Christina Rexen, Social Media Manager

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Introduction

My background

- Master of science in Brand and Communications Management from Copenhagen Business School
- Worked with social media for Oticon for 2 years
- Social Media Manager

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Agenda

1. Introduction to Facebook for business
2. What to be aware of when using Facebook for Business
3. Facebook strategy & how to measure your efforts
4. Increase online bookings with Facebook
5. Algorithms: What kind of content is preferred on Facebook?
6. How to promote your clinic and expertise using Facebook
7. How to use Facebook to connect with your customers
8. How can Oticon support you in the future

Introduction to Facebook for Business

- There are 65 million local business pages on Facebook

WHY?

- Because there are 2 billion monthly active users on Facebook
  - AND five new profiles are created every second – your potential audience on Facebook is growing exponentially*

*(Source: ALLFacebook)

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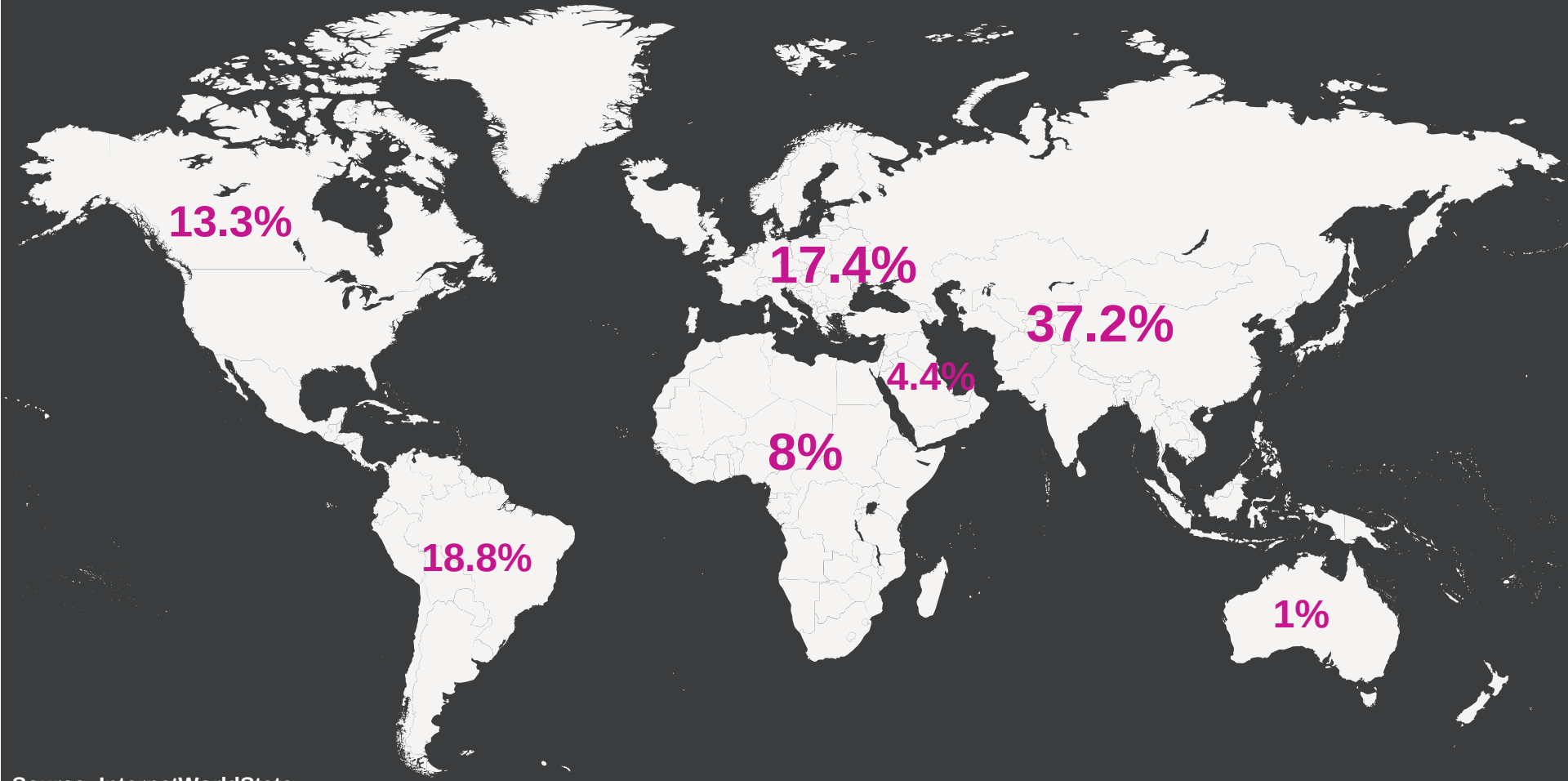
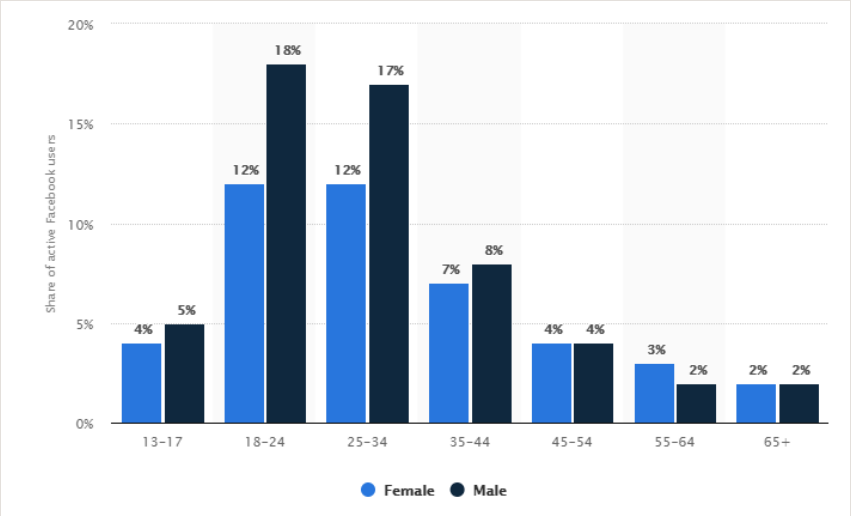
And these active users are from all around the world



Source: InternetWorldStats

Introduction to Facebook for Business

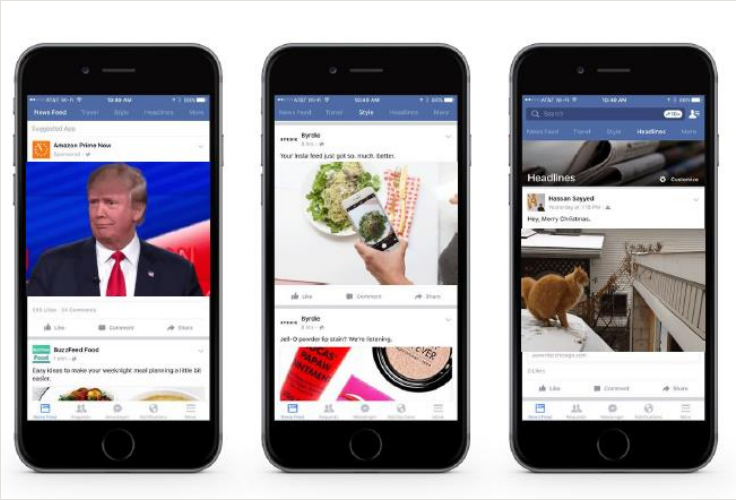
- Therefore, businesses use Facebook because their customers are already there
- And this is *all ages,* not just teenagers
- 17%* of FB's users are +45 of 2 billion users = **<u>340,000,000</u>**



*Statista 2017

What to be aware of when using Facebook for business

- What to be aware of?
  - **Facebook – we are fighting for attention**
  - Thousands of new stories in our Facebook news feed – every day
  - Organic reach is limited –investment needs to be made to get results
  - Algorithms
    - What is Facebook focusing on and what kind of content is preferred for Facebook? *We look into this later in the presentation*



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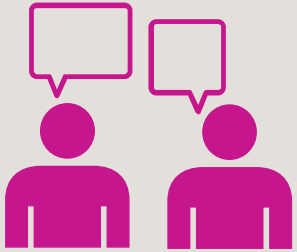
The difference between in-person and online professionalism

- Confidentiality
  - In-person: Implied and understood
  - Online: No control over who is ‘listening’ – do not discuss patient or personal information – only in private messages
- Time
  - In-person: Limited time to discuss issues and answer questions
  - Online: Ongoing exchanges to discuss issues and answer questions
- Communication/connection
  - In-person: Ability to clarify and ensure understanding
  - Online: Intent and tone may be misunderstood. Character limits for posts and comments can limit the depth of communication
- Documentation
  - In-person: Official record largely depends on context, varying from information discussion to clinical record
  - Online: Everything is recorded; assume it’s recorded forever



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Facebook strategy & how to measure your efforts

Who and Why?

- Audience
  - Who is your current audience through traditional media channels?
  - Do you want to change or expand that audience?
  - What does your audience look like? What do you know about them?
- Goals
  - What do you want your audience to understand about who you are and what you do?
  - What do you want your audience to do as a result of interacting with you on social media?
- Messages
  - What are your key messages
- Define success
  - How will you know your goals are achieved?

How?

- Tactics
  - Which social networking platforms will be most effective for connecting with your audience(s)
  - Is your potential audience already gathering on a particular platform?
- Practical issues
  - Resources
  - Timeline
  - Monitoring
  - Measurement
  - Budget

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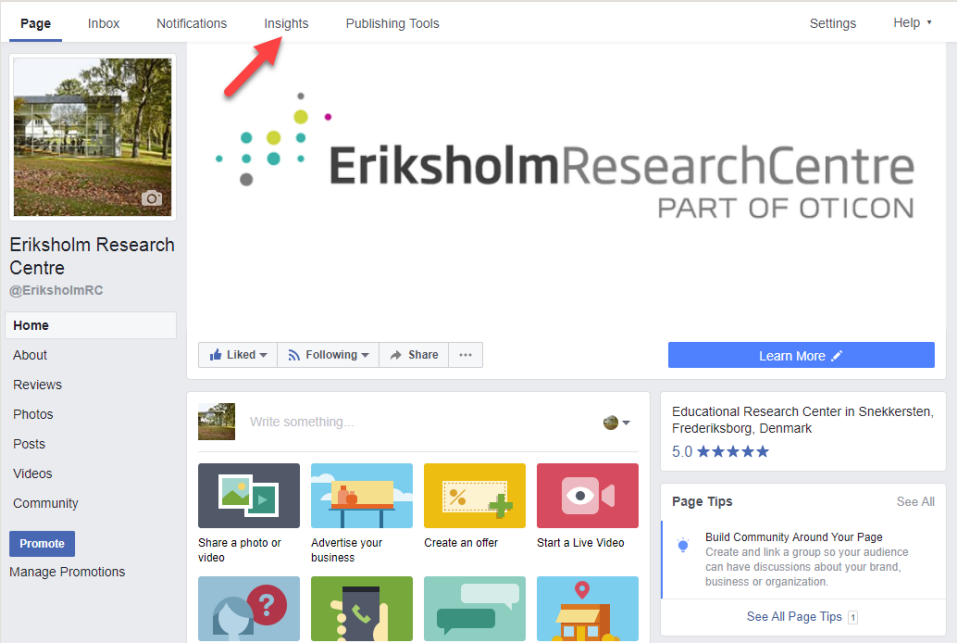
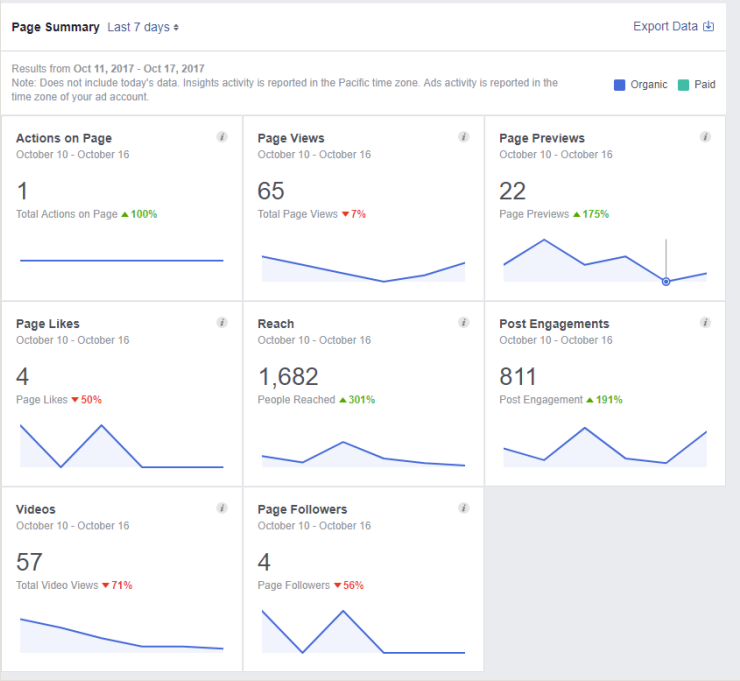
How to measure social media?

- Know where to find analytical data in your social media account and the different metrics you can track.

Know where to find analytical data





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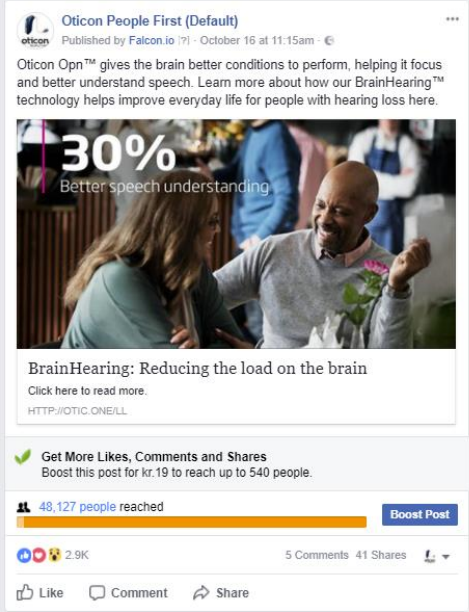
Your 5 Most Recent Posts

Reach: Organic / Paid | Post Clicks | Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
10/17/2017 11:30 am	Another week, another welcome! 👋 We have the pleasure of introd			560	100 33	Boost Post
10/13/2017 9:00 am	We are branching out! 🌳 Those n ets you see on the ground collect			743	79 32	Boost Post
10/10/2017 9:00 am	Welcome Johanna! We have the pleasure of welcoming yet anothe			1.3K	333 124	Boost Post
10/03/2017 9:01 am	Did you see our anniversary vide os? 🖥️ Leading up to our 40th an			407	17 14	Boost Post
09/29/2017 9:00 am	Welcome, Suyi Hu! 👋 At Erikshol m Research Centre, we once aga			356	37 16	Boost Post

See All Posts



Performance for Your Post

48,127 People Reached

3,060 Reactions, Comments & Shares

2,985 Like	2,934 On Post	51 On Shares
21 Love	19 On Post	2 On Shares
1 Haha	1 On Post	0 On Shares
3 Wow	2 On Post	1 On Shares
9 Comments	8 On Post	1 On Shares
41 Shares	41 On Post	0 On Shares

969 Post Clicks

0 Photo Views	858 Link Clicks	111 Other Clicks

NEGATIVE FEEDBACK

5 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

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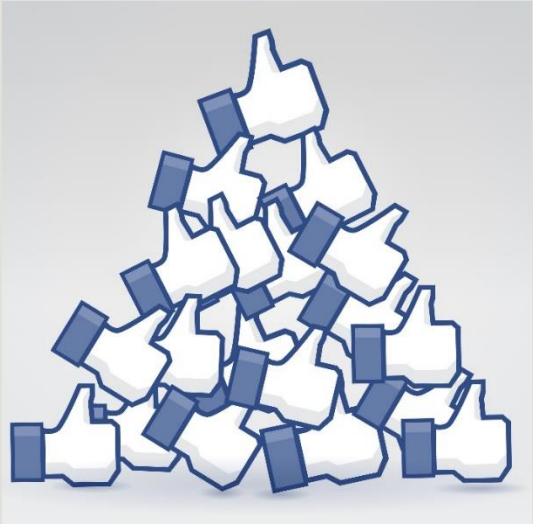
What metrics to measure to analyse performance

- Quantitative measurements
  - Countable items
    - Impressions
    - Reach
    - Engagement
    - Link clicks
    - (Followers)
    - (Cost pr. Link clicks)
    - (Cost pr. Engagement)

- Qualitative measurements
  - Tone, quality of interactions, positive or negative comments



How to measure social media?

'Not everything that counts can be counted and not everything that can be counted counts'

- Choose useful metrics
- Capture data and set intervals to review
- Use measurement to refine strategy and tactics
- Establish benchmark and measure your online social media presence
  - Must align with your goal
  - Start with benchmarking with yourself
- Example
  - Goal: Increase online appointment bookings over a one-month period
  - Tactic: Share link to online appointment booking calendar on Facebook
  - Measure: Compare the number of bookings to the previous month
  - Correlating outcome: Social media tactics should result in increased web traffic and bookings

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How can you use Facebook to increase online bookings

- Iceland
  - Online bookings increased with 160%
  - Visits to their webpage increased by 77% the first year
  - Increased with 50% the year after

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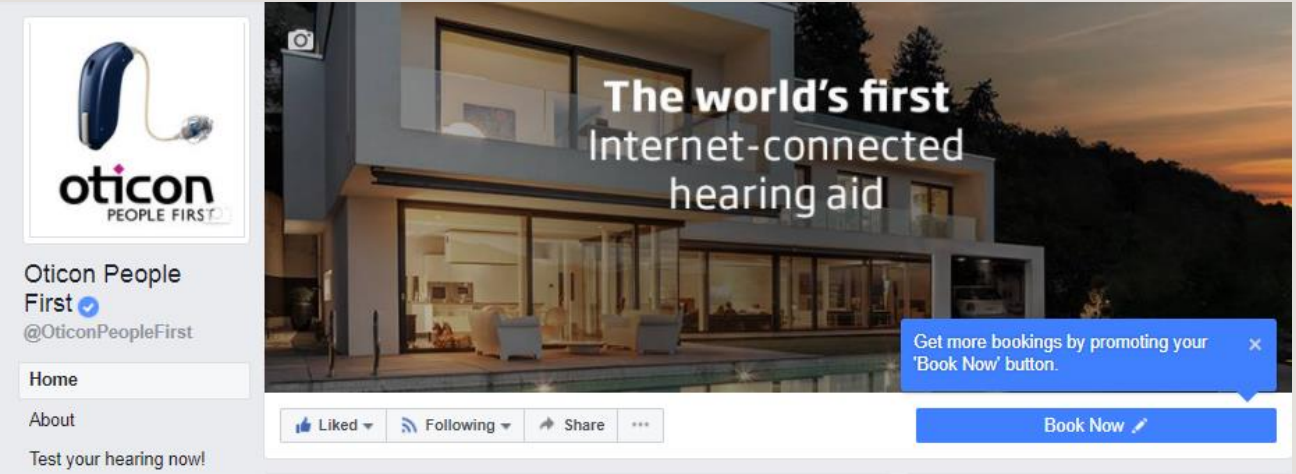
Increase online bookings with Facebook

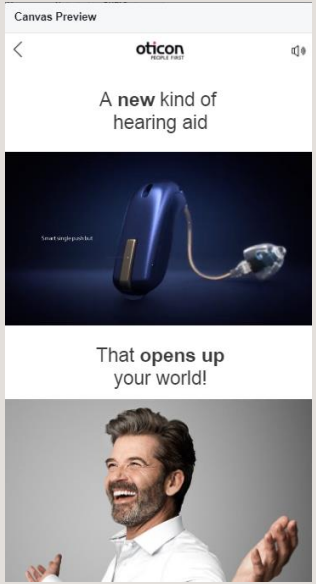
- Include a calendar link in post updates – also when you receive content from Oticon
- Share your online calendar on your Facebook page
- When you reply to messages make sure to include a link to your online calendar as often as possible

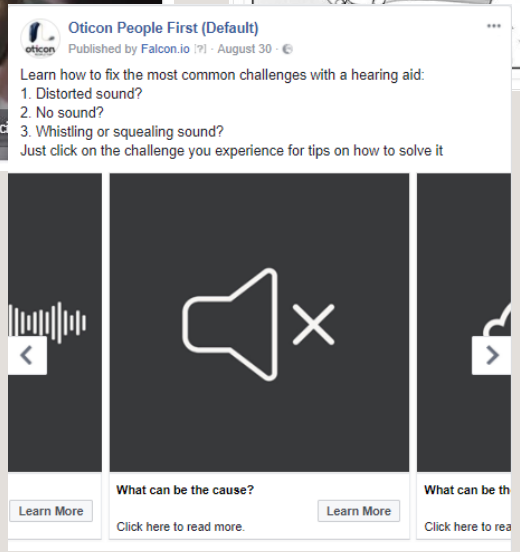
Increase online bookings with Facebook

Add a relevant call-to-action on your page – ‘book now’



Algorithms: What kind of content is preferred on Facebook?





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Different types of post formats

That can influence the performance of the post

- Link post
  - Traffic to web
- Photo post
  - Engagement
- Video post
  - Reach and video views
- Carousel post
  - Traffic to web and reach
- New updates; Facebook Live and Canvas
  - Reach

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How to promote your clinic and expertise using Facebook

- Post consistently
  - 2-3 times pr. week
  - Respond quickly
- Connect with other healthcare organizations to see what others are discussing to find content to share and to develop your online presence
- Post a mix between product post, clinic updates, but most of all tips, tricks and insights to show thought leadership and promote your expertise
- Make sure to have a professional and up-to-date profile + cover photo. This is the first impression of your page.
- Consider allocating some money to Facebook advertising. For as little as $10 per day, you can boost posts, increase your reach and connect with more customers.

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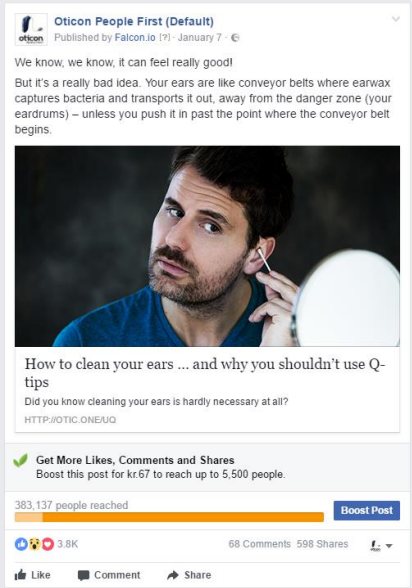
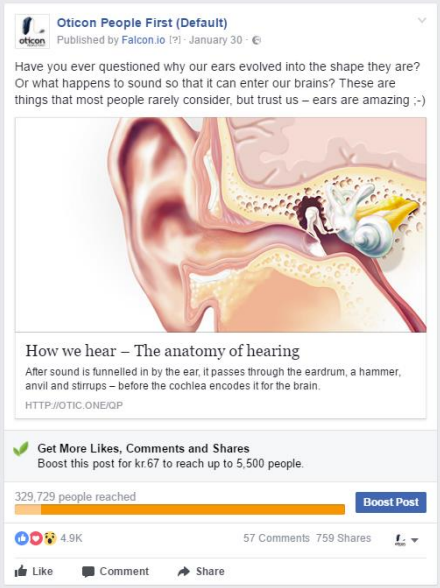
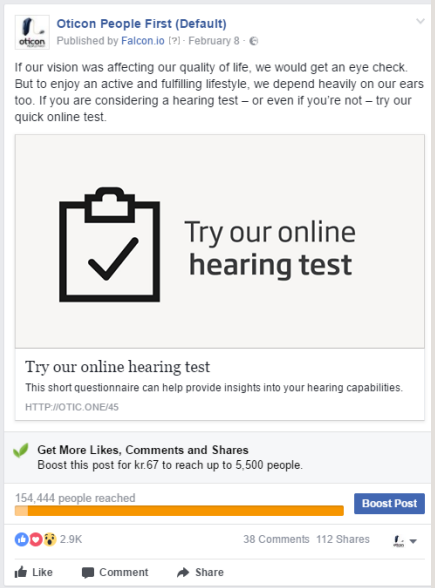
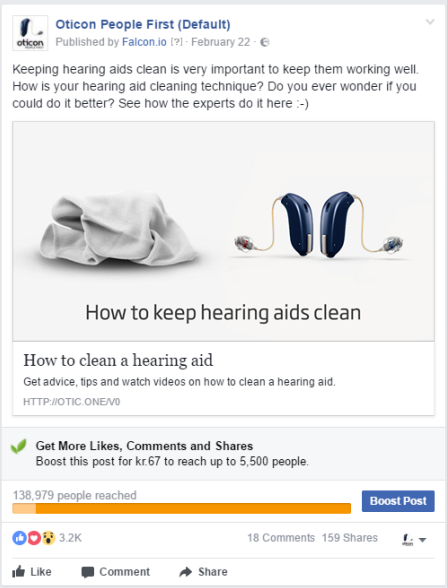
Examples of insights posts

- 19.505 link clicks
- 7.101 link clicks
- 5.839 link clicks
- 4,117 link clicks









How to get valuable customer insights/connect with your customers through your FB page

- Encourage people to share their story
  - Make the people a part of your page and your brand
  - Sharing happy customers is a great way to gain trust and new customers
- Bring people together
  - Facebook can be very valuable for bringing together people facing similar daily obstacles
  - Use humor
  - *How can you connect your audience and strengthen your relationship?*
- Make it about the customer, not about the product.
  - When you help your customer via social media, you're more likely to build a long-lasting relationship - which will in turn push your brand awareness and growth.
- Take every opportunity to gain feedback
  - You can ask your customers a lot of questions and gain valuable insights
- As in-person patient time diminishes, social media can help reclaim that time through online interactions
  - Use social media to provide pre and post-appointment information to patients and caregivers to reduce the amount of time you spend discussing routine matters during appointments

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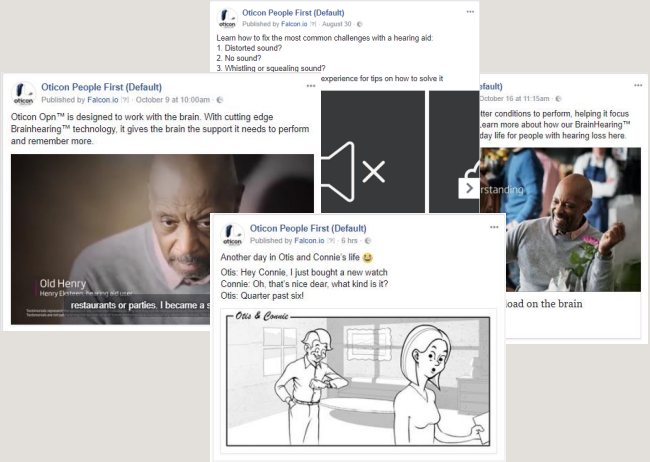
How can Oticon support you

- Content packages each month
  - Including a mix between the different formats, topics, insights
  - Reach out to Anne to be on the list
- Questions
  - We are happy to support you with any questions related to your Facebook page and your Facebook efforts
- Stay up to date with trends
  - By using content provided by Oticon, you will get updated content and formats to stay up to date with Facebook trends and get most out of the algorithm



How can Oticon support you

- Experience and insights
  - What kind of content works
  - What metrics to measure
- How to set up effective Facebook segmentation
  - How broad/narrow should it be?
  - Should it be based on demographics or interests?
- What do followers mostly ask about?
  - How to best reply? Guidelines provided from Oticon.

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Questions?