

Challenges Doctors Face on Social Media

With more and more patients connecting and sharing their experiences online, it is important to reach out to patients through these valuable social media tools. Physicians face added challenges when promoting their services online. By avoiding common pitfalls, you can reach a wider online audience and grow your practice through social media.



Writing engaging content

Content that is engaging, educational, and useful not only interests your patients but encourages them to share your content with others, raising your brand awareness. Your content should be educational and interesting, not solely promotional.

Writing quality content and measuring its impact is key to a successful social media marketing campaign.

Connecting with patients

Not everyone wants their friends to know what cosmetic procedures they've undergone. Help your patients keep their beauty secrets to themselves by offering multiple online communication options, ranging from a public Facebook account to a private email newsletter.

RealSelf.com is another excellent resource for connecting with patients searching for your services or seeking answers to common medical questions. It is one of the world's largest communities for finding information about cosmetic surgery, dermatology, dentistry, and other elective treatments. Doctors can claim their free profile through RealSelf to customize it, answer patient questions, and showcase their expertise.

Maintaining Engagement

Often physicians starting out in social media become frustrated by a lack of engagement from their patients. Often this is due to a lack of timely and relevant content updates or a failure to analyze social media metrics for ideas for improvement. Dermatology groups who constantly post quality updates often see growing levels of patient engagement and interest.

MedForward offers content writing, social media management, and online marketing services to help physicians connect with more patients and improve their online reputation. Call us today at 1-888-562-5914 or email support@medforward.com.