Utilizing Social Media in Your Medical Practice

Jen Rios
Director of Digital Communication, TMA
Using Social Media Can:

• Keep you top of mind with your patients
• Position you as an expert and leader
• Inform your patients of updates and changes
• Educate your patients and community
• Make you accessible and approachable
• Drive new patient engagement
Best Practices

**DO**
- Define your goals
- Choose the right channels
- Post often
- Set boundaries
- Follow institutional policies
- Limit access
- Be personable yet professional

**DON’T**
- Offer medical advice
- Share patient information (PHI) or photos
- Be too salesy
- Engage with “trolls” or negative comments.
- Get too personal
What Should I Post?

• Practice information and updates
• Staff photos and profiles
• Relevant news, videos, and health updates
• Photos from events
• Lighthearted and funny content – it’s OK to have some fun!
Social Writing Basics

We’ll be sharing a link to this resource in the chat!
Thanks For Listening!

Jen Rios
Director of Digital Communication
Texas Medical Association
@jen_rios1
jen.rios@texmed.org