

Creating Powerful Social Media Posts

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AGENDA

- Understanding Social Media
- Ways to Engage
- Creating Social Media Post



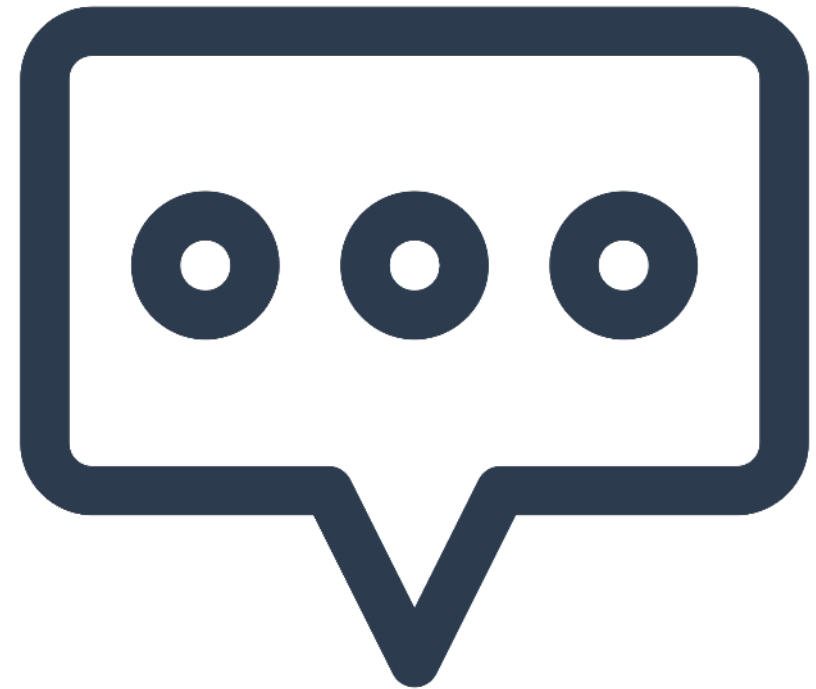
What is Social Media?

- Content sharing
- Relationship building
- Influencing and Engaging

Two Ways to Engage



Create



Comment

Know Your Audience

Who are you trying to connect with?

- Age
- Location
- Interest
- Challenges
- Stages of life



Creating Powerful Posts

Think *WHY*



Think *WE*





PUNCH
TODAY
IN THE
FACE.

Active
Voice





Leverage Your Credibility

- As a doctor or dentist
- Reference what you see in your practice

Be Personal



Cite and Link to Respected Sources





When and How to Comment



**Comment to
Inform or Educate**

Koester, M.D., Ph.D.



Comment to Inspire Action

- Support
- Advocacy
- Attendance
- Around PSEs

Comment to Correct



DAILY REPORT SCHEDULE

PATIENT NAME: _____

TIME	7AM	11AM	3PM	7PM	7AM	11AM	3PM	7PM	7AM	11AM	3PM	7PM
BP												
HRT												
PR												
O2 SAT												
TEMP												
GLUCOSE												
PAIN												
PAIN IV MEDS												
CHECKS												
MISC CHECKS												
PATIENT MEDICATION SCHEDULE												
PATIENT TIME	0700	0800	0900	1000	1200	1300	1400					

MD: _____



Avoid Spitting Matches



Comment and Step Back



Let's Create a Post!



Write a Post

- Short (less than 100 words)
- Local, relevant and timely
- Captivating subject line
- Opportunity/Benefit
- Take a Stand
- Image
- Link
- Respond to Questions/Comments



Critiques



Resources

- [Center for Disease Control's Social Media Guidelines](#)
- [Unsplash](#) (free photos)
- [Canva](#) (templates)
- [Bit.ly](#) (URL shortener)

Keep the Conversation Going

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