VIRTUAL CONVENTION 2021 ISVMA ANNUAL CONVENTION Nov. 12-14

Social Success: Practice & Personal Use
Caitlin DeWilde, DVM

Social Success:
Personally & Professionally

Caitlin DeWilde, DVM
@thesocialdvm

PERSONAL USE

01
Not Knowing Your Why

02
Not Setting Goals

Specific   Attainable   Timely

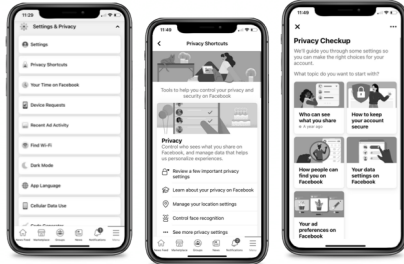**SMART**

Measureable   Relevant

9/1/21

Fill Your Feed With What Helps You Reach Your Why & Goals

- Eliminate the rest
- Diversify your content
- Engage with content you like

05
Facebook Profile

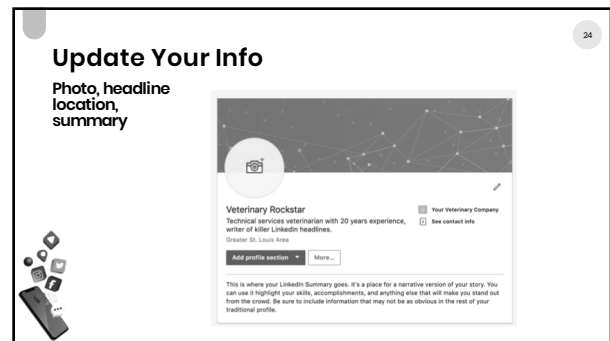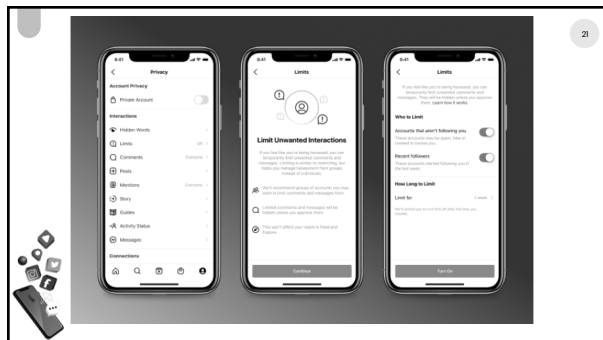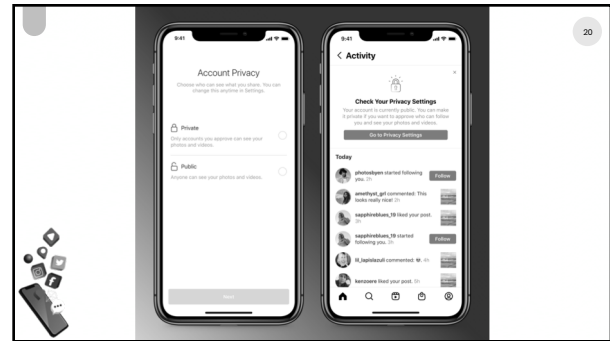## Verify Privacy Settings

Check Occupation

Name/Alias

Check photos and tags

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06
Instagram Profile

07
LinkedIn Profile

Update Your Info

Photo, headline
location,
summary

Update Your Info: Skills

- Have at least 5 skills on your profile
- Can reorder
- Can earn endorsements

Add Skills ×

Q AviMark ⊗

You can add 42 more skills

✓ Social Media   ✓ Public Speaking   ✓ webinars   ✓ veterinary medicine

✓ sales   ✓ swine production   ✓ veterinary pharmaceuticals   ✓ AviMark

Suggested skills based off your profile:

+ Narrative

Add

Update Your Info: Recommendations

Recommendations   Ask for a recommendation   Recommend Caitlin

Ask for a recommendation   ×

Help us personalize your request

Who do you want to ask?

Next

Know Where You Stand

Your Dashboard
Private to you   ⚲ All Star

77	179	28
Who viewed your profile	Post views	Search appearances

Career Advice
Participate in the career advice platform: Off
Give back and help those who can benefit from your experience

Career interests
Let recruiters know you're open: Off
Choose the types of opportunities you'd like to be connected with

Salary insights
See how your salary compares to others in the community

08
Monitoring

Google Alerts

Alerts
Monitor the web for interesting new content

Q ████ Animal Hospital"

How often	At most once a day
Sources	Automatic
Language	English
Region	United States
How many	All results
Deliver to	████@gmail.com

Create Alert   Hide options ^

Google Incognito Search

09
Extra Ways To Be Successful

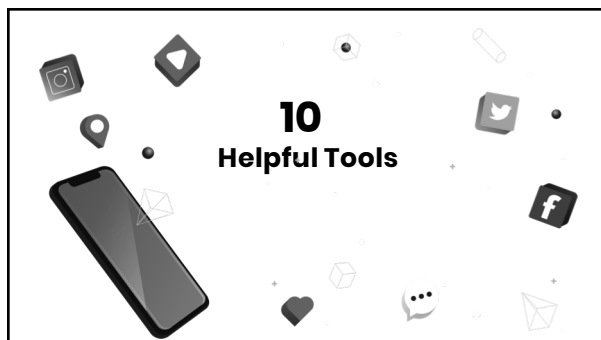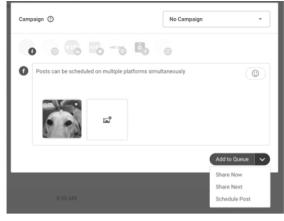### Extra tips

- Be mindful of:
  - Where you get notifications
  - Where the apps are on your phone

- Try unplugging for 1 week

10
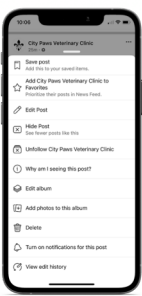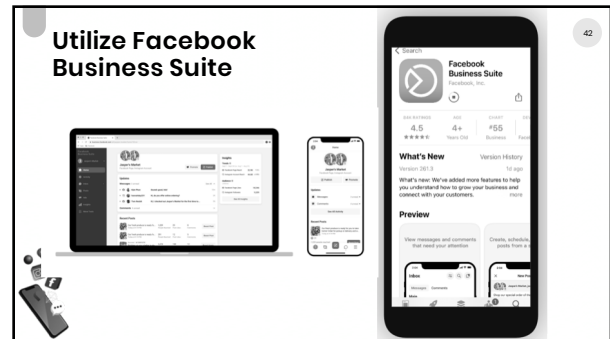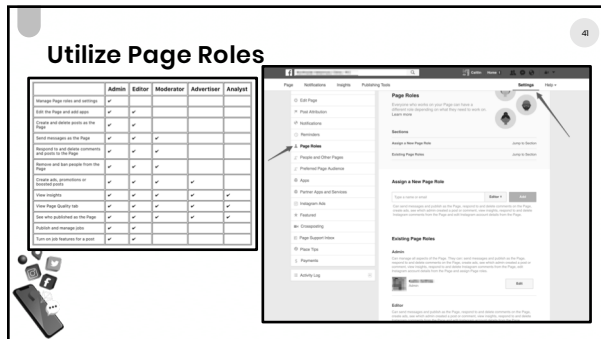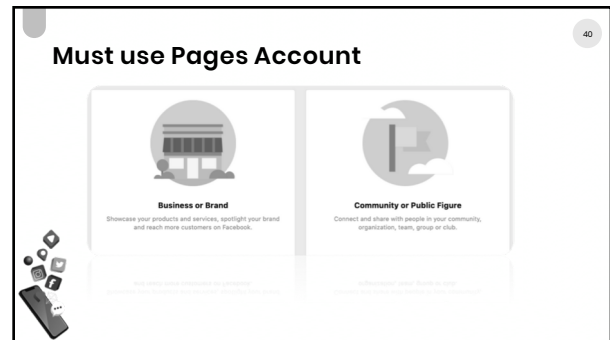### Helpful Tools

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Helpful Tools

- Buffer or Hootsuite
- Forest app
- Google alerts
- Facebook specific tools
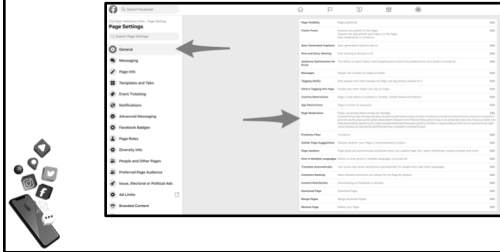- Instagram specific tools

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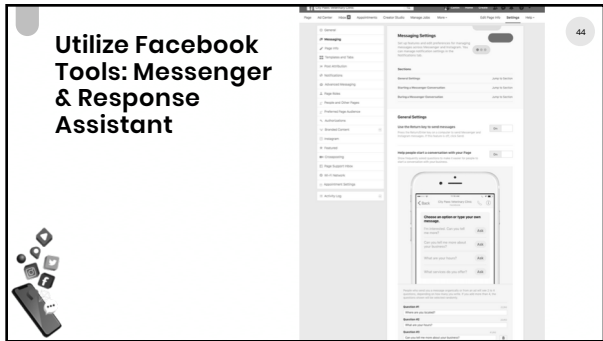- Facebook specific tools
- Instagram specific tools

PROFESSIONAL USE

01
Not Knowing Your Why

The value and impact depends on the **objective!**

Remember, objectives can vary practice to practice and each can have multiple: Examples:

Revenue | Awareness | Loyalty | # visits by existing clients | New clients

02
Facebook Page

Must use Pages Account

Business or Brand
Showcase your products and services, spotlight your brand and reach more customers on Facebook.

Community or Public Figure
Connect and share with people in your community, organization, team, group or club.

Utilize Page Roles

Utilize Facebook Business Suite

Utilize Facebook Tools: Page Moderation

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Utilize Facebook Tools: Messenger & Response Assistant

44

03 Instagram Professional Account

Must use Professional Account
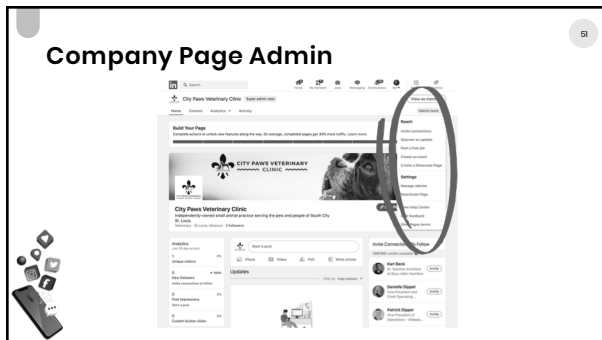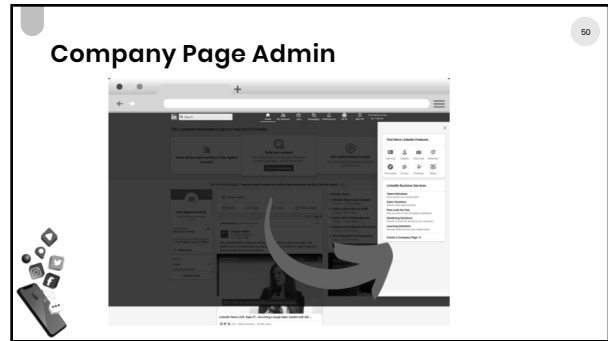
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Check your categories and contact options

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Utilize Facebook Business Suite

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04
LinkedIn Company Page

Company Page Admin

Company Page Admin

Company Page: Custom URL

05
Not Working to Generate Positive Reviews

GETTING REVIEWS: Best Practices

01 Remind customers to leave reviews

02 Make leaving reviews easy

03 Reply to reviews to build trust

04 Claim/verify business accounts with review sites

Remind Customers to Leave Reviews

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- ▸ Visual reminders in office
- ▸ Social media reminders
- ▸ Website reminder links
- ▸ Client communications
- ▸ +/- Staff requests

Visual Reminders

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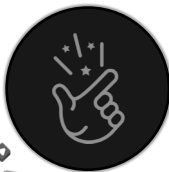## Social media reminders

57
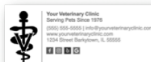
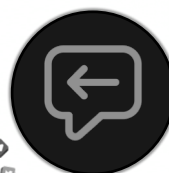## Website Reminder Link

58

Make Leaving Reviews Easy

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- ▸ Embed links in email, text, website, social, email signature
- ▸ Create one-click links
- ▸ Utilize programs that automatically send post-visit surveys, review requests
  - • AviMark Rapport, Demandforce, etc

Reply to Reviews to Build Trust

60

- ▸ AVMA recommendation: daily
- ▸ Respond minimum of weekly if possible
- ▸ Make an effort to respond to all reviews- positive or negative
- ▸ Personalize response whenever possible

Claim and verify business accounts

61

▶ Required for notifications and ability to respond

▶ Use consistent and regularly checked email account

06
Neglecting Cats on Social Media

Featured Feline Friday!

63

Feline Friendly Handling

64

Feature Felines!

65

66

07
Not Using Call to Actions

Drive clients to your objective:

- Book Now
- Learn More
- Watch Video
- Share Feedback

Use Content that Converts

- **Always end with a call to action**
- **Use creative content that conveys value and importance, then give them their next steps**
- **Include links and/or buttons whenever available**

BOOK NOW ⊙

LEARN MORE ⊙

08
Not Showing Your People

Clients want to do business with people they know, like and trust

Recent study:

77% of clinic did not show photos of their veterinarians for entire month

81% didn't feature technicians

62% didn't feature any team members at all

Showcase

▸ Team spotlights and bios
▸ Team members and patients
▸ Candid photos
▸ Participation in community

Showcase

Added benefits

Brand awareness

SEO

Employee
▸ Engagement
▸ Advocacy
▸ Sharing

09
Not Taking a Team Approach

Take a Team Approach 80

Don't force anyone to get involved on your marketing team

Find the employee who feels "stuck"

Administrator and/or Owner
- **Associate Veterinarian**
  - Technician
  - Receptionist
  - Veterinary Assistant

Take a Team Approach 81

- Divide responsibilities
  - By platform
  - By task: e.g. reviews, content creation, scheduling, monitoring

- Entire team should know:
  - Who is responsible
  - Social media policy

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Not Making It Easy For Your Clients to Find You

Not Making It Easy For Your Clients to Find You 83

Use consistent handle and name

Incorporate visual and digital reminders
- Email signature
- Clinic signage
- Business cards
- Exam room & lobby signage

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