

# Creating Powerful Social Media Posts

Michael Miller  
Muriel Bañares  
Brown Miller Communications





# AGENDA

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

# What is Social Media?

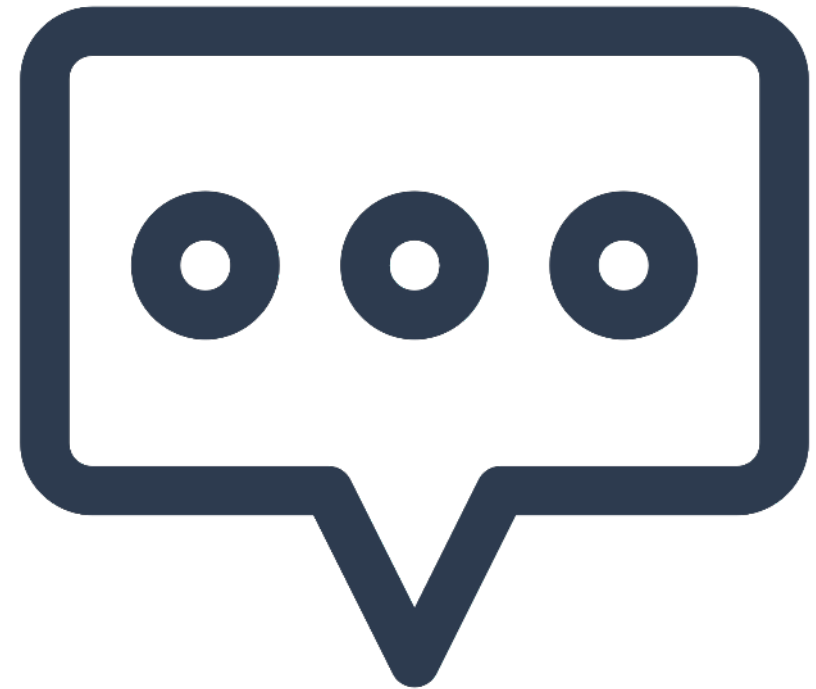


- Content sharing
- Relationship building
- Influencing and Engaging

# 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**





# Comment to Inspire Action

- Support
- Advocacy
- Attendance
- Around PSEs



# Comment to Correct





# 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

**Mike Miller:** [mike@brownmillerpr.com](mailto:mike@brownmillerpr.com)

**Muriel Bañares Miller:** [muriel@brownmillerpr.com](mailto:muriel@brownmillerpr.com)

Office phone: (925) 370-9777