



**HEALTHCARE  
MARKETING SUMMIT**

*Sponsored by SocialClimb*

# MASTERING SOCIAL MEDIA MANAGEMENT FOR MEDICAL PRACTICES: KEY STRATEGIES FOR SUCCESS

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# ABOUT OUR PRACTICE

- Over 500 employees
- Located in 4 major counties, serving multiple surrounding counties.
- Practice size:
  - 8 Locations
  - 30 Physicians
  - 4 Walk-In Orthopedic Clinics
  - 8 Physical Therapy Locations
  - 1 Ambulatory Surgery Center



# SOCIAL MEDIA MANAGEMENT KEY STRATEGIES

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- Importance of collaboration between marketing and operation teams
- Aligning with your practice goals
- Local and National trends
- Collaboration with your providers
- ROI tracking when possible

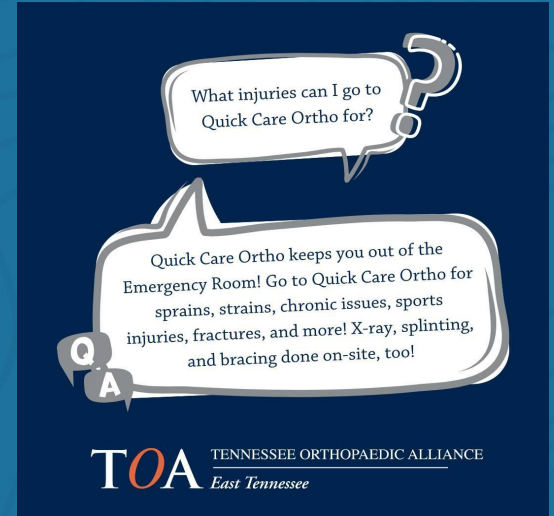
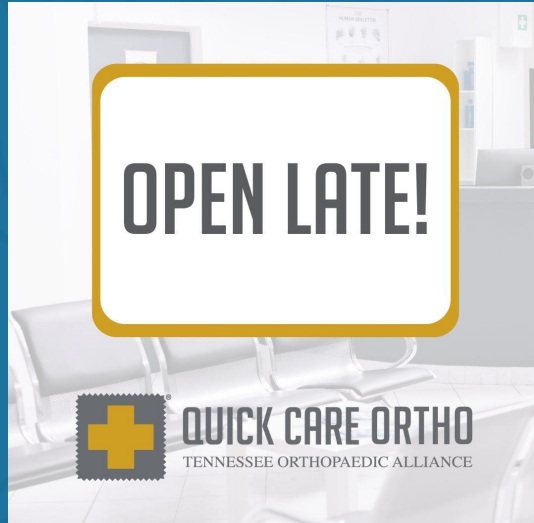
# COLLABORATION BETWEEN MARKETING AND OPERATIONS

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- It is important to know what you are marketing/selling to do it effectively.
  - Think of your target audience and stay consistent with your messaging strategies.
- Team building with the operations department.
  - Be open to take content ideas from members of leadership and people will feel comfortable contributing to content and being involved.
- Data sharing on both sides.

# ALIGNING WITH YOUR PRACTICE GOALS

- Have fun, be creative, but have a clear goal that aligns with your practice goals.
  - Be strategic with your social media campaigns based on those goals. (Ex: looking at data for service lines, locations, specific providers, etc.)
  - Medchat



# LOCAL AND NATIONAL TRENDS

- National Trends: may not always work with healthcare but think outside of the box & see what you can alter to make it fit within your practice goals.
  - Example: a national "trendy" video reworked to fit for National Radiologic Tech Week.
- Highlighting local athletics: important for our social media but our sports medicine partnerships.
  - Dr. Wilson and Dr. Jaquith provided medical coverage for Sevier Co. High School Football (2024 State Champions)
  - Post received exceptional insights because it was relevant to our communities

## Facebook Insights for Sevier Co. Post

### Overview

Views ⓘ

22,198

Reach ⓘ

16,723

Interactions ⓘ

102

Link clicks ⓘ

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# COLLABORATION WITH YOUR PROVIDERS

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- Find your marketing champions within the practice!
- Virtual and In-Person Events/Talks
- Physician Involvement:
  - Figuring out what works: a few physicians are camera shy, so we use voiceovers to involve them in content. We film them “examining a patient” or working through clinic, where they are not having to directly interact with the camera.
  - Open Communication to allow for involvement: Dr. Gobbell Thanksgiving video, physicians thought it was funny & wanted to be a part of it.
  - Sports Medicine physicians feeling involved enough to send marketing videos/pictures of events and games attended for social media.

# COLLABORATION WITH YOUR PROVIDERS

- Dr. Gobbell Thanksgiving Video

## Facebook

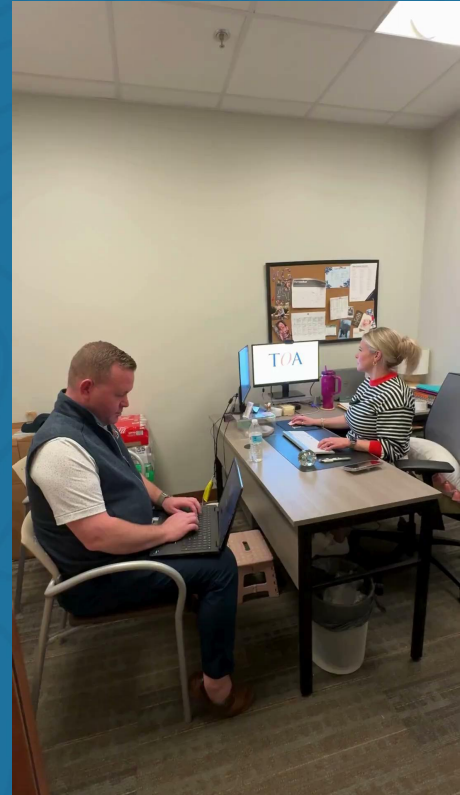
### Overview

Views ⓘ	Reach ⓘ	Interactions ⓘ	Link clicks ⓘ
11,964	2,088	264	--

## Instagram

### Overview

Views ⓘ	Reach ⓘ	Interactions ⓘ
3,377	2,566	177





# COLLABORATION WITH YOUR PROVIDERS

- Tellico Talks & Events



# ROI TRACKING WHEN POSSIBLE

Results from Morgan Wallen giveaway partnered with a local radio station.  
252 New Facebook Followers from 2-weeks on air promotion.



*Thank you!*