Making the Most of Your Facebook Community to Grow Your Practice
What You’ll Learn

- How to establish a consistent online personality
- Tips for creating Facebook posts
- How to target the right audience
- How to reach as many people as possible
Agenda

1. Why Facebook?
2. Building and Maintaining Your Facebook Page
3. Advertising on Facebook
Why Facebook?
Facebook is home to an active, engaged user-base of parents

75% of parents log on daily
51% who do so several times per day

79% of parents who use social media agree they get useful information
The next generation of parents are active on social media

88% of millennials (18-25) get news from Facebook

Millennial parents rely on their mobile devices to help them make decisions 30% more than Baby Boomers

62% of millennials are more likely to become a loyal customer when a brand engages with them on social networks
Building and Maintaining Your Facebook Page
Building and Maintaining Your Facebook Page

1. Define your Facebook presence
2. Build your page
3. Create and maintain quality content
4. Master audience interaction
5. Use Facebook tools
Define your Facebook presence

Building and Maintaining Your Facebook Page
Set the stage for your Facebook presence

At the end of the day, what is the goal of my page?

How will I make this a place for parents to ask questions?

What should parents understand about my practice after viewing the page?

What qualities of my staff and myself will I infuse in this page?
Establish your Facebook voice

Define your practice’s Facebook voice using the following categories:

- Personality: Friendly, Warm, Professional
- Tone: Personal, Clinical, Playful
- Language: Simple, Fun, Direct
- Purpose: Inform, Educate, Engage

Your Facebook Voice (Examples)
Create a set of categories to guide each post

Develop posts with categories in mind. Each post created should fit at least one category.

<table>
<thead>
<tr>
<th>Tips for Parents</th>
<th>Did You Know?</th>
<th>Holidays and Popular Culture</th>
<th>Around the Office</th>
<th>News and Curated Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide valuable information on early visits, tips for teething, supervised brushing, etc.</td>
<td>Inform or entertain with facts about children’s oral health</td>
<td>Use a current pop culture trend or holiday as the basis of your post</td>
<td>Feature yourself and your staff with “behind the scenes” posts</td>
<td>Share timely news articles or curated content (ex: AAPD Mouth Monster articles) relevant to your practice</td>
</tr>
</tbody>
</table>
Building and Maintaining Your Facebook Page

Build your page
Showcase your practice with Facebook’s visual layout

- Consider a logo/office symbol as a profile photo
- Take advantage of Facebook’s custom call-to-action button
- Select a cover photo that represents your practice
Ensure your profile contains all important office information

Add business hours; Facebook shows your hours in real-time

Include an address; Facebook gives the option of adding a map to your profile

Add your phone number and website
Building and Maintaining Your Facebook Page

Create and maintain quality content
Plan posting schedule in advance

Save time by outlining holidays, office milestones or events, and how often you’ll post throughout the month.

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tues</th>
<th>Wed</th>
<th>Thurs</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>Mother’s Day</td>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18 Comm. Service Day</td>
<td>19</td>
<td>20</td>
</tr>
<tr>
<td>21</td>
<td>22</td>
<td>23</td>
<td>24 Dr. Reed’s B-day</td>
<td>25</td>
<td>26</td>
<td>27</td>
</tr>
<tr>
<td>28</td>
<td>29</td>
<td>30 Memorial Day, Closed</td>
<td>31</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Save time by creating monthly content calendars

<table>
<thead>
<tr>
<th>Timing</th>
<th>Concept/Copy</th>
<th>Link/Image/Video</th>
<th>Content Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week of 5/1</td>
<td>Importance of an age 1 visit and what parents can expect</td>
<td>Link to website blog with checklist for parents</td>
<td>Tips for Parents</td>
</tr>
<tr>
<td>Week of 5/8</td>
<td>Happy Mother’s Day</td>
<td>Photo collage of staff members with their children or moms</td>
<td>Holidays</td>
</tr>
<tr>
<td>Week of 5/15</td>
<td>Tooth decay is a top chronic infectious disease among children but is nearly 100% preventable</td>
<td>Image of the AAPD Mouth Monsters</td>
<td>Fun Facts</td>
</tr>
<tr>
<td>Week of 5/22</td>
<td>Involvement in upcoming community event</td>
<td>Photo of staff at community service day</td>
<td>Around the Office</td>
</tr>
<tr>
<td>Week of 5/30</td>
<td>Washington Post article on parenting and cavities in children</td>
<td>Link to Washington Post article</td>
<td>News Articles</td>
</tr>
</tbody>
</table>
Focus on short content to keep audience attention

Practice makes perfect! Tooth decay is almost 100% preventable with healthy oral care routines.

DID YOU KNOW?
Ranked high, but easy to beat. Tooth decay is one of the top chronic infectious diseases among children in the U.S.

DID YOU KNOW?
Children lose their front teeth first, typically around ages 5-7.

Is the Tooth Fairy visiting your house anytime soon?
Make your page dynamic by featuring images, links and videos
Identify content on your website that will resonate on Facebook

This could be a great article to use for a post.
Use trusted third-party resources to contribute to your content calendar

Kids' Healthy Mouths
March 2 at 4:15pm

Moms and dads - try using these fun 2-minute videos to keep your kids brushing for 2 whole minutes twice a day.

2min2x: Watch & Brush!
2MIN2X.ORG
You may ask yourself... How will I continue to find content to post?

- Get inspired by Facebook comments or in-person questions from parents
- Look to commonly asked questions and turn it into a post
- Consider posts on upcoming community events or speaking engagements
- Set up team brainstorms with your office
Building and Maintaining Your Facebook Page

Use Facebook tools
Use Facebook’s scheduling tool to schedule posts in advance.
Use “Page Insights” to learn how your audience is responding to your posts

Track the average reach, likes, comments and clicks of your posts

Identify what type of posts are getting the most interaction and develop future posts with these key learnings in mind

Set benchmarks for future posts: aim to get more likes than previous posts
Building and Maintaining Your Facebook Page

Master audience interaction
Importance of audience interaction and having a plan in place

1. Establish ground rules to maintain authority
2. Save time and stay consistent
3. Foster relationships through two-way dialogue
Develop the “Rules of the Road” for your page to help guide conversations

Community Engagement Guidelines:

• Create a conversation standard to uphold
• Sets guardrails and expectations for your interaction with your audience
• Gives you the authority to moderate commentary within reason
Rules of the Road
Our Facebook page is a place for you to engage with each other and with [OFFICE NAME]. We want to hear from our Facebook fans and we encourage you to leave comments, post photos, videos and links but we have some “rules of the road” that you need to follow and understand:

1. Please make sure you comply with Facebook’s terms and policies.

2. Please don’t: post spam or comments that defame, harass, threaten or are otherwise objectionable or that violate the privacy, intellectual property or other rights of others; use profanity in your posts; delete any attributions, legal notices or proprietary designations or labels in any information posted, or falsify the origin or source of any content posted.

3. We may monitor posts, so we reserve the right to remove any posts that are not in compliance with these rules, and to block repeat offenders.

4. Please remember that we cannot guarantee the accuracy of information posted by others. We do not endorse third party posts nor do their posts represent our opinions.

Now, post away!
Develop a list of topics to which you will and will not respond

<table>
<thead>
<tr>
<th>Will Respond To:</th>
<th>Will Not Respond To:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• People genuinely interested in children’s health</td>
<td>• Spam posts</td>
</tr>
<tr>
<td>• Family-friendly users</td>
<td>• Obscene or vulgar commentary</td>
</tr>
<tr>
<td>• Patient questions or comments (positive and negative)</td>
<td>• Irrelevant or blatantly incendiary commentary</td>
</tr>
<tr>
<td>• Community thought-leaders</td>
<td>• Repeat offenders</td>
</tr>
<tr>
<td>• Low-risk, positive engagements</td>
<td>• Politically charged comments</td>
</tr>
<tr>
<td>• Like-minded organizations that share core values</td>
<td></td>
</tr>
</tbody>
</table>
Prepare a “response library” in advance to save time

Create a document of frequently asked questions or topics to have on-hand.

Q: I’m a new parent. When should I take my child for his first check-up?

A: Thanks for asking, [NAME]. The American Academy of Pediatric Dentistry recommends bringing your child in by the time their first tooth appears or their first birthday, whichever comes first. If both have already happened, it’s never too late to visit! Feel free to call us at 555-5555 to set up an appointment. Hope to see you soon!

Q: My daughter is nervous about her upcoming appointment. Do you have suggestions for helping calm her nerves beforehand?

A: We’re glad you asked, [NAME]! It’s common for children to be nervous and we’re here to help. Take a look at our FAQ on our website for a few suggestions, and don’t hesitate to ask us questions before the appointment. We look forward to seeing you!
Tips for responding to positive and negative feedback

Receiving feedback is inevitable. Remember these tips before responding:

**Negative feedback:**

- **Keep it simple:** Thank them for their feedback and patronage. Always be diplomatic, positive, transparent and polite.

- **Be specific** about the customer's experience and any changes you may have made as a result.

- Use negative feedback as an opportunity to **showcase your business’s positive qualities**.

- If the feedback reads like a rant or it’s false, **request they send you a private message**

**Positive feedback:**

- **Deliver a human thank you** and let them know you care about their patronage.

- **Don’t:** Ask them to join mailing lists, accept event invites, or request for them to tell more friends about your business.
Advertising on Facebook
Facebook ads: A cost-effective way to reach your audience

- Can help attract new patients, or current patients who might not know about your Facebook page
- The ads can be customized to target audience based on age, location, and interest
- Ads can start as low as $25 per post
How it works

1. Select the post you want to promote
2. Identify the audience you want to target
3. Set your budget and timing
4. Submit for approval and monitor
Boosting visibility of a popular post with basic audience targeting

Consider this audience if you're new to Facebook ads

Try this audience for a more advanced approach
Boosting visibility of a popular post with advanced targeting

Choose your city and nearby areas (up to 50+ miles)

Select an age range

Set the gender you want to target (recommend All)

Insert what interests you want your target audience to ideally have – keep in mind it’s best to stay broad and think from the POV of the audience member (ex: parenting vs. pediatric dentistry)

Name your audience so you can save and use for future ads

Create Audience

Select the location, age, gender and interests of people you want to reach with your ad.

**Name:** Chicago Audience

**Location:**
- Cities
- +25 miles
- Chicago, IL

**Age:**
- 18
- 50

**Gender:**
- All
- Men
- Women

**Interests:**
- Motherhood
- Fatherhood
- Parenting
- Teething
- Infant
- Babies
- Parent
- Child care
- Childhood
- Health care

+ Adolescence
+ Husband
+ Childbirth
+ Pregnancy
+ Day care

**Buttons:**
- Cancel
- Save
Summary

1. Facebook is home to an active, engaged user-base of parents
2. Having a plan in place helps maintain and build your Facebook presence
3. Facebook advertising is a cost-effective tool for expanding beyond your day-to-day community
Questions?