



Facebook is probably the most well-known Social Media site mainly due to its wide use. In essence, it's just a way of conversing and sharing data with your 'friends', such as photos, videos and generally what is going on in your life.



Did you know that not only can you have a Facebook profile for yourself, you can also have one for your practice. On this 'page', you can share anything from photos of the practice, key staff profiles, testimonials, run competitions and generally interact with your 'friends' (people who like your page).

Take a look at Ollie and Darsh's page below. Firstly, it has lots of content which is related to the needs of the viewer, not just a promotion. For instance, they provide information on how to easily remove Invisalign® aligners. And while there is only space for a small image, there are pages which have information capture forms allowing the practice to grow their email list. There are also pages for special offers and they have included video testimonials from patients.

Some people think Facebook is only for kids but it is actually far more sophisticated than many people realise.

As with all digital media, the tracking is bountiful and can give a great insight into the users of the page.

Demographic 01 shows an example of data gathered from one of our dental practice client's pages. This shows that a bigger percentage of females view the page, with the largest segment of users between 25-34 years old. Plus surprisingly, although a small percentage, there are people looking at the page in the 45-55+ sector. You can also generate other useful data, such as most popular content, so you can identify who your patients are and what interests them so you can keep your pages relevant.

So, with the statistics lesson over, Facebook can be a great way to attract new patients to your practice but also a valuable tool to find out who these patients are and which demographic they are likely to come from. ➡

CASE STUDY

Why did you get into Facebook?

It allows us to connect with people on a personal level. We can share images and memories with clients so that they can have an insight into all the people behind the business.

What are the benefits of Facebook to you?

We want to be more than just a dental practice to our clients. Clients ask us questions and interact with us. Rather than feeling any pressure to comment face-to-face, clients can post and be as honest as they like!

How often do you post offers, comments or use Facebook?

We tend to post comments with updates at least four times a day. Sometimes if we run a competition we might be posting comments more often.

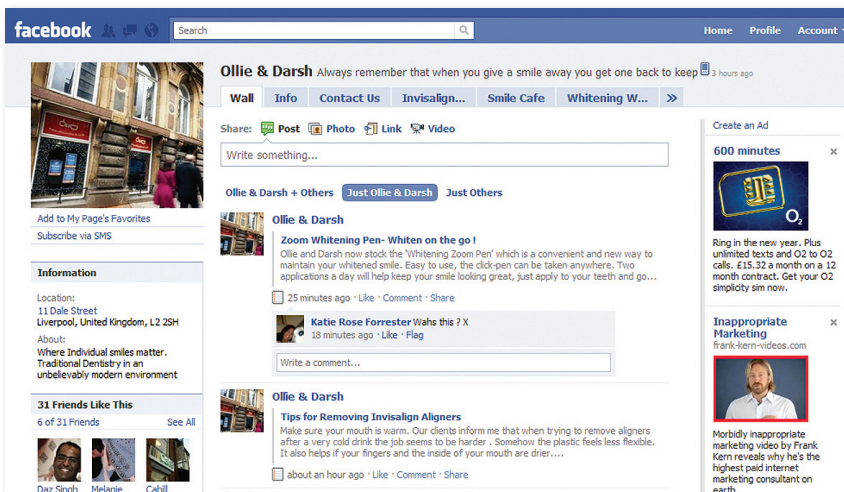
Do you use Facebook Places?

Yes - it's early days and we are experimenting to see what happens with clients checking in with us. It's something that has a lot of potential.

Any tips on Facebook?

You're growing your business online, so ask your clients to make comments, it's the word of mouth concept through a different audience. Remain professional and aware of what you are posting, you are representing and enforcing the brand after all. Make sure your updates are interesting, pop in an article or a tip when you can. Don't be overwhelming and pushy as people will get fed up. We like to keep our profile as open as possible, as we have nothing to hide - we do feel this builds people's trust in us. It's a challenge keeping it fresh, but worth the effort.

Suzy Gorman – Ollie and Darsh – Facebooker



Gender and age

