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How To
Optimize Your Facebook Page

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INTRODUCTION

Although some of the younger demographics are passing up Facebook in favor of tools like Instagram and Snapchat, Facebook still dominates the market.

With 1.09 billion people logging in daily (a 16% increase year-over-year), it's still the most popular social network around. Not to mention, Facebook owns 77% of all social logins.

If you want your practices' content to reach consumers, having a presence on Facebook is a given. But to make the most of your Facebook Page -- to attract and engage visitors, drive them to your website, and convert them into leads (and, eventually, patients) -- you need to optimize your Facebook presence.

We know that learning all the nuances of various social networks can be a tricky and time-consuming feat, especially considering how frequently they add, remove, and modify features.

To help you stay ahead of the curve, we've put together a handy cheat sheet that Doctor's can use to make the most of Facebook Business Marketing.
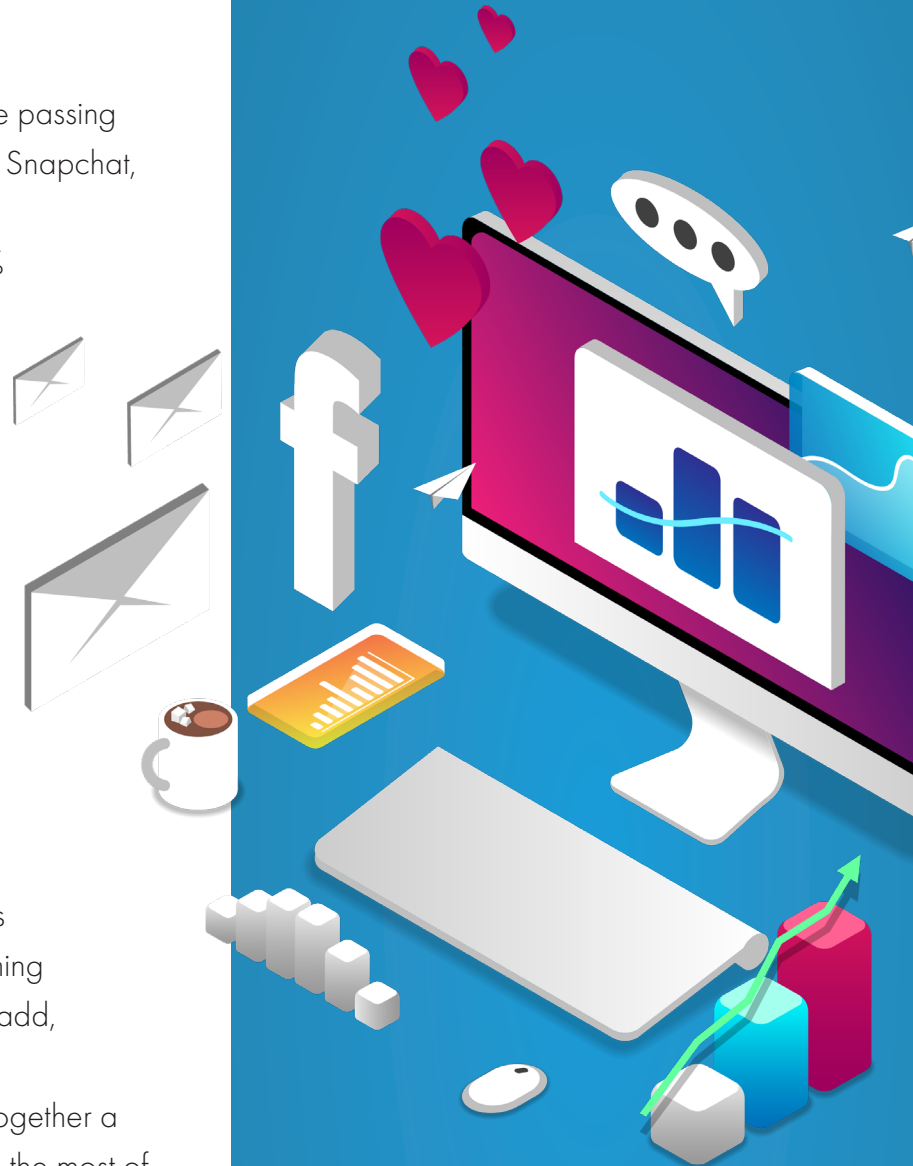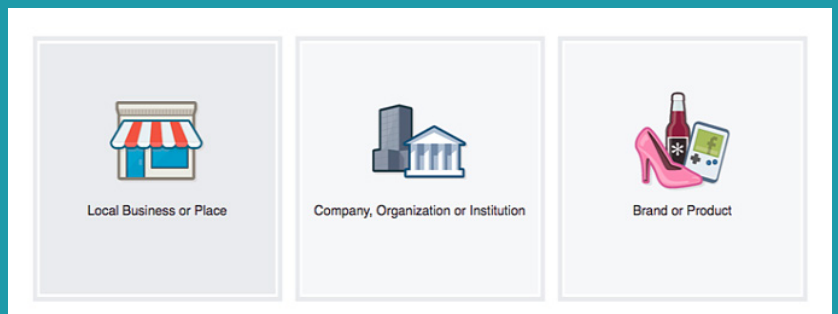
1 Create a Business Page, not a personal profile

First thing's first: You need to create a business Page -- not a personal profile -- to represent your Practice. Pages look similar to personal profiles, but they include unique tools for businesses, brands, and organizations. Your fans can Like your Page to see updates from you in their News Feeds, which is something they can't do for personal profiles. Not only will this maximize Facebook's business potential for you, but it's actually against Facebook's Terms of Service to use a personal account to represent something other than that person, like a business. If you've already created a profile for your business, you'll want to convert it into a business Page. If you haven't created a Business Page for your Practice, go here to create one: **https://www.facebook.com/pages/ creation/**

To Do:

When having a brick & mortar business location, you should always claim a local business page displaying your address, for SEO consistency purposes. Therefore, the first choice, when met with the screen below, "Local Business or Place" is what you click on and follow instructions from there.
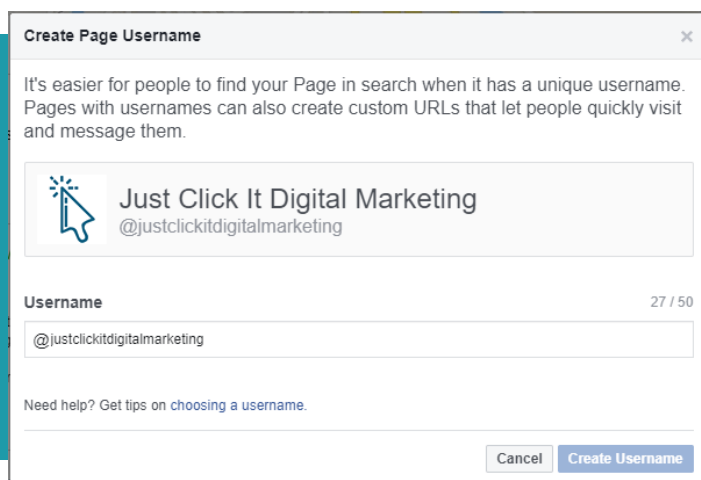
Local Business or Place

Company, Organization or Institution

Brand or Product

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2 Claim your Page's vanity URL (Facebook URL)

Once you've created your business Page, it'll get a randomly assigned number URL, like this: **www.facebook.com/123456789**

To make your Page more shareable and easier to find, you'll want to create a recognizable vanity URL, like our page – **www.facebook.com/justclickitdigitalmarketing**. To create a vanity URL, **https://www.facebook.com/username** and then follow the instructions.

Create Page Username ✕

It's easier for people to find your Page in search when it has a unique username. Pages with usernames can also create custom URLs that let people quickly visit and message them.

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Username   27 / 50

@justclickitdigitalmarketing

Need help? Get tips on choosing a username.

Cancel   **Create Username**

✓ To Do:

Go to your page and click "About". Scroll down until you see your "Username" and click the edit button to the right. Type your new "username" a.k.a. your Facebook URL in the field and then click "Create Username".

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3 Add a great cover photo

Facebook's page design lets you feature a **851 x 315 pixel cover photo** at the top of your business Page. You'll want to optimize that cover photo to capture the attention of new visitors, encourage them to explore and learn more, and provide an effective mobile experience -- all the while ensuring you're following Facebook's Page Guidelines, here: **https://www.facebook.com/ policies/pages_groups_events/**
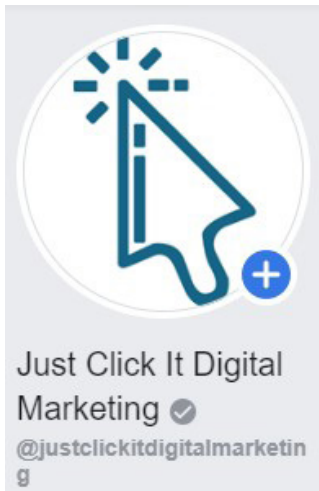
To Do:

1. Go to www.canva.com and sign up with your Facebook account or email address.
2. Choose, "Small or Large Business Account". To keep a free account, click "maybe later" to try a Pro Account for 30 days.
3. In the "Start Your First Design" window, click the "Facebook Cover" icon shaped like a Facebook Cover photo, 851 x 315 pixels.
4. Choose a free design and/or upload one yourself. Click on that image and move and/

or resize it applicably. Write a compelling value statement.

5. Add your logo: Go to your "Uploads" tab on the left and click, "upload an image". Find your logo, add it and then click upload. Click on the image and move it to where you want it, see example below. Click the arrow pointing down at the top right of the page, check your pixel size and click download. Once it's downloaded, save it.......

4 Add a recognizable profile picture

Pick a profile picture that will be easy for patients to recognize -- like your practice logo, icon or a headshot of yourself, when applicable. Being recognizable is important for getting found and Liked, especially in Facebook Search. Your profile image is pictured at the top of your Facebook Page and is also the thumbnail image that gets displayed next to all your Facebook Page updates, so choose wisely.

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When choosing a photo, keep in mind that Facebook requires your profile picture dimensions to be 180 pixels by 180 pixels (even though the image will display as 160 pixels by 160 pixels on desktop computers).

✓ To Do:

1. Go to www.canva.com and login.
2. On the "Create a Design" page, on the right hand side, click "Custom Dimensions".
3. Type in dimensions for a Profile Picture: 180 x 180 pixels.
4. If your logo has been uploaded, click on the "Upload" tab, find it and click it.
5. Click on the image and resize it to where you want it, or crop it to the icon of your logo. Click the arrow pointing down at the top right of the

page, check your pixel size and click download. Once it's downloaded, save it.......
6. If you're lost, Canva has step-by-step free tutorials to teach you how to:
   - Choose a template
   - Add photos or upload your own
   - Replace existing text or add your own
   - Publish or Download

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5 Optimize your "About" section *(especially the preview)*

Your "About" section is one of the first places people will look when they arrive on your Page. A preview of it is located on the left-hand side of your page beneath your profile picture, and people can also navigate to the full section by clicking on the "About" tab at the top of your page.

Be sure to optimize the preview section on the left side of your page with brief yet descriptive copy to give patients a sense of what your Practice is about before they decide to Like you. This copy will get pulled from the "Short Description" you provide within your full "About" tab.


To Do:

Don't simply whip something up off the top of your head! The About tab is the place where your visitors decide whether they'll become your fans or just passers-by. Fill out every section entirely, add your strategic keywords from your website (contact your Marketing company to know what this is and / or find this information in Google Analytics).

It's true that you don't have too many characters to explain how amazing your business is – the limit is set at 155 – but it's perfectly enough to summarize your company's "Why" and tell your prospects how they can benefit from it.

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6 Earn the "*Very responsive to messages*" badge
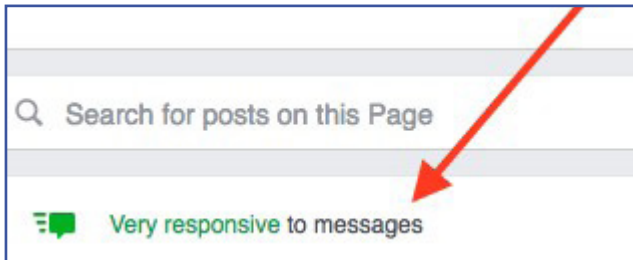
If you respond quickly to most users who send you messages on Facebook, then you can earn what Facebook calls a "Very responsive to messages" badge. You'll earn a "Very responsive to messages" badge below your Page's cover photo if you have a response rate of 90% and a response time of 15 minutes over the last seven days.

Or if you're responsive to messages but haven't quite earned the badge, Facebook will show off how responsive you are to visitors. Here's an example:

✓ To Do:

To enable the Chat feature on your Practice's page:

- Click Settings at the top of your Page.

- Click Messaging in the left column.

- Below Send Instant Replies to anyone who messages your Page, click to select Yes.

- To change your instant reply message, click Change, update the message and click

- Save.

- Bonus: Turn on Automated Responses by clicking on "Inbox" on your Facebook Practice's page, then click the Automated Response tab on the left to enable or change your settings so potential patients' an immediate response upon instant messaging your page.

7 Add milestones

The "Milestones" feature lets you highlight some of your practices' biggest accomplishments, like award wins, new service & product releases, major events or other accolades. Recent milestones will be posted to your Timeline, and users will be able to find them later under your "About" tab.

To Do:

To add a Milestones, click on the three dots after your Like, Follow and Call To Action buttons just under your Cover Photo. Select "Create Milestone" and then add title, location, date, story and photos and then click save.


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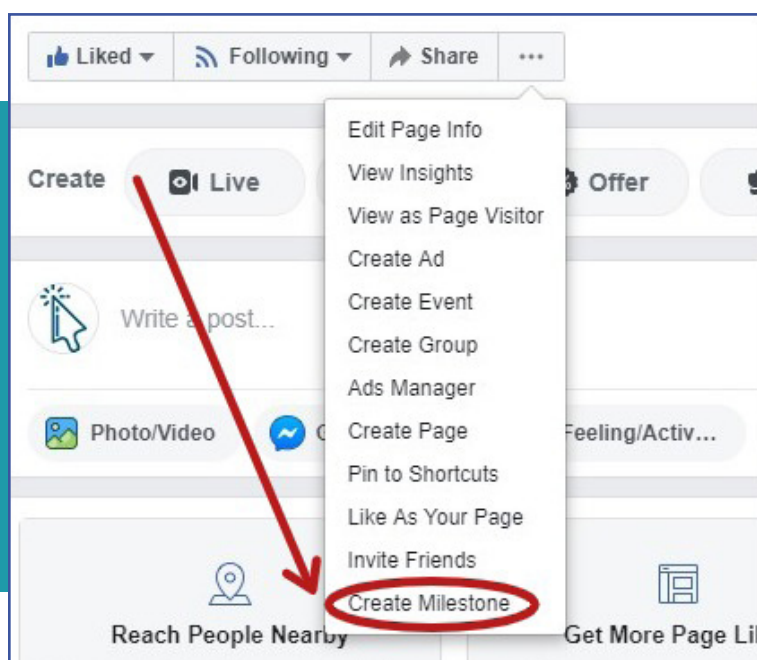
8

Choose a call-to-action button

Facebook added a very handy feature in December 2014: the option to place a simple call-to-action button at the top of your Facebook Page. You can choose from seven pre-made button options ("Sign Up," "Shop Now," "Contact Us," "Book Now," "Use App," Watch Video," and "Play Game") and link it to your website. It could link to your homepage, a landing page, a contact sheet, a video, or somewhere else.

✓ To Do:

| 👍 Liked ▾ | 🔊 Following ▾ | ➤ Share | ··· | | Call Now ✎ |
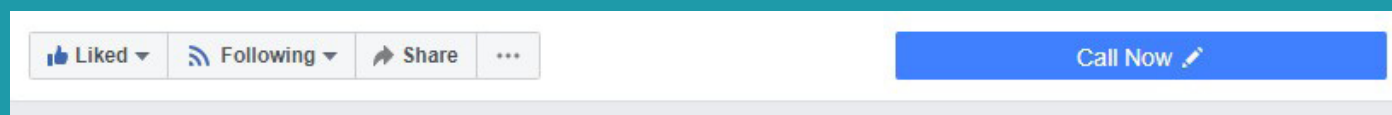
To add a call-to-action button to your Page:

- Click + Add a Button below your Page's cover photo.

- Select a button from the dropdown menu and follow the on-screen instructions.

- Click Finish.

- Once the button has been created, you can test your button:

- Hover over your button.

-    Select Test Button.

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9 Prioritize quality over quantity
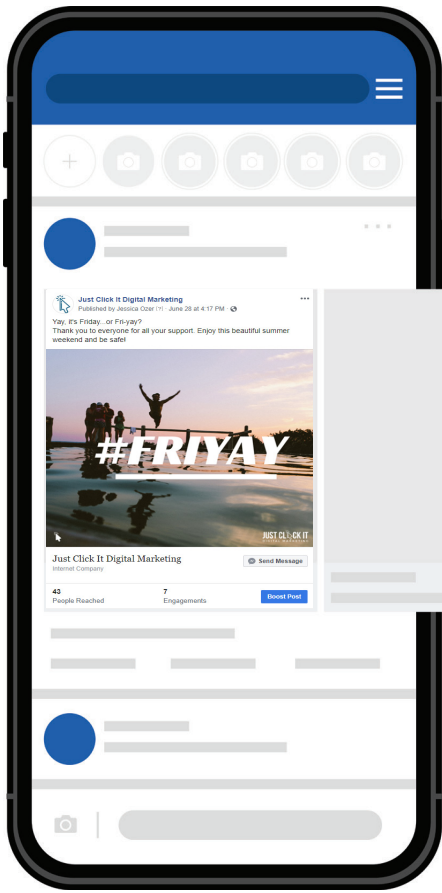
Here are two questions we hear a lot:

- How often should I post to Facebook?
- Will posting more frequently will help me reach more people?

In short, the answer is no. At the end of the day, how visible your posts are in people's News Feeds all comes down to the quality of your posts. These algorithms are meant to filter out the irrelevant and the poor quality posts so that the highest-quality stuff is what gets through and gets shown to users.

So don't overwhelm your customers with content on Facebook, and be selective about what you're publishing. Spend more time crafting better Facebook posts, and less time crafting a lot of Facebook posts.

Remember: It's a Practice's job to post content to social that's interesting, entertaining, helpful, and/or relevant to the audience. This means picking relevant topics, writing delightful copy, and posting compelling images and videos.

Another common question: When's the best time to post to Facebook? Unfortunately, there's no perfect answer -- different businesses may find different days and times work best for them. Timing often depends on what your target audience uses Facebook for, the region(s) you're targeting, the content of your post (e.g. funny or serious), and your goals (e.g. clicks versus shares), and so on.

That being said, there is data out there on optimal times to post on Facebook:

- The best time to post on Facebook is 3:00 p.m. on Wednesday. Other optimal times include 12:00–1:00 p.m. on Saturdays and Sundays and 1:00–4:00 p.m. on Thursdays and Fridays.
- Engagement rates are 18% higher on Thursdays and Fridays, and weekdays from 1:00–4:00 p.m. tend to see the highest clickthrough rates. On Fridays, Facebook use spikes by 10%. Since people tend to be happier on Fridays, Neil Patel suggests posting funny or upbeat content to match your audience's mood.
- The worst times to post on Facebook are weekends before 8:00 a.m. and after 8:00 p.m., according to SurePayroll's research.

Think of this data as a general guideline, and use it to help you find the optimal posting times for your business.
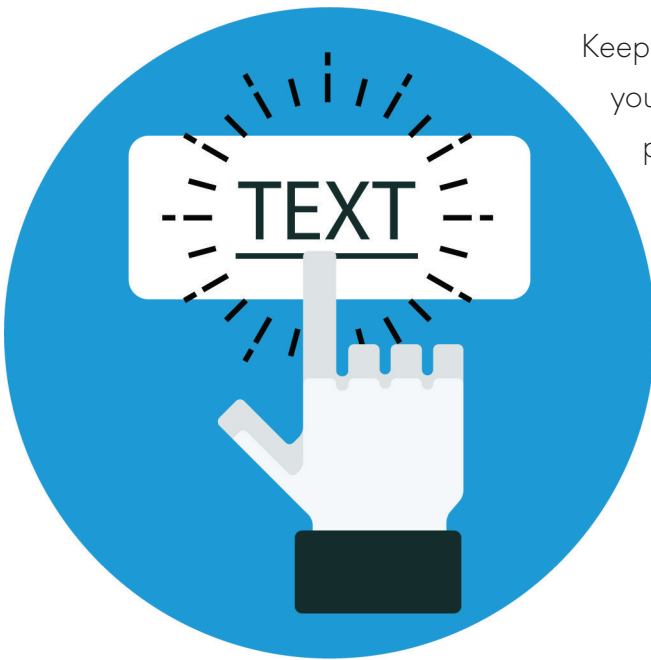
11 Post your best blog content

For businesses, social media continues to be driven by content. It's a marketer's job to post content to social that's interesting, entertaining, helpful, and/or relevant to our audience. Start populating your Page's timeline with content by handpicking your best, most helpful blog posts.

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Published by Jessica Ozer [?] · July 3 at 1:00 PM · 🌐

Are you a Doctor looking to get more patients in your door? Click below to read more about how online marketing really works for Doctors...

JCIDM.COM
How Online Marketing Works for Doctors Offering Regenerative Medicine

29	**4**	
People Reached	Engagements	Boost Post

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12 Remove links from your post copy

Keep your copy succinct by removing the horrendously long URL you're sharing from the text in your post. Your post real estate is precious, and you want to ensure any characters employed are purely for the sake of sparking a reader's attention. Plus, any user can click on the generated thumbnail or title for that URL to navigate to the blog post, web page, or any URL you're linking to -- so no need to include it in the copy of your post as well.

✓ To Do:

Paste your URL into the post and wait for the linked picture to appear, if it doesn't, this is ok, backspace until the URL is gone and now write your post. The link originally posted is connected to this post and therefore the link is no longer needed. Just write your copy and then click share or schedule.

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https://www.jcidm.com/how-to-increase-patient-volume-in-a-...

How do we increase the patient volume in a stem cell practice? Here's the answer according to what we see working for Doctors across the country....

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We're often asked; How to increase patient volume in a stem cell...

👍 Like   💬 Comment   ➵ Share

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13 Post your most compelling visual content

Facebook's new timeline page design places more of an emphasis on visual content like images and videos.

After all, Facebook posts with images see 2.3X more engagement than posts without images. One study found that Facebook posts with photos saw the most engagement over any other type of post, accounting for a whopping 87% of total interactions.

That's why posting compelling visual content is one of the most important things you can do to improve your Facebook strategy.

Use this to your advantage posting your best visual content to your Facebook Page, or making more of

an effort to make the content you already create more visual. (Click here to download 100+ social media image templates for free.)

A successful social strategy will often include photos, videos, and screenshots of infographics or other graphs. In addition to being fun to look at, it's important that your visual content be compelling and relevant to your audience.

Another reason to post lots of visual content? It'll help auto-populate the "Photos" and "Videos" tabs, which are automatically added to every Facebook Page. You want those to be rife with visual content when people click on them.
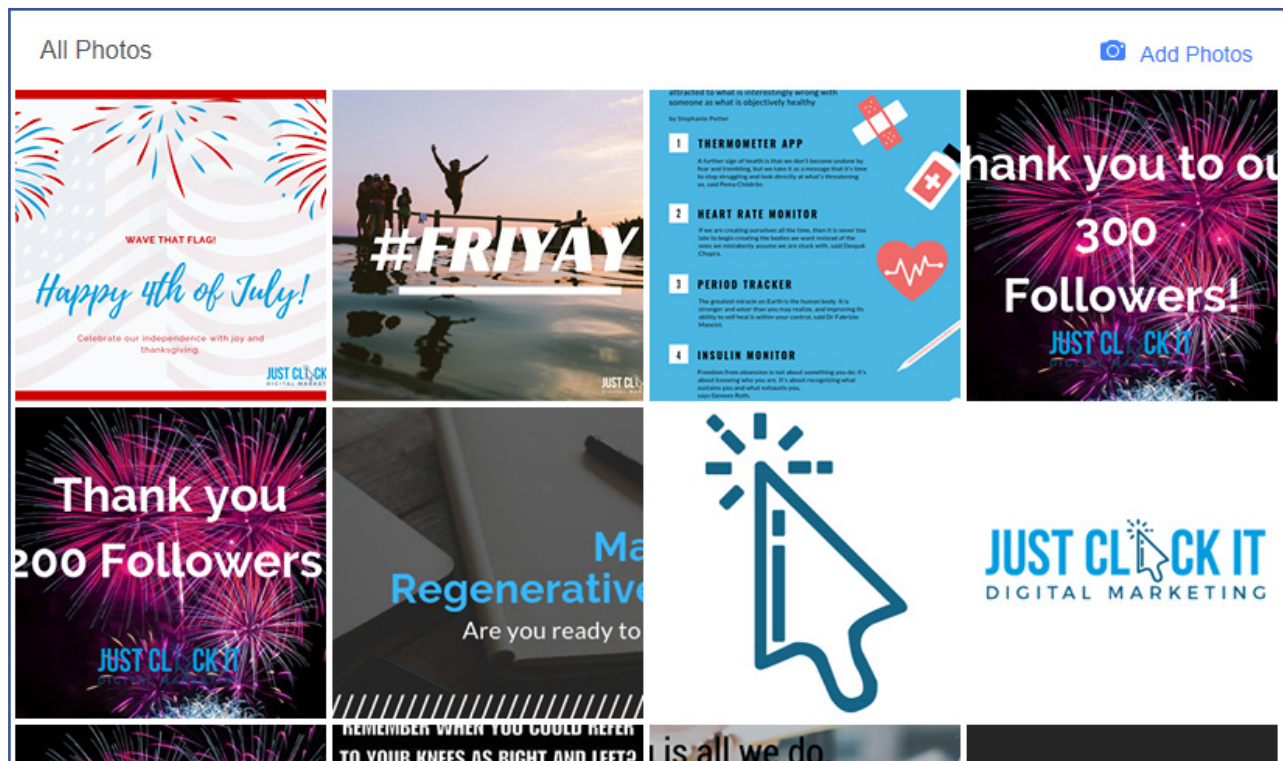
14 Make sure your images are properly formatted

Don't just post images for the sake of posting images. To give your users the best experience possible, you need to optimize your images for Facebook so that they're the right sizes and dimensions.

Below are a few of the most common Facebook image sizes, but you can find a more detailed guide here.

- Cover photo: 851 px wide by 315 px tall
- Profile image: 180 px wide by 180 px tall
- Highlighted image: 1200 px wide by 717 px tall
- Shared image: 1200 px wide by 630 px tall
- Shared link thumbnail image: 1200 px wide by 627 px tall

851 x 315

180 x 180

1200 x 630

1200 x 627

1200 x 717

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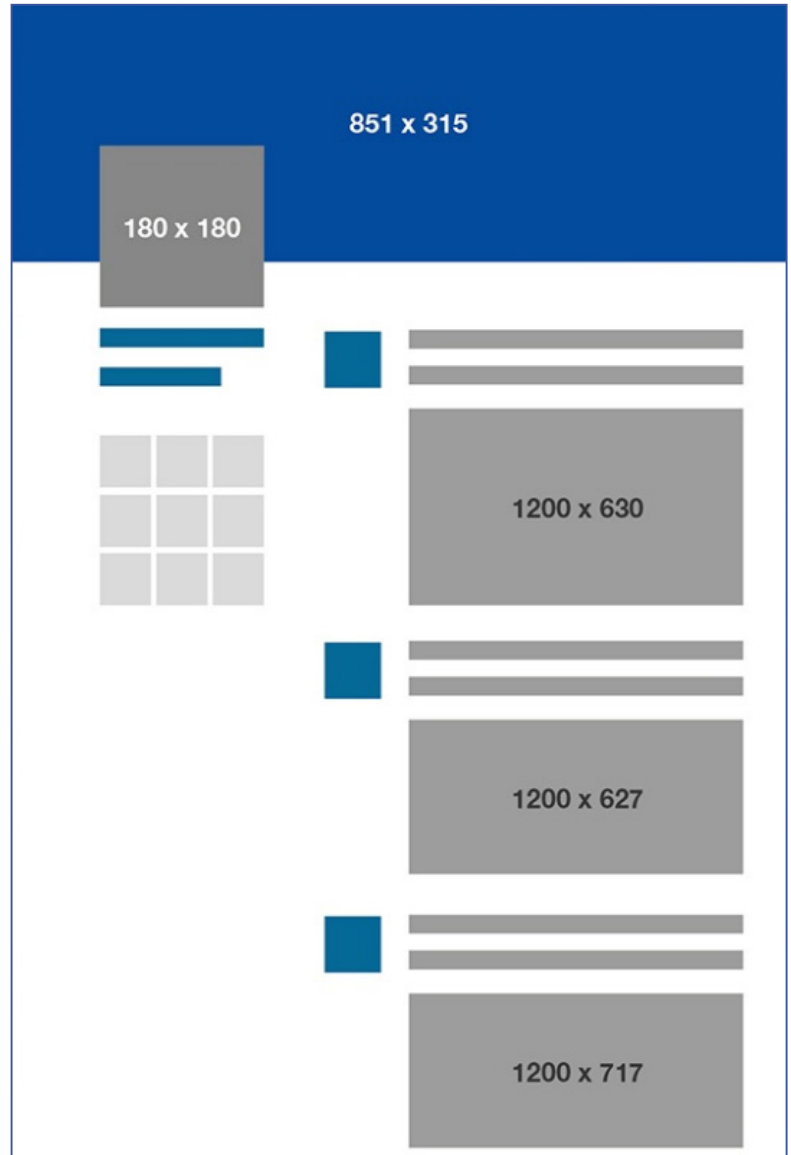
15 Post videos *(especially live videos)*

The folks at Facebook know that people like watching videos on Facebook. The number of people watching video content is rapidly increasing: Between April 2015 and November 2015, the amount of average daily video views on Facebook doubled from four billion video views per day to eight billion.

Facebook is continuing to tweak how the algorithm measures people's interesting video content on Facebook, but the main takeaway is to make your videos as visually engaging as possible -- especially in the first few seconds.

Why? Because although all videos on Facebook autoplay in people's News Feeds, they're on mute until the viewer manually turns the volume on. The more visually engaging your video, the more you can entice people to stick around. Getting people to spend more time watching your video will help your video rank higher in the News Feed because to Facebook, signs of user engagement with a video include spending time watching the video, turning on the audio, switching to full-screen mode, or enabling high definition.

In their continued effort to promote video content in the News Feed, Facebook launched Facebook Live, a live video streaming service that lets anyone broadcast live videos from their mobile device straight to their Facebook News Feed. Use Facebook Live to your advantage, as Facebook ranks Live videos higher than other videos and other types of posts.

16

Use Facebook Insights

Facebook Insights is Facebook's internal analytics tool right that helps you measure and analyze your Facebook presence. The tool provides Facebook page administrators with analytics data about Page visits and engagement, which can help you understand which content is and isn't engaging to your fans.

Access your page's Insights here, or by clicking into the 'Admin Panel' on your Page. We've also published an informative blog post and video that walk you through how to analyze Facebook Insights to improve your content strategy.
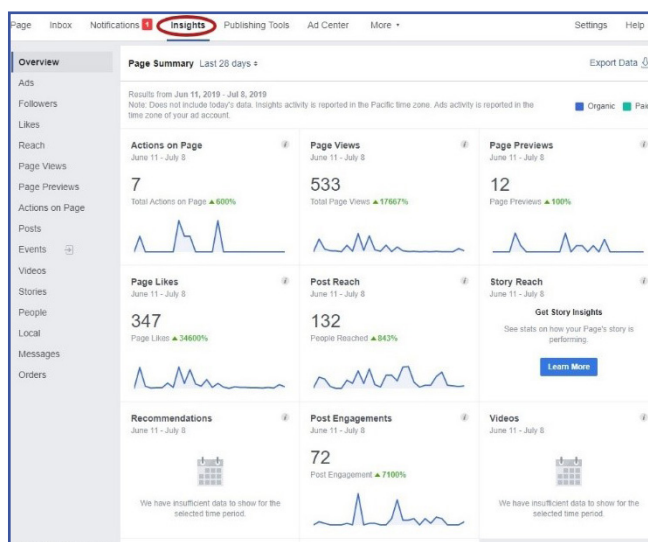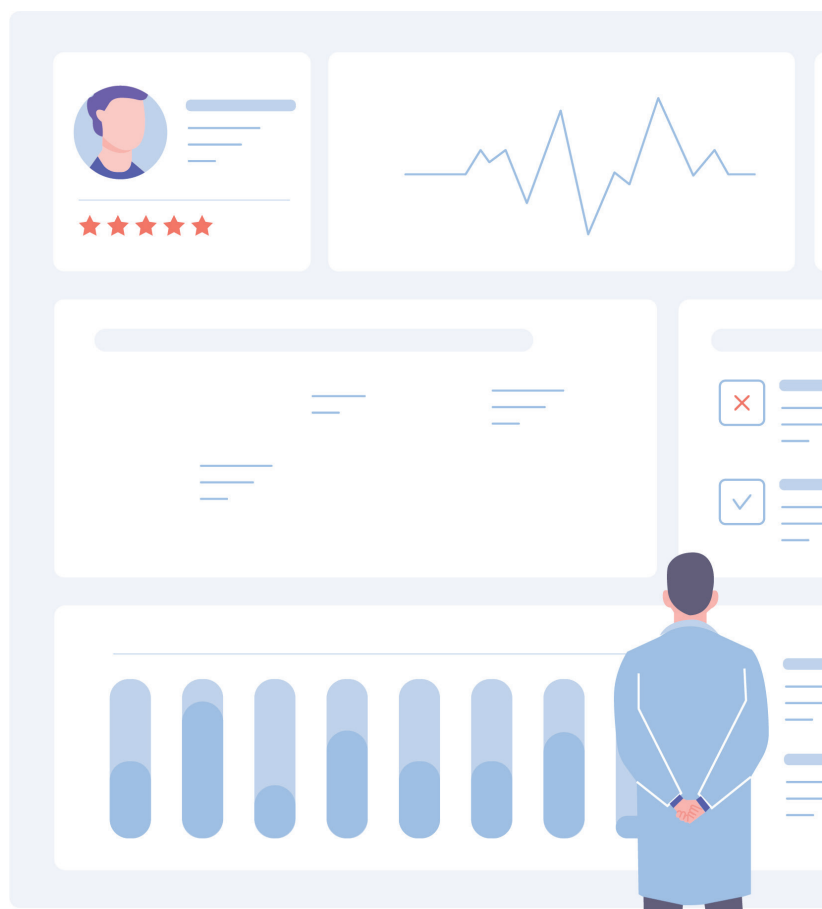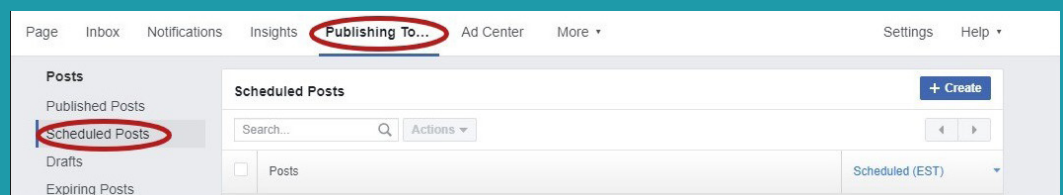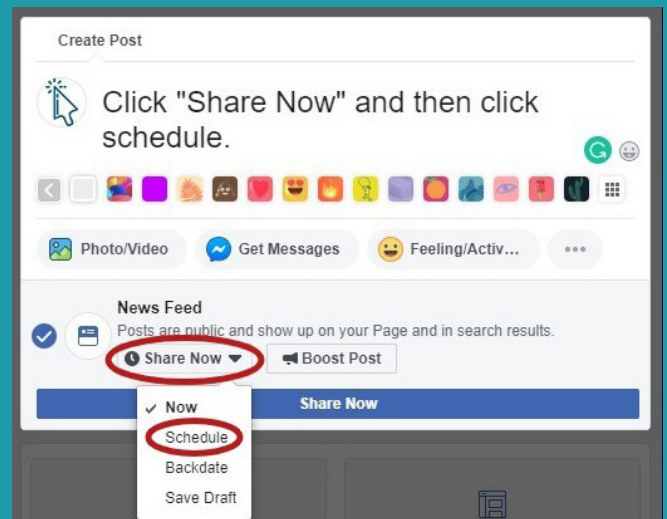
17 Schedule posts in advance
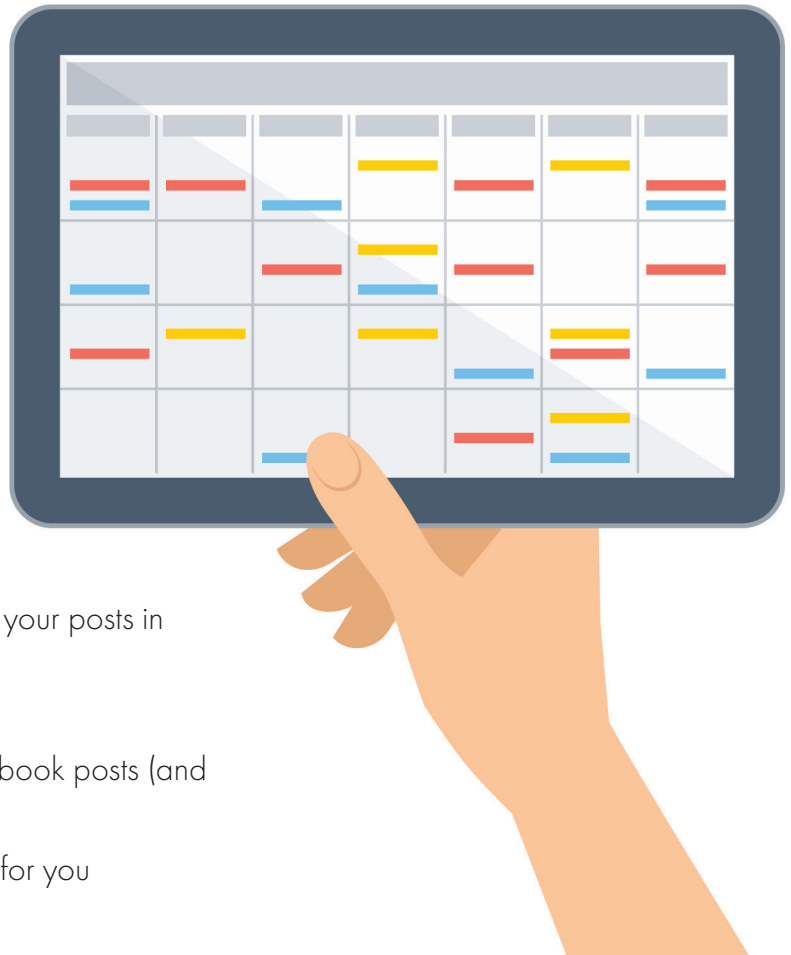
Scrambling for Facebook content is not a new phenomenon. We have meetings. We run late.
Things come up. That's why you'll want to schedule your posts in advance by either:

- Using the Facebook Scheduling Tool
- A third-party application to schedule your Facebook posts (and other social media posts) in advance
- Hiring a Social Media Marketing Guru to post for you

To Do:

To Schedule a Post: After creating your post, click "Share Now", move your curser to "schedule", pick a date and time and click "schedule".

To Access Scheduled Posts: Login to your Facebook Page, click on your practice's Business Page. Click on Publishing Tools and then on the left side of the screen, click "Scheduled Posts" to see a list of your scheduled posts and their corresponding publish dates.

Create Post

Click "Share Now" and then click schedule.

Photo/Video   Get Messages   Feeling/Activ...   •••

News Feed
Posts are public and show up on your Page and in search results.
🕐 Share Now ▾   📣 Boost Post

✓ Now   Share Now
  Schedule
  Backdate
  Save Draft

Page   Inbox   Notifications   Insights   Publishing To...   Ad Center   More ▾   Settings   Help ▾

Posts   Scheduled Posts   + Create
Published Posts
Scheduled Posts   Search...   🔍   Actions ▾   ◀ ▶
Drafts
Expiring Posts   ☐   Posts   Scheduled (EST) ▾

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18 Get to know Ads Manager on Facebook

Facebook offers users two different tools for creating a paid ad: the Ads Manager and the Power Editor. The Power Editor is usually best for larger advertisers looking for more precise control over many campaigns but the Ads Manager works great for most Practices. Figure out which is best for your business based on your company size and the number of ads you plan to run at once.
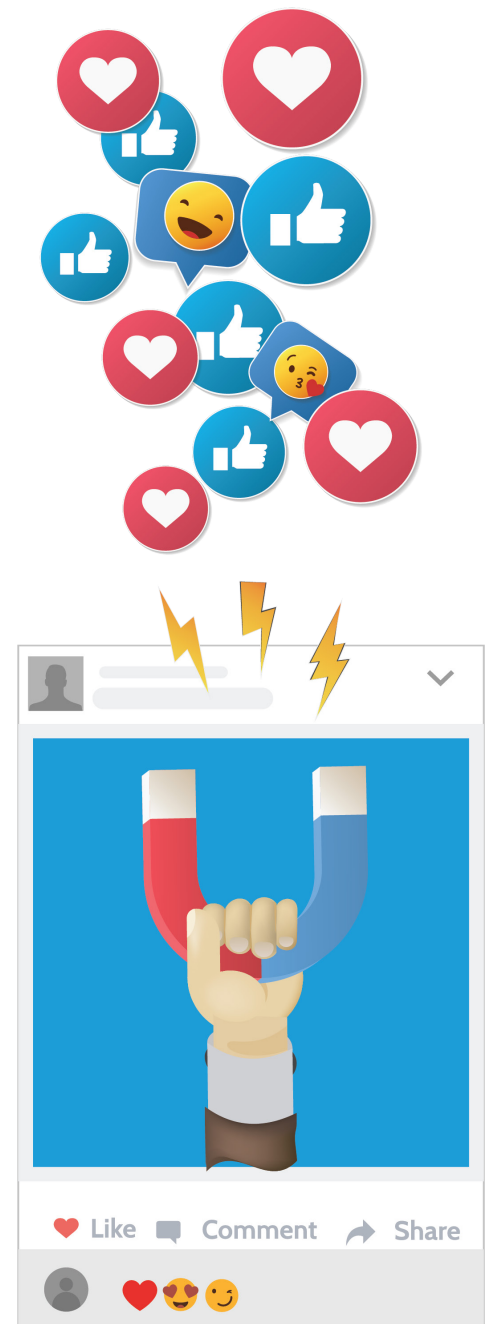
19

Get the gray checkmark Badge from Facebook = Optimized Page

Now your Facebook Business Page has been optimized by Facebook, adding to your overall SEO and online presence for your Practice!

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facebook
Optimization Giveaway

We find that most practices need to have their Facebook page well optimized and "tuned up".

We are going to give away 3 Facebook optimization packages. Each package winner will also receive a free half hour consultation with our Social Media Director and resident Facebook guru, Jessica Ozer.

Jessica will offer tips on creating better posts, ads and share advanced ways to use Facebook to bring more patients through your door!

To enter the giveaway simply give us your name, url and email address. Winners will be selected randomly and notified by email.

_____   _____
Name   Email Address

_____
URL

Jessica Ozer
Social Media Director
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CDMP
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