

# SOCIAL MEDIA CHEAT SHEET



Facebook is the platform that kickstarted the social media revolution back in the late 2000s. It also happens to be the largest social media platform around, with over 2 BILLION daily users, with the widest range of age demographics and the fastest growth rate of senior users. This makes Facebook an essential platform if you want to build an online community for your practice.

Facebook also offers a lot of freedom when it comes to the type of content you want to post.

## What To Post Here:

- Testimonials
- Upcoming events
- Videos/live streams
- Quick status updates
- Photos of your practice
- Links to your blog updates
- Answer commonly asked questions
- Share posts/articles your audience will find interesting



Instagram is a highly visual platform, with photos and graphics taking priority here. Over half of its users are under the age of 35, so posting here is great if you are looking to engage with a younger audience. Instagram also offers the opportunity for more organic growth and engagement, if you make use of the right hashtags and you geotag your posts, so you can be discovered by residents local to your practice.

With Instagram being a visual-based platform, it is ideal for telling your stories through photos and videos.

## What To Post Here:

- Video tutorials
- Nutrition advice
- Behind the scenes
- Testimonial graphics/videos
- Carousel and infographic posts
- Photos and videos of your practice
- Photos and videos of team members
- Photos of your activities outside of practice



Unlike other social media platforms, LinkedIn is primarily focused on business to business relationships. It's a great platform if you are looking to connect with other chiropractors, hire new team members or see what is happening in the industry.

As it is unlikely your patients will see your LinkedIn profile, you should be gearing your posts more towards your peers than your patients. It's also worth remembering that LinkedIn has a character limit of 300 for posts, so keep your status updates short and snappy.

## What To Post Here:

- Infographics
- Industry news
- Ask or answer a question
- Your opinions and insights
- Links to your personal blog
- Something that is inspiring you
- Photos of you and your team members
- What you are or have been working on



Twitter is a "microblogging" platform, and while your posts only come with a 140 character length limit, there is still plenty of room to open up discussions and engage with your audience. It's a popular platform for students, celebrities, politicians and those from academic backgrounds who want to share a discuss their research and work.

The main advantage of Twitter comes from the power of hashtags, which you can use to get your posts seen by the people who will be interested in them, whether they are following you or not.

## What To Post Here:

- Events and photos
- Motivational quotes
- Links to your latest blog
- Ask your audience a question
- Re-tweet industry news or articles
- Tips and advice on habits and health
- New announcements or practice news
- Create a poll for your followers to vote on

