

BYTESIZE

Handout Module 2: SOCIAL MEDIA
With Aashni Shah



SOCIAL MEDIA: Formula for success

1. Content Checklist

- ✓ Write an overview of your monthly content
- ✓ Commit to posting on Facebook and/or Instagram 2-3 times/week
- ✓ Plan and record video content as part of monthly content - start with one every month
- ✓ Plan and allocate time to write one blog/month
- ✓ Research and include awareness days/seasons that you can build a campaign around, e.g., National Sunglasses Day, etc.
- ✓ Decide who you are going to delegate content writing to

2. Ideas for Content

Take inspiration from your practice.

- ✓ **Updates** about current practice status
- ✓ **Highlight** current services you are providing
- ✓ **Introduce** staff members in a 'meet the team' series
- ✓ **Education** about eye health and vision
- ✓ **Share** patient **testimonials/reviews** to boost your authenticity
- ✓ **Showcase** happy patients wearing their new glasses
- ✓ **Feature** eyewear brands
- ✓ **Shout out** about future events
- ✓ **Encourage** bookings for routine appointments
- ✓ **Promote** offers/sales

Facebook - Post Checklist

- ✓ Call to action (if appropriate)
- ✓ Link to relevant website URL
- ✓ Tag businesses/brands
- ✓ Hashtags - **max. 2**
- ✓ Keep captions succinct - the sweet spot is between 40-50 characters
- ✓ Use high-quality images/videos to support your captions
- ✓ Be personal and relatable

Instagram - Post Checklist

- ✓ Call to action (if appropriate)
- ✓ Include link in bio back to relevant URL
- ✓ Tag businesses/brands
- ✓ Hashtags - stick to around 11-15
- ✓ Keep captions succinct - sweet spot is between 100 - 125 characters
- ✓ Use high quality images/videos to support your captions
- ✓ Be personal and relatable

Looking for help to manage or set up your Social Media profiles?

Drop us a line at sales@opticommerce.co.uk and your account manager will be in touch.