

Growing Your Private Practice with Social Media



Goal



To help therapists and other mental health professionals see the value in marketing their practices on social media, gain an understanding of what to post on social media, and feel inspired to begin marketing more on social media!

QUESTION

What are the benefits of marketing using social media?

Social media can help you...

- Increase your brand's visibility
- Improve your website's SEO
 - Longer lifespan of your posts
 - Increased traffic
 - Brand recognition
 - Local SEO boost
- Grow your professional network
- Engage directly with clients/prospects

Why use social media?

- More than **70%** of people search for **mental health-related topics and therapists online**, meaning anything you can do to increase your online presence will benefit your practice
- In 2022, there are **4.6 billion social users** around the world - A **10.1% increase** from last year

That means, there is a good chance your **ideal clients** are already on social media!

QUESTION

Who is my ideal client?

Get to know your ideal client

- Remember, you want to focus your social media content on the reader, not yourself
- Keep your ideal client in mind when writing your website and social media content
- Here are some things to consider in order to write content that will speak directly to your ideal clients...



Understand your audience

- Based on your ideal client demographics, you can research the social media platforms they may spend the most time on
- Use of online platforms can vary widely based on demographic group, **for example** 71% of 18-29 year olds use Instagram, whereas only 29% of 50-64 year olds use Instagram

QUESTION

Where do I begin?

Getting started (in 4 easy steps)

1. Create business pages on each social media platform
2. Choose what type of content and content pillars to post
3. Promote your brand
4. Stay organized with a content calendar + scheduling tools

Social Genie

- Brighter Vision has developed **Social Genie**, our automated social media scheduling platform to simplifying your social strategy by:
- Not only can you **schedule your social posts**, but you can **choose from pre-written content designed just for therapists** to publish on all of your platforms
- Social Genie is fully customizable, so your logo will be embedded on every social media post and a link can point users directly to your website

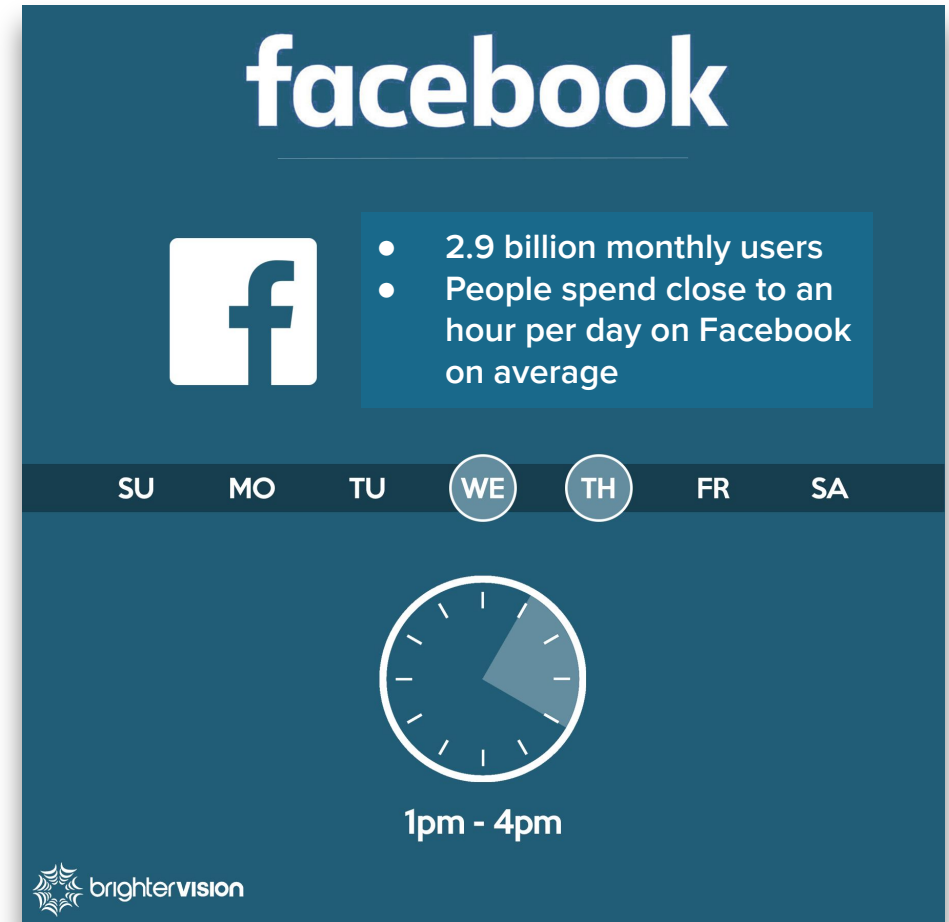
Creating your social media business page

- Understand the differences between social media platforms and create a business page for each one
- Keep it simple
 - Don't clutter your business page, keep it simple and to the point
 - This is where potential clients will get a quick first impression of your practice
 - Use clean, simple, high quality images
 - Make sure your contact information is accurate and easy to find

Facebook

- #1 most engaged social network
- 71% of adults use Facebook
- Facebook is the favorite social platform of the 35-44 demographic

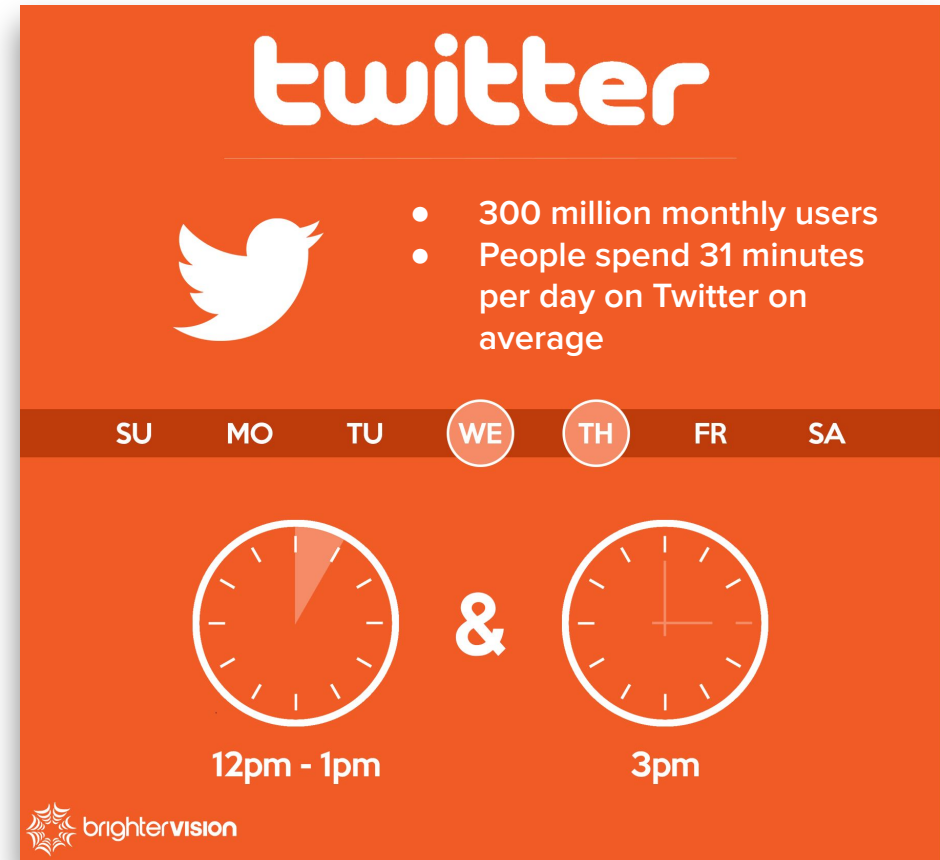
Blog: [How to Set Up Your Facebook Business Page](#)



Twitter

- 23% of adults use Twitter, 70% of which identify as male, 30% as female
- The largest age group by far is users between 18-24 at 44% followed by 25-39 at 31%

Blog: [How to Set Up a Twitter Business Profile for Your Private Practice](#)



LinkedIn

- LinkedIn is a B2B goldmine
- It's where most Fortune 500 decision-makers and executives like to spend their spare time looking for content that can change the way they do business

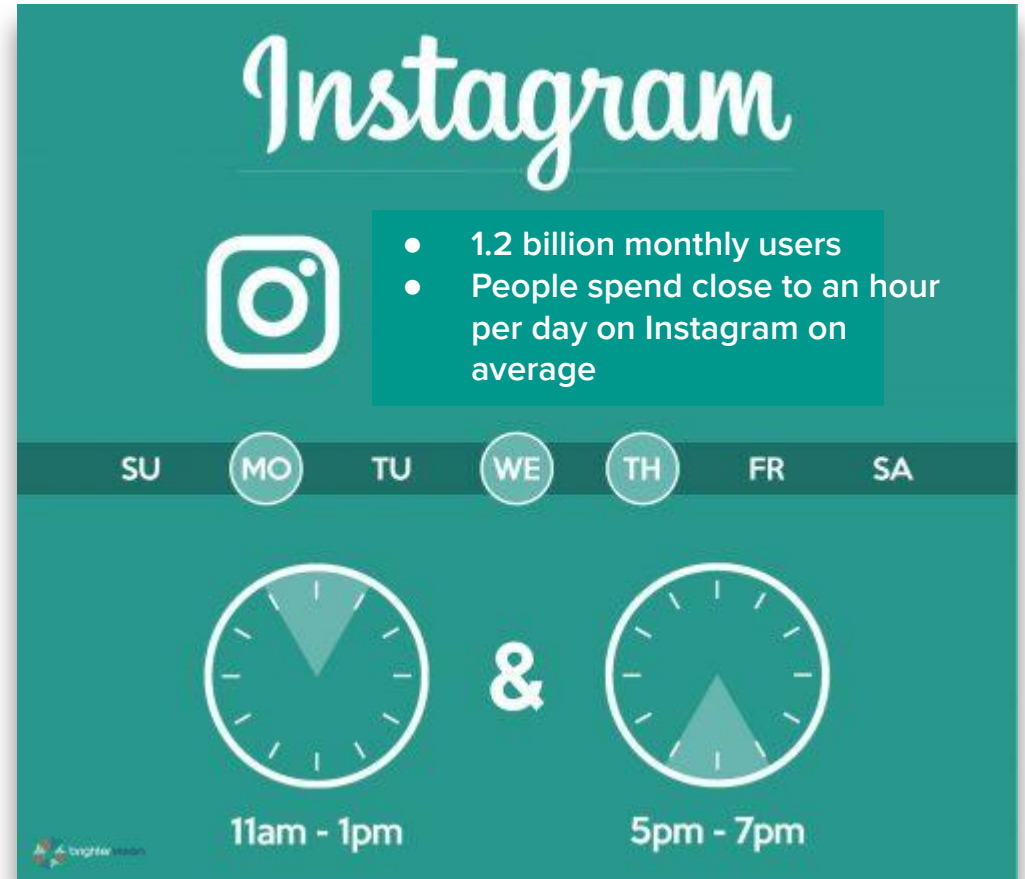
Blog: [How to Set Up a LinkedIn Company Page for Your Private Practice](#)



Instagram

- Instagram tends to attract a predominantly younger crowd. It's Gen Z's favorite social media platform
- Over 60% of Instagram users are between the ages of 18-34

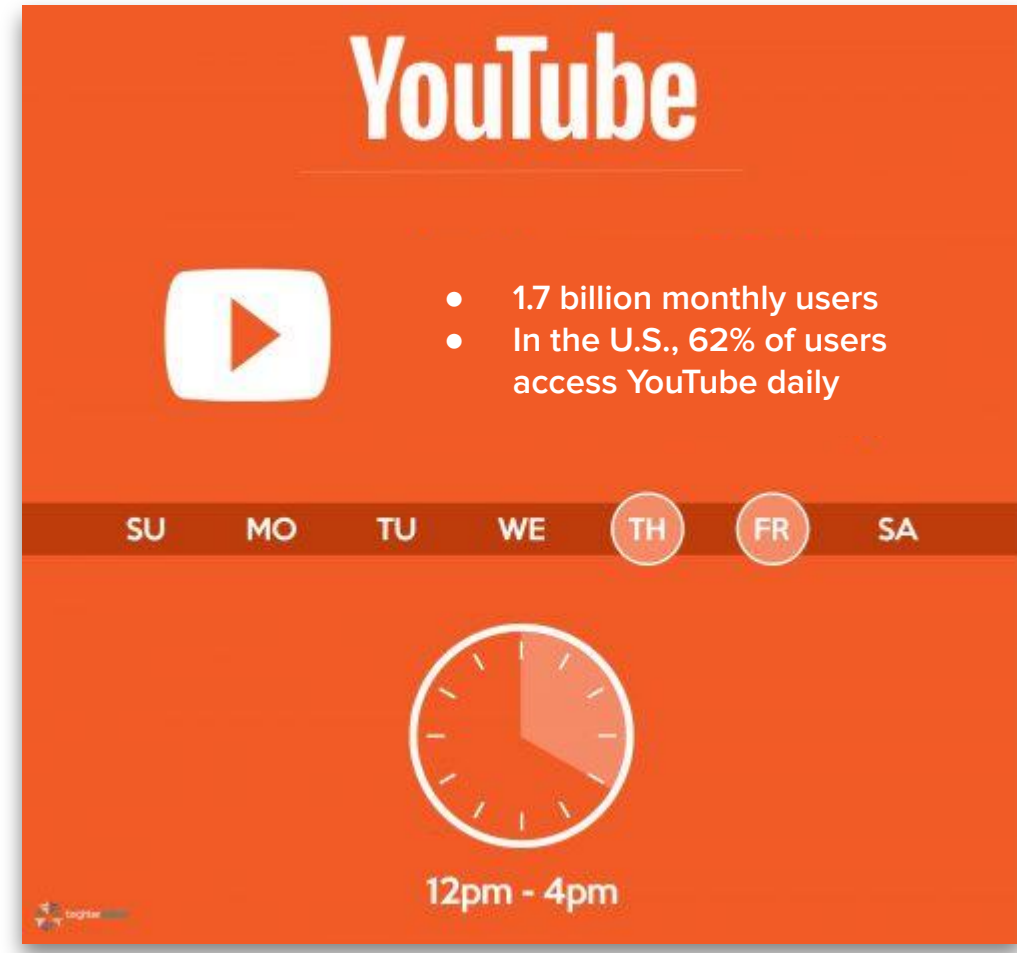
Blog: [How to Set Up an Instagram Business Page for Your Private Practice](#)



YouTube

- YouTube may not be the first platform you think of when you think “social media” but YouTube is one of THE most popular platforms
- It’s the world’s second most-visited website, after Google

Blog: [How to Use YouTube to Grow Your Therapy Practice](#)



QUESTION

So, what content should I post?

Content for your ideal client

- Remember to create and post content with your ideal client in mind
- Make sure this content brings value to your ideal client
- Really get into the mindset of your clients. What are some of the questions they frequently ask? Use this to guide your content strategy

Types of content

Blogs

- Whenever you write a blogpost on your website, remember to share it!
- This not only boosts your SEO, but it brings more traffic to your website
- Position yourself as a subject-matter-expert
- This is an opportunity to connect with your audience

Thought Leadership

- Share educational content to show your audience that you are a thought leader in your field
- Promote mental health as a whole to promote interest in the industry
- Share links to articles that you come across that you think would benefit your ideal client

Events & Relevant Topics

- Let your audience know you're up-to-date and adaptable
- Share articles that are relevant to current events (i.e. Women's History Month)
- Connect with the mental health community as whole by posting about events or specific mental health days

Personal vs business accounts

- Keep your personal social media accounts private. Do not accept friend requests from clients on your personal accounts
- Have a social media policy in place that you can explain to clients if they take offense to this
- Don't reveal any personal information on your business accounts.
- Don't go overboard – Be sure to show your personality while remaining as professional as possible
- Never expect or demand your clients follow you on social media

Ethical considerations

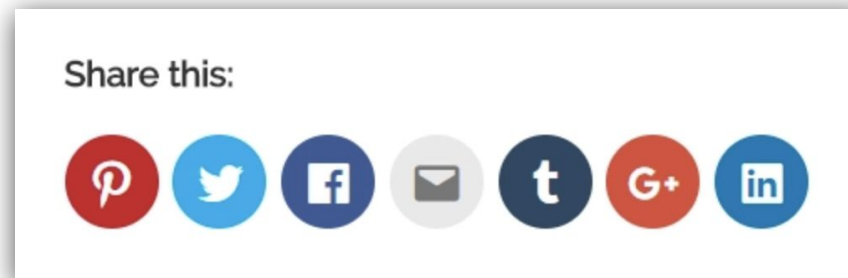
- Therapists must pay attention to ethics and confidentiality when using social media for business purposes – The approach to social media marketing is different for therapists than other professions
- You must follow [HIPAA social media guidelines](#)
- Never discuss anything about a client on social media, even by blinding their name/info
- Do not send DMs and personal messages with clients over social media – These platforms aren't HIPAA secure and would be violating therapist-patient confidentiality
- Avoid having clinical consultations via social media

QUESTION

How do I promote my brand on social media?

Using social media to promote your site

- You can do this by posting your blogs, webpages, or any events you are hosting
- Social media is a sneak peak into your website, and brand as a whole
- Remember to stay true to your voice and your brand, consistency is key!
- Include social sharing buttons throughout your private practice website - make it easy for visitors to share your content!



Grow your following on social media

- Sharing relevant content and interacting with other accounts on social media is a great way to grow your following and your brand
- Like, comment, share, and react to other thought leaders in your space
- Engage with your followers! Respond to comments on your posts, or post questions for engagement



QUESTION

How can I keep my social media content calendar organized?

Know when to post your content

- Refer to our past slides about best times to post for each of the different platforms
- This optimizes the reach of your social media posts
- After you've been posting frequently, you can reference your analytics to see which times were the most engaged with

Blog: The Science of Social Media: [When to Post for Maximum Engagement](#)

Know how often to post

- Post enough to keep clients up-to-date on your services
- Don't bombard your followers
- Post according to platform
 - Facebook: 2-3 times per week
 - Twitter: 1 post every other day, or 1 post per day
 - LinkedIn: 1-2 posts per week
 - Instagram: 1 post every other day

Stay organized with a content calendar

- Creating a content calendar is key! This keeps you organized, and saves time in the long run
- Reference your content calendar when scheduling your posts
- You can still post if an event or something ad hoc comes up, but scheduling your content can create an ease of mind and never miss a date
- Create posts on multiple platforms in advance

The benefits of scheduling tools

- Stay active on social media platforms even when you're busy with clients
- If you lose internet, your post will still publish
- Create posts outside of business hours and appear active
- Maintains consistency
- Social Genie - Stay tuned for our exclusive offer

Always improve your social strategy

- Analyze and adjust your social media posts – Each platform has analytics tools built in
- Align future post content accordingly
- Analyze your audience
 - Which platform brings the most visitors to your website?
 - What kind of content has performed best based on platform?
 - Which days and times perform the best?
 - Adjust accordingly – Your social strategy **should** evolve over time!

Any Questions?





As a thank you for attending this webinar,
here's a special offer:

3 FREE Months of Social Genie

[Click here to get started today](#)

Thanks for Attending

