

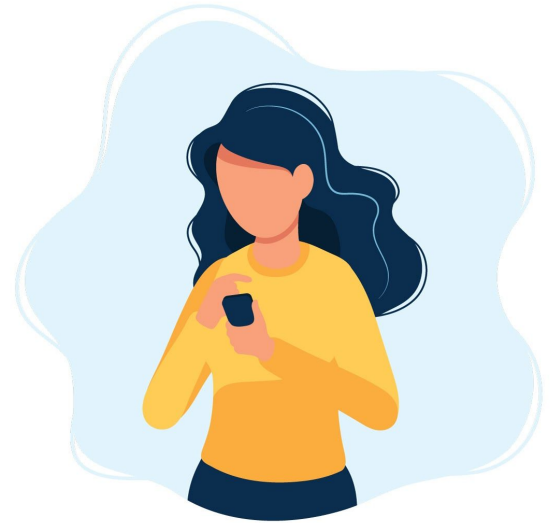


Ways you and your staff can use social media right now

Social media content is marketing gold right now and we want to help you to take advantage of staff free time as well as swelling audiences on social media. For all of the following, don't hesitate to reach out to us for assistance! We are here to help you and your practice through this time.

Connect with your audience by getting personal

From offering suggestions for staying safe from a doctor or nurse's perspective, to showing followers your own personal routines, this time allows for more authenticity and greater connection using social media.



- **Skincare:**

Take a picture of your favorite products, snap selfies showing off your beautiful skin and pair them with a specific tip, do a video or Facebook Live of your actual routine. Include information about what your favorite treatments and products are and why. Explain what you like and what it has done for your skin. Have the whole team participate. Tag the brand/s in the post.

- **Self-care:**

How do you unwind right now? Do you like to cook? If so, take a picture of the food you are making, and share your recipe. Do you like to read? If so, take a picture of the book you are reading. Do you have a hobby? Share it. These are all good ways to let your followers get to know you. (Allowing people to get to know you better will make them feel more connected with your practice in the long run!)

- **Local:**

Share an image enjoying your favorite local takeout and tag the business. Or shout out local businesses doing things to help right now in your community.



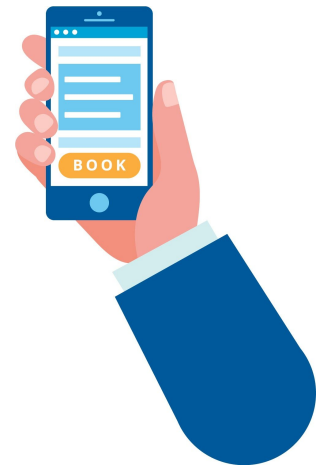
- **Health:**
How are you staying healthy? Do you have workouts you do from home? Do you take anything to stay healthy? Are you subscribed to a local gym who is offering online classes? Share an image.
- **Viral Challenges:**
You've probably seen the pushup challenge or people sharing images of their pets. Try engaging in a similar viral challenge, or come up with your own.
- **Life Images:**
If you have pets or children and are comfortable sharing photographs of them, let your followers see behind the scenes. You can also show life challenges and how you're balancing everything right now.

Cosmetic Surgery Content:

Even with a pandemic going on, you still need to focus on your business and secure future conversions. Most people are using social media more often than usual right now. This is a great time to help educate your followers on different procedures and treatments.

Here are a few ways to do this:

- **Q/A:**
Encourage followers to ask questions and follow up with a video to answer those questions or just an image that relates to the question. For example, use the "Ask a Questions" badge on Instagram Stories. Use those questions to answer the next week. Or do a post that encourages followers to ask a question. Answer by video or an image that relates to the question.
- **Before and After:**
Do you have any before and after pictures of yourself/staff members to share? Give insightful information on the procedure at hand and a little backstory and how you were able to help address. Patient before/after photos and stories are also excellent provided you have full permissions for use on social media.





- **Educational items:**

Excited about a new product or procedure? Explain why. We will help find imagery that relates to this new treatment/procedure.

Potential Contests:

Right now is a great time to spread a little cheer with a local giveaway. It gives people something to look forward to, spreads positivity, and can lead to more engagement on your social media pages. Here are a few ideas we can help with:

- **Skincare giveaway:**

Skincare is a great contest offering; you can easily ship products to the winner. For example, we could run a tag-a-friend contest by asking, “Tag who you want to be quarantined with”.

- **Treatment giveaway:**

Give your followers something to look forward to when this is all over. Offer a treatment giveaway that is perfect for summertime, such as hair removal, MiraDry, or CoolSculpting. Or offer something that is relaxing, such as a HydraFacial.



- **Quarantine giveaway:**

Consider offering an online book subscription, a skincare subscription (you could offer your own), or a delicious dinner delivered by a local restaurant.

- **Gift card giveaways:**

Practice gift cards: Sometimes, it’s easiest just to give away a gift card to your practice. It’s a simple way to see a jump in engagement and followers.

Other local business gift cards: As an alternative to promoting your practice directly, purchase gift cards to your favorite local businesses and give those away, talking about that other local business as part of the contest post.

[Want more help? Read all our COVID-19 client updates here.](#)