





SOCIAL MEDIA

HAVE YOU COVERED
YOUR BASES?



SESSION GOALS

-  Choosing the right channels for your business
-  Getting the right message out
-  Image choices explained
-  Planning your content

**THE WORLD
IS AT YOUR
FINGERTIPS**



**BUT WHO
IS YOUR
AUDIENCE?**



**WHAT PURPOSE WILL
YOUR SOCIAL MEDIA
SERVE?**

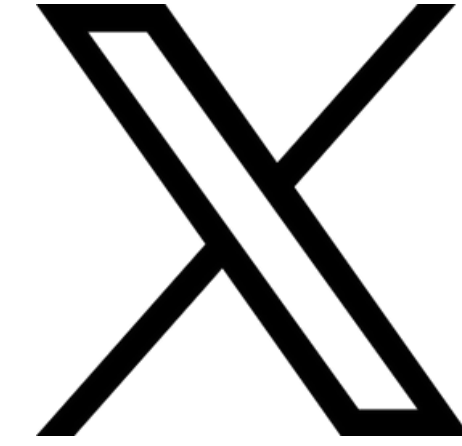
ATTRACT NEW BUSINESS?

INFORM CURRENT PATIENTS?

SELL YOUR PRODUCTS?

ATTRACT OTHER PODIATRISTS?

**WHICH
CHANNELS
SHOULD YOU
CHOOSE?**



Google Business Profile



People trust people - get your
face out there

Can your name be found?

Location, location, location

**DON'T BE A
STRANGER**

GET THE MESSAGE?



What do you want to say?

How are you going to do it?

GET THE MESSAGE?



Check your language

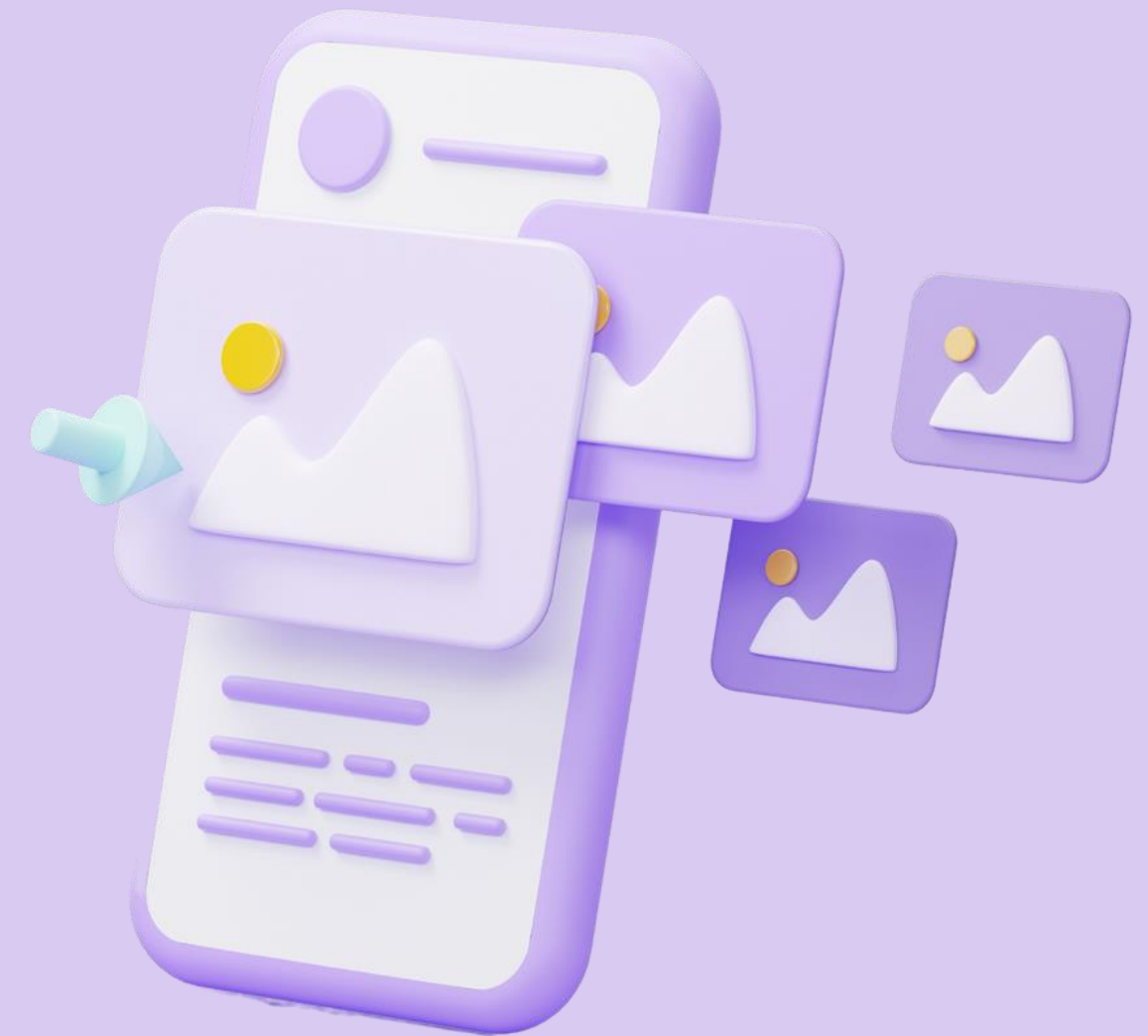
Keep it simple and professional

#GetSeen

Sort your links

GETTING THE IMAGE RIGHT

Sourcing your images
Need an aesthetic?



GETTING THE IMAGE RIGHT

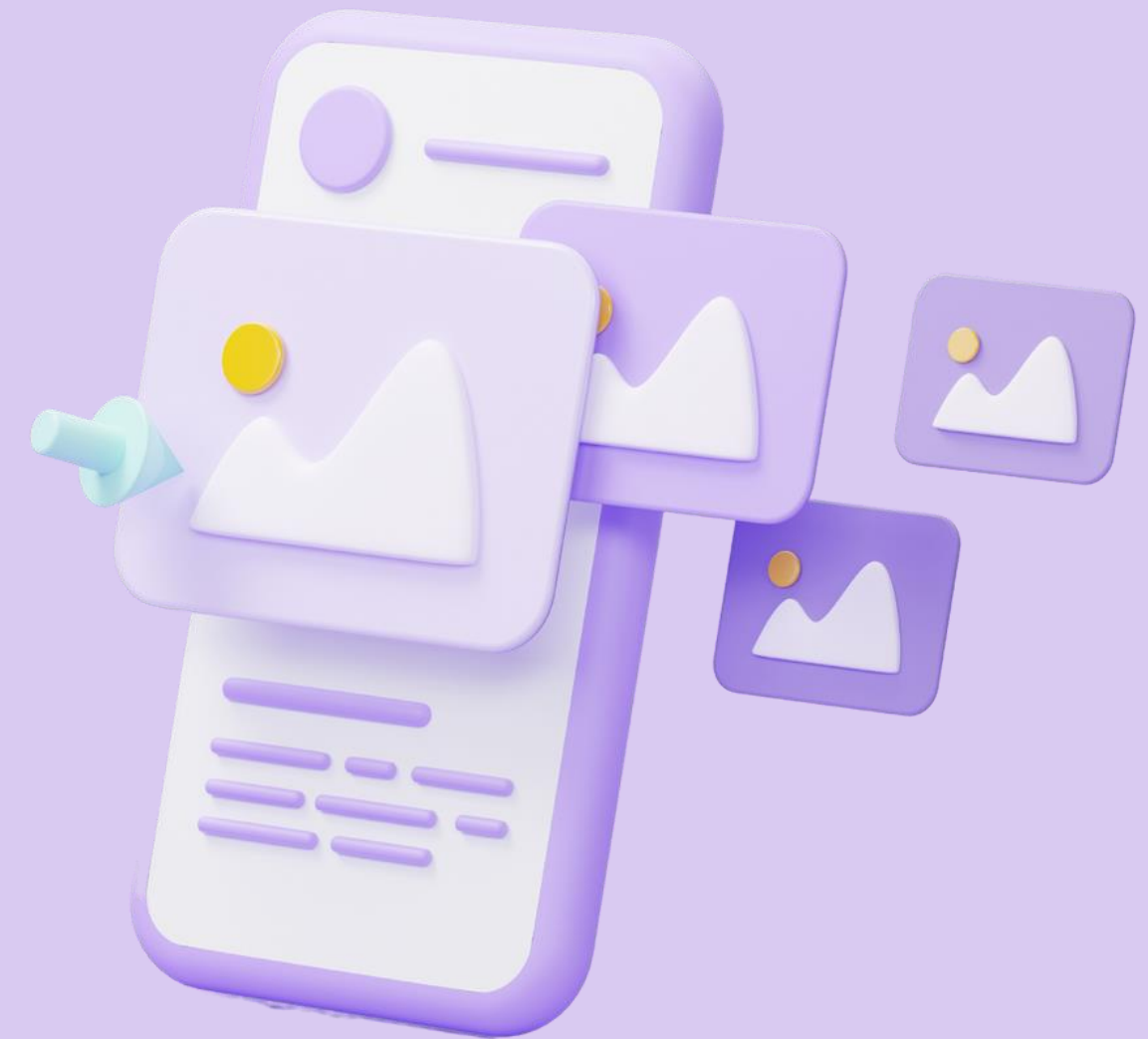
Know your copyright laws

Check creative commons
& royalty free images

Use an all-in-one programme

Save your licenses

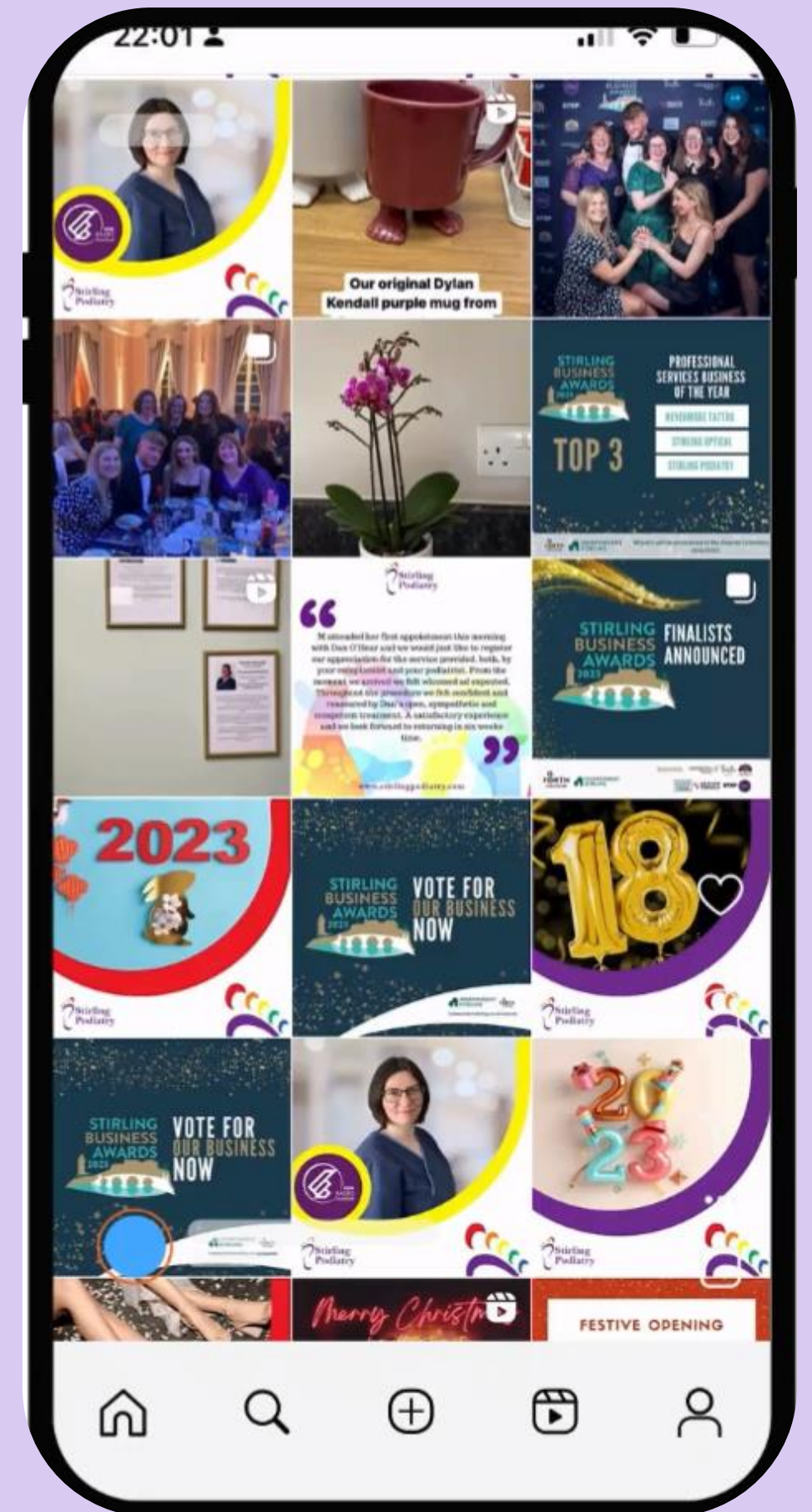
Get consent and record it



GETTING THE IMAGE RIGHT

A little bit of branding can go a long way

Control your narrative when your content gets shared



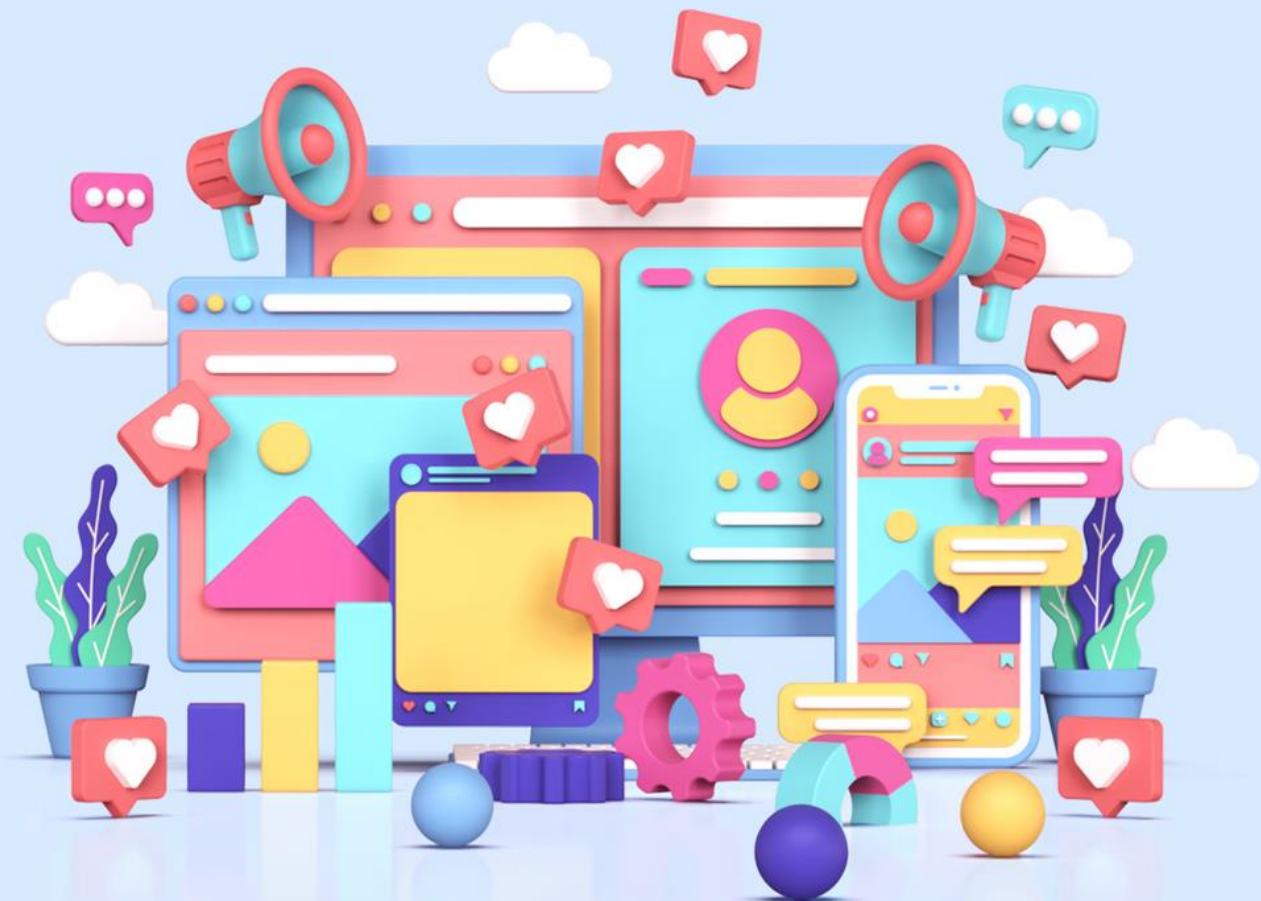
TIME TO PLAN

What time have you got?

What's happening this month?

Who can help?

Make it multi-purpose

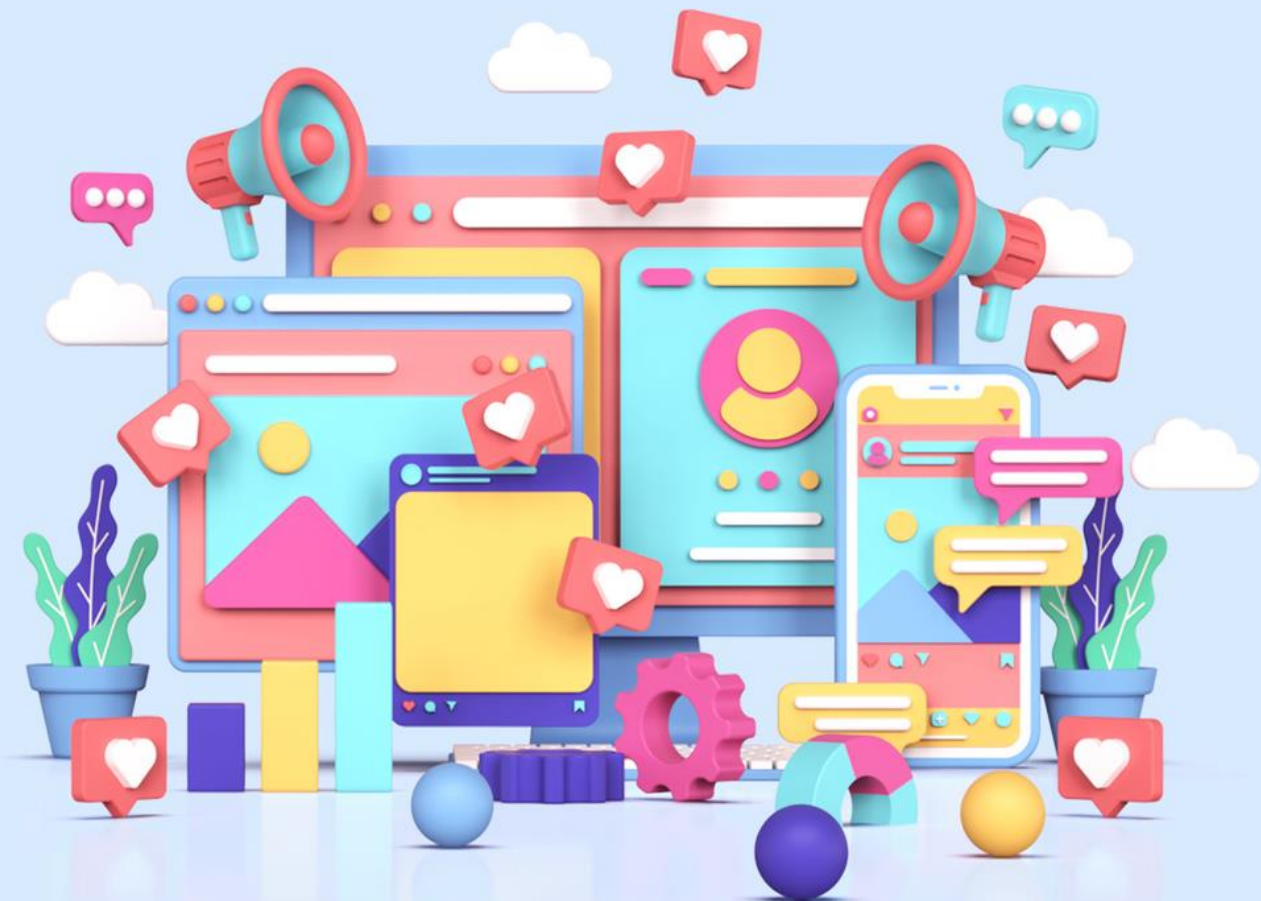


TIME TO PLAN

Celebrate the wins

Avoid the rants

Keep it useful



RESOURCES

Practice Momentum - practicemomentum.org

Canva.com - also youtube.com/@funwithcanva

Pexels.com

Pixabay.com

Freepik.com

HCPC social media standards

