Leveraging Social Media to Improve your Practice - A Webinar for Professionals

Questions and Answer

1. Should physicians interact with organizations and/or other physicians on social media such as liking, commenting and re-retweeting?
   a. *Bob Cho*- “Yes, but there are options to do that with your professional page if you are not comfortable with this. I always make comments from my professional page as it is the safest way to do it. I do think engaging is good for your online presence as patients are often interested in what you say and are more likely to get back to you with more questions if they see that you are responsive.”

2. What if a patient or a child in the clinic asks you to take a picture of them and post it on Facebook?
   a. *Denis Sakai*- “This can be really tricky but my key point here is that you can post a picture but do not let them be tagged in the picture or post.”

3. If a patient asks to connect on Facebook/personal page, what is the appropriate response to say no?
   a. *Lloyd Hey*- “This is when having two separate Facebook accounts (professional and personal) comes in handy. All friending should occur only on the professional account.

4. What’s the best way for someone early in practice to get started who wants to improve their online presence?
   a. *Bob Cho*- “A webpage is great although it does take a lot more work as you need people to help you with it but it is more powerful because you can link a lot more of your information and/or ideas. So in this case it might be easier to start with a professional Facebook page but you must be willing to update it and message those back who message you. There is a rating on each professional Facebook page that indicates how active you are on your page. Key point: make sure you maintain it.”

5. What is a reasonable time frame to respond to a message on a professional account?
   a. *Amer Samdani*- “The fact is that it’s really important to respond and the time frame can vary and is not as important. I’d say if you respond within 24 hours that is good. You can kind of decide what time frame you feel is right for the importance of each comment/questions. Just make sure to keep a regular monitor on the comments and questions you have coming in. Sometimes it can be a lot for one person and having others help maintain this is helpful.

6. Posting personal life events (family, children, vacation etc...) on professional page (Facebook, Instagram) seems to engage people and gain some popularity but I am not comfortable putting myself out there, especially family photos. Any thoughts?
   a. *Lloyd Hey*- “I agree it is important to keep this separate. I might mention something about my wife for example but I won’t necessarily post about it unless it directly relates to me and something relevant I am wanting to discuss. You can get a little bit personal as it does prove to be powerful but leave family, especially photos, for your personal page.
7. For those looking to startup a website on their own, do you have an approx. range of how much this would cost?
   a. Lloyd Hey- “I think somewhere between the $3,000-8,000 range can create a very good webpage. Maintaining and updating the page can be fairly cheap if you have people on your team who are able to do minor layout changes and keep content updated.

8. Is there a good way to show ROI for social media -- that it actually attracts new patients?
   a. Amer Samdani- “I think this is a very difficult questions to answer but we do see a big referral base from groups that have formed on our social media platforms. So it does appear that it has a big effect but how this translates as positive or negative still has to be determined but anecdotally it seems to be good.