Overview of Facebook publishing tools

The screenshot shows the Facebook Creator Studio interface. On the left is a navigation sidebar with options like Home, Content Library, Posts, Insights, and Monetization. The main area displays the 'Content Library > Posts' section for the page 'MacuLogix - The AMD Experts'. A blue banner at the top of the main area reads 'Your Content Library is Now in Creator Studio'. Below this, there are tabs for 'All Posts', 'All Published', 'Scheduled', and 'Drafts', with 'Scheduled' currently selected. A filter bar shows 'Post Type: All', 'All time', and 'Filters'. A table lists scheduled posts:

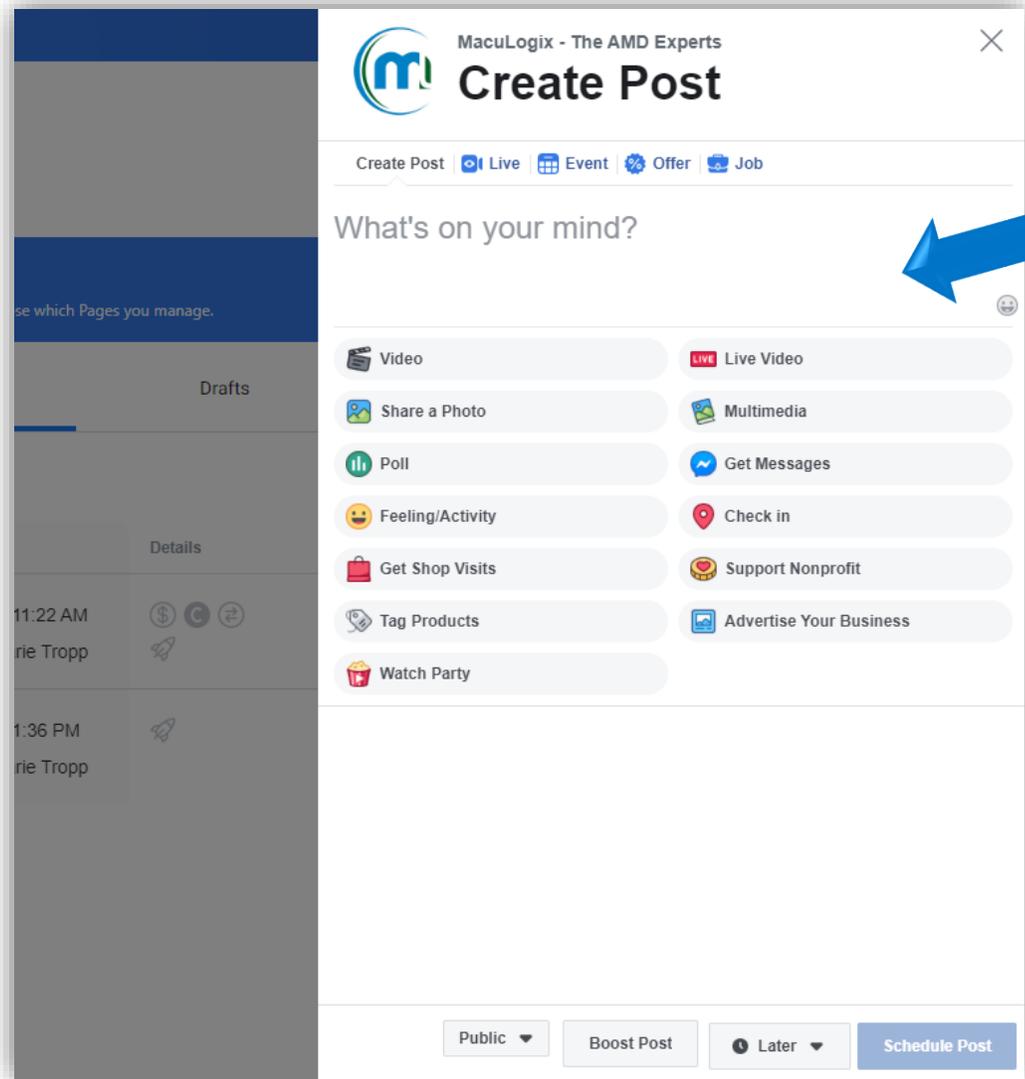
Post	Post Status	Scheduled ↑	Details
 Dark Adaptation Technology: From... MacuLogix - The AMD Experts	Scheduled	04/29/2020 11:22 AM Jeanette Marie Tropp	  
 Mondays are for Marketing Join us f... MacuLogix - The AMD Experts	Scheduled	05/01/2020 1:36 PM Jeanette Marie Tropp	

The screenshot shows the 'Create Post' dialog box for the page 'MacuLogix - The AMD Experts'. It features a navigation bar with options: 'Create Post', 'Live', 'Event', 'Offer', and 'Job'. Below the navigation bar is the prompt 'What's on your mind?' followed by a grid of post type options:

- Video
- Live Video
- Share a Photo
- Multimedia
- Poll
- Get Messages
- Feeling/Activity
- Check in
- Get Shop Visits
- Support Nonprofit
- Tag Products
- Advertise Your Business
- Watch Party

# Posting on Social Media

## Overview of Facebook publishing tools



Here you can craft your post, insert a photo, embed a video, and much more!

Once you're finished, you can either publish the post or schedule it for later.

# Boosting and Budgeting Your Social Media

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# Boosting and Budgeting Your Social Media

**MacuLogix - The AMD Experts**  
Published by Jeanette Marie [?] · Yesterday at 9:19 AM · 🌐

Though currently there is no cure for age-related macular degeneration (AMD), there are a number of things your patients can do to reduce their risk of getting the disease and experiencing AMD-related vision loss.  
#eyecare #eyehealth

[Learn More](#)

114 People Reached      3 Engagements      [Boost Post](#)

Pay to have your posts show up as sponsored content on non-follower's timelines in order to gain more exposure.

To boost posts, one must:

1. Choose a post to boost.
2. Target your audience. ...
3. Set your budget. ...
4. Set the boost duration. ...
5. Preview the post. ...
6. Select a payment option. ...
7. Boost.

# Boosting and Budgeting Your Social Media

## *Targeting options*

Targeting allows you to get the most bang out of your buck and reach the audience demographics you want for your practice goals.

## Location



- By country
- By state
- By region
- By recent travel to a certain location

## Gender



- All
- Women
- Men
- Other

## Age



- Can set the minimum and maximum age of the people who will find your ad relevant
- Can exclude certain age groups in desired

## Language



- Usually you would leave this field blank unless the audience you are targeting uses a language that is not common to your chosen location

## Income



- Can target based on household income if desired
- Would not use this often as it usually is not relevant to most ad types

## Interests



- Endless possibilities:
  - Health and wellness
  - Healthcare
  - Eye Care
  - Technology
  - Science
  - Etc.

## Education



- Some high school
- Current student
- Associates degree
- Bachelors degree
- Masters degree
- Doctorate degree
- Unspecified
- Etc.

## Work



- Employers
- Job titles
- Industries
- Experience

## Behaviors



- Mobile device users
- Digital activities
- Liked a certain page or industry
- Visited your practice





# Boosting / Budgeting Your Social Media

*How long should you boost a particular post?*

This is all up to you and depends on your needs and budget.  
A good rule of thumb is to **boost a single post for one week.**



# Boosting and Budgeting Your Social Media

It's good to determine your monthly budget beforehand and stick to it.

A higher budget can get your post in front of more eyes but budget isn't everything.



# Establishing Your Social Media Goal

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# Establishing Your Social Media Goal

Your goal is ultimately dependent on your overall practice goals.

## Starting goals might be:

- Establish brand awareness
- Increase website traffic
- Generate new patients
- Establish yourself as an expert in your industry or on a particular topic (e.g. AMD expert, glaucoma specialist, dry eye advocate, etc.)

