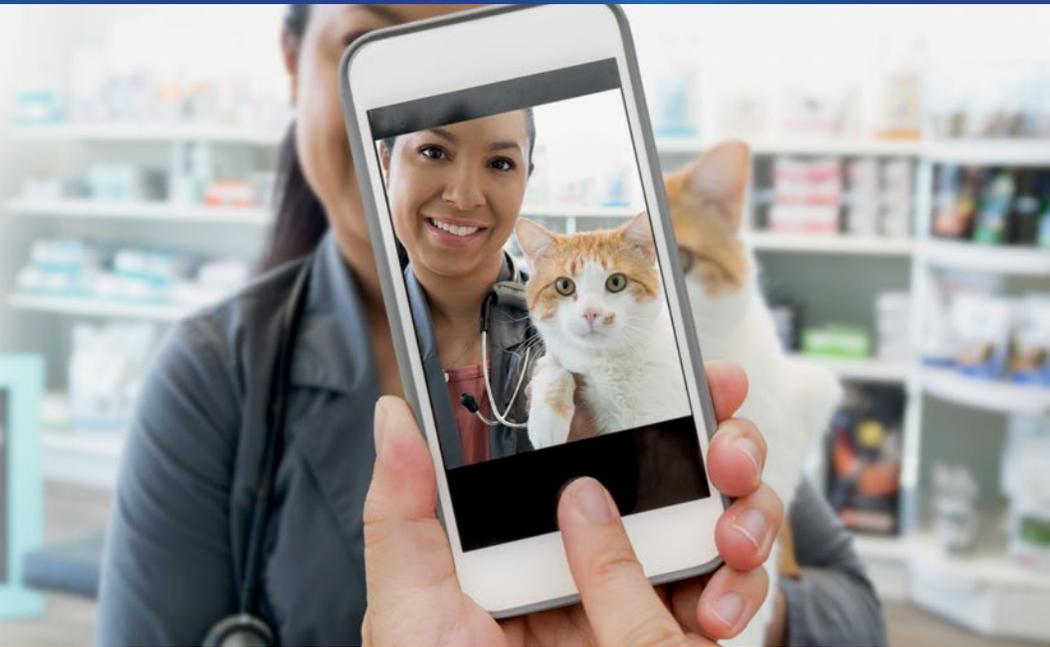




# How to Get Your Practice Started on Social Media With Facebook<sup>®</sup>



With over a billion users and 890 million active daily users, Facebook is the most established social channel that offers broad topics, reaches vast audiences, and welcomes business brands to join.

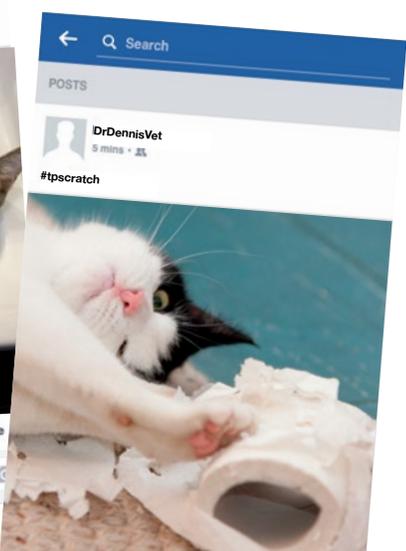
Facebook Pages Manager helps businesses, organizations and brands share their stories and connect with people. Like Profiles, you can customize Pages by posting stories, hosting events, adding apps, and more.

## How to Get Others to See You: Facebook's Algorithm

People who “Like” your Page and their friends can get updates in their News Feed. Because there is far too much Facebook content for any person’s News Feed, Facebook uses an algorithm to identify content that members value the most based on:

- past online activities or interactions
- who you interact with
- who you mark as most important

The more people who interact with—engage with—your page on Facebook, the higher it will rank in Facebook’s algorithm and the more people will see it in their News Feed.



## Good Content Leads to Good Engagement

Highly engaging content can lead to visibility for subsequent content. Consider mixing up your content and communicating a variety of topics.

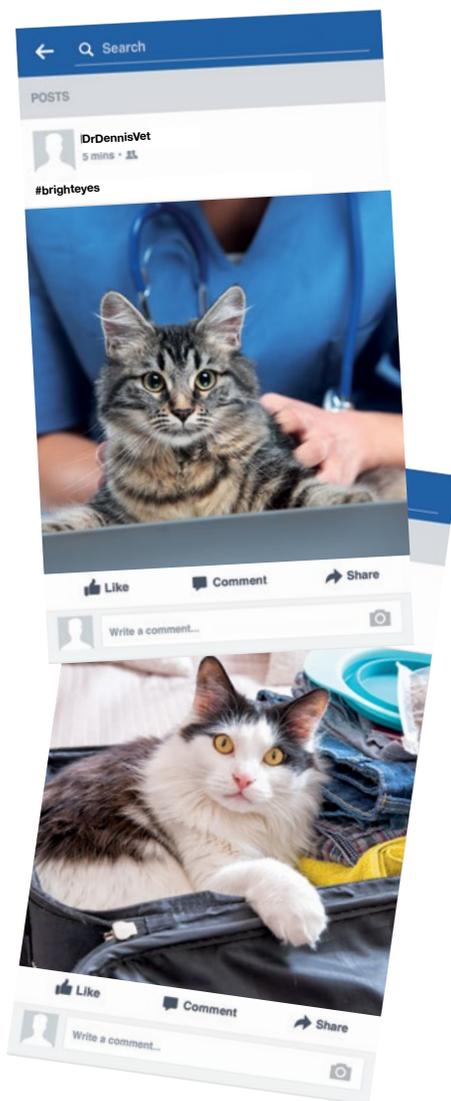
- Topics about your brand that talk about you, your clinic practice, or a product partner—these drive your business
- Topics about your category that can be more general, including animal wellness or behavior. These help to build a sense of community on your page
- Topics that entertain, engage, and touch the viewer in a more personal way—these get you into the News Feed

Engaging your audience on Facebook can be done in many ways, and veterinary clinics are especially lucky because cute dog and cat pics are always a success! Here are other ways to keep your fans engaged:

- **Socialize:** Prioritize your community with content that speaks to their genuine interests
- **Reciprocate:** Build community and extend word-of-mouth marketing by collaborating with fans. After you ask for permission, reshare user-generated content that positively reflects your culture or service
- **Tell a story:** Use videos that feel authentic
- **Ask questions:** Use polls, questions, fill in the blank, and contests to engage and get to know your community and clients

Social media can be a fun part of any veterinary practice and it doesn't have to be time-consuming. Establish a single point of contact at your clinic who will be responsible for social content and posting, but allow everyone to participate.

Because shared content from friends is **16X more likely** to be read than brand posts, encourage employees to join your page and share your content from their personal pages. But don't make it a requirement to ensure that employees post judiciously and as a positive representative of the clinic—keep it fun and you'll do great!



## TOP FACEBOOK PRO TIPS

- 1 Let your personality shine through. Don't hesitate to have fun, give your opinion, or say something amusing. Talk about community activities, special occasions, etc
- 2 Keep it moving: video posts, especially live video, perform better in Facebook's algorithm and have 6X more interactions than static posts
- 3 Facebook wants to be a news source for its members, so share articles from news sources regularly and you'll rank higher in the algorithm
- 4 Post during active Facebook hours: early morning, after work, late at night, and on Thursdays and Fridays
- 5 Keep it simple: Facebook is often viewed on a mobile phone, so post simple, compelling images, short copy, video with subtitles, and questions that ask for short responses (yes/no or multiple choice)
- 6 Tag or mention other influencers when appropriate, eg, handles of vendors, artists, celebrities, brands
- 7 Acknowledge fans who share your content by liking or commenting on a shared post; it often opens the door to conversation
- 8 Don't directly ask for a like or share—Facebook will penalize you with reduced reach
- 9 Don't focus too much on selling products and/or antisocial topics; instead, focus on building your community and ignoring detractors who only want to provoke a response and to try to turn the conversation their way
- 10 Remember that Facebook is also an opportunity for customers to engage with you. Prepare your strategy in advance for how you want to engage with customer service issues, potential complaints, and medical questions



These social media tips are sponsored by [Catisphere](#), a cat fanatical Facebook community dedicated to a mutual love of cats and their wellness. They come from years of experience as we learn from our amazing, devoted community members, and the best of other social media platforms.

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