

Leveraging Social Media

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Goals for Today

- Is Social Media for Me?
- How to Create Engaging Content
- Social Frequency
- Intro to Facebook Ads

Is Social Media For Me?

Short Answer...YES!

- Choose the Right Channel(s)
- Keep Goals in Sight



Choose Wisely Based on Goals

What Are Your Goals?

- Create Awareness
- Advocacy
- Increase Followers/Likes
- Other?



What Do The People Want?

What is Engaging Content?

- Know Your Audience
- Post What Works – Analyze Your Posts
- Build a Brand and You Will Build a Following
 - Be Consistent with Messaging
 - Be Current and Relevant

Tips for Successful Engagement

- Be Passionate
- Keep it Conversational
- Pick One Channel – Then Integrate
- Watch Your Privacy & Patients' Privacy
- Remember, It's a Dialogue, Not a Monologue

Social Frequency

How Often Should I Post?

- Channel Specific
 - Twitter is a stream
 - Facebook is a Mountain
- How Often Do You Generate Content?
- Other Factors

What About Facebook Ads?

Will Facebook Ads Increase Engagement?

YES! They are an effective supplement other marketing efforts. The platform offers access to Facebook's more than 1.28 billion monthly users. Facebook ads are:

- Cost Effective
- Targetable
- Easy to Build and Optimize
- Insightful - analytics help define your audience and message
- Customizable - multiple ad types offered (desktop, mobile, carousel, even Instagram)

Types of Facebook Ads

Ad Formats:

- Desktop
- Mobile
- Right-hand column
- Video
- Carousel



Types of Facebook Ads



Carousel

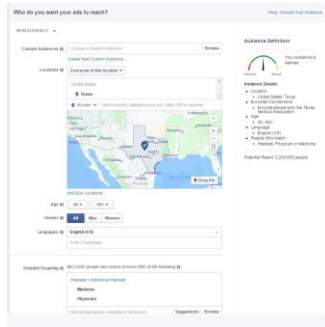


Video

Targeting

Facebook ads can be targeted by:

- Age
- Location
- Gender
- Interest
- Language
- Behavior



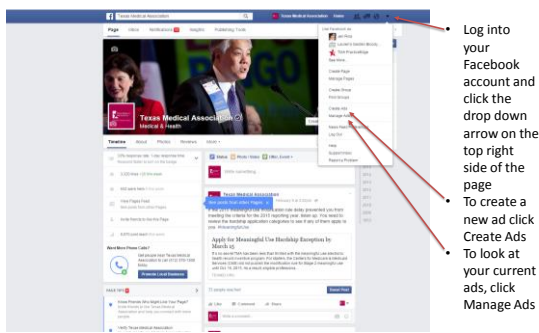
Creating an Effective Ad

- Must Have a Compelling Visual
- Content is Relevant to Your Audience
- Offer an Enticing Value Proposition
- Clear Call to Action and Action Buttons
- Keep Copy short and Sweet
- Define Audience *Before* You Build the Ad

Map of a Strong Facebook Ad

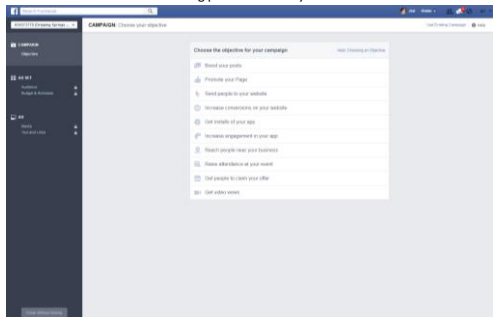


How to Create Your Ad



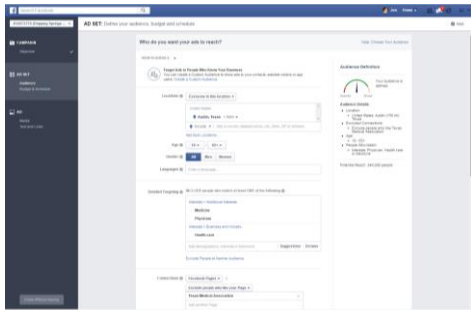
Choose Your Objective

Your starting point. What do you want to do?



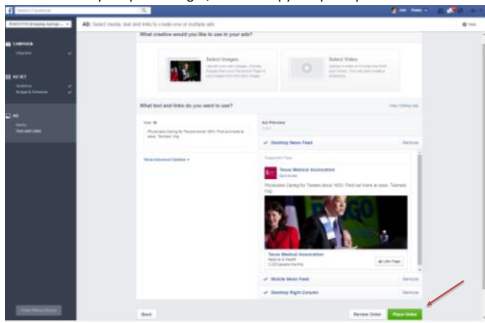
Build Your Ad Set

Here you will build your audience, budget and schedule



Build Your Ad Creative

Here you upload images, write ad copy and place your order.



Check Your Results

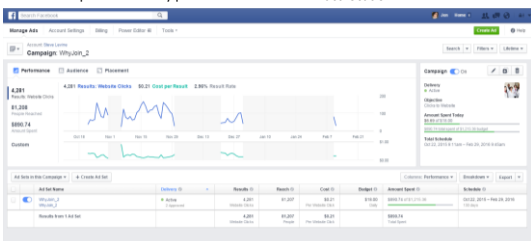
Once your ad is live, check your performance.

Analytics provide data on:

- Campaign performance
- Audience by gender and age
- performance by placement

You can not get data on:

- User names
- Profession
- Exact location



Need Help With Your Ad?

- [Facebook for Business Ad Resource Center](#) Help from Facebook on how to create and manage your ads
- [Top Ten Benefits of Advertising on Facebook](#)
- [Ten Examples of Facebook Ads That Actually Work and Why](#)

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Questions?

