

7

Ways To Use SOCIAL MEDIA

To Grow Your Audience

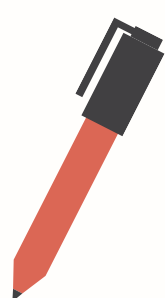
01



Choose & Optimize

Choose the social media platforms that include those used by your key demographics. Also, consider where you are more likely to post regularly & which will provide the highest chance of gaining traction. Plus, optimize!

02



Set an Informed Schedule & Aims

Dedicate some time to deciding on the goals and aims of your private practice social media accounts. Set a schedule.

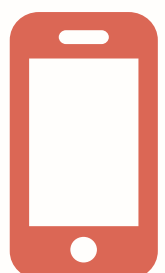
03



Post regular high-quality content

Create great content. Then maximize your reach, share your content on multiple platforms and respond when people engage.

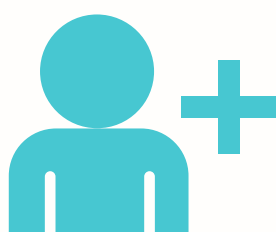
04



Remember: Social Media Is Social

People respond, like, share because they have an opinion on your article, video, thoughts. They want to be heard and engage with you so tweet, reply, engage, and in a timely fashion.

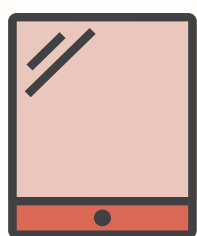
05



Share In More Ways, More Often

One easy way to be seen by more eyes, more often, is to post the same content more than once. We're certainly not advocating for spam, this is a good way to kill a great business. Instead, build appropriate repetition into your social media schedule.

06



Share Your Social Media Links

On your website, other social media, in your marketing and in-practice materials and handouts, in guest blog posts. Everywhere!

07



Be yourself

Authenticity is key. Potential clients can smell falsehood in the wind and pretending to be someone else is both unnecessary and exhausting. Don't do it.

Brighter Vision is the complete web solution for therapists.

We've incorporated the best features from leading providers, created them where they didn't exist, and packaged them into a fully customized, mobile responsive website designed to market you and your practice.

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RESOURCES:

<https://www.brightervision.com/6-social-media-tips-to-increase-engagement/>
<https://www.practicalecommerce.com/7-ways-to-get-people-to-share-your-content>
<https://www.brightervision.com/social-media-tools-for-therapists/>
<https://blog.bufferapp.com/social-media-2016>
<https://www.brightervision.com/pricing/>
<https://www.brightervision.com/first-paying-clients/>
www.pewinternet.org/2016/11/11/social-media-update-2016/
<https://www.brightervision.com/session45/>

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