



**MANAGING  
YOUR BRAND  
THROUGH  
SOCIAL MEDIA**

*How Practices Build Trust,  
Connection, and Reputation Online*

**DOCTOR DIRECTORY  
SOLUTIONS**

1

1



**FOLLOW US**



2

2

# THE NEW REALITY

**YOUR BRAND DOESN'T LIVE ONLY ON YOUR WEBSITE OR IN YOUR WAITING ROOM. TODAY, IT LIVES WHERE YOUR PATIENTS SPEND THEIR TIME – ON SOCIAL MEDIA.**

**IT'S WHERE THEY FORM OPINIONS, BUILD TRUST, AND DECIDE WHICH PRACTICE FEELS RIGHT FOR THEIR CARE. YOUR ONLINE PRESENCE IS NO LONGER OPTIONAL; IT'S PART OF THE PATIENT EXPERIENCE.**

3

3

## WHY SOCIAL MEDIA MATTERS TO YOUR PRACTICE

It's the first place people look after Google reviews

It shows the day-to-day personality of your practice



**84% of patients check online reviews before booking appointments, which often includes looking at social media profiles.**

It's where patients expect real-time updates, education, and connection

It's the most accessible place to build trust at scale

Everyone knows how to use it – which means everyone is evaluating you there

4

# WHAT PATIENTS LOOK AT BEFORE CHOOSING A PROVIDER

## THIS IS THE REAL DECISION-MAKING PATH TODAY:

GOOGLE REVIEWS  
YOUR SOCIAL MEDIA  
YOUR WEBSITE

**IF YOUR REVIEWS ARE STRONG BUT YOUR SOCIAL MEDIA IS OUTDATED, INCONSISTENT, OR OFF-BRAND, PATIENTS NOTICE.**

**IF YOUR WEBSITE IS BEAUTIFUL BUT YOUR SOCIAL MEDIA IS EMPTY, PATIENTS NOTICE.**

**YOUR BRAND HAS TO SHOW UP EVERYWHERE WITH THE SAME CLARITY AND CONFIDENCE**

5

5

**A BEAUTIFUL WEBSITE IS GREAT, BUT IT'S STATIC.**

**SOCIAL MEDIA IS LIVING, BREATHING PROOF OF WHO YOU ARE TODAY.**

6

# WHY BRANDING REALLY MATTERS

**Branding Builds Recognition**



Your visuals, tone, and message create familiarity. When people see your content, they should immediately think of you. Consistency = memorability.

**Branding Creates Trust**



Polished visuals and clear messaging signal professionalism. Patients feel more confident choosing a practice that looks organized, intentional, and credible.

**Branding Tells Your Story**



Branding communicates:  
Who you are    What you value  
Who you serve    How you care  
All without saying a word.

7

# WHAT MAKES A BRAND RECOGNIZABLE?

THINK OF THE BRANDS YOU KNOW INSTANTLY:

- TARGET
- STARBUCKS
- CHICK-FIL-A
- APPLE

YOU DON'T NEED TO SEE THE NAME – THE COLORS, TONE, AND VISUALS TELL YOU IMMEDIATELY.

YOUR PRACTICE SHOULD FEEL THE SAME WAY: INSTANTLY RECOGNIZABLE, CONSISTENT, AND UNMISTAKABLY "YOU."



8

# BRANDING CONSIDERATIONS FOR EVERY PRACTICE

These are the elements that shape your Brand Identity:

### VISUAL IDENTITY

- COLORS
- FONTS
- PHOTOGRAPHY STYLE
- LOGO USAGE
- LAYOUTS AND SPACING
- GRAPHIC ELEMENTS

### BRAND VOICE

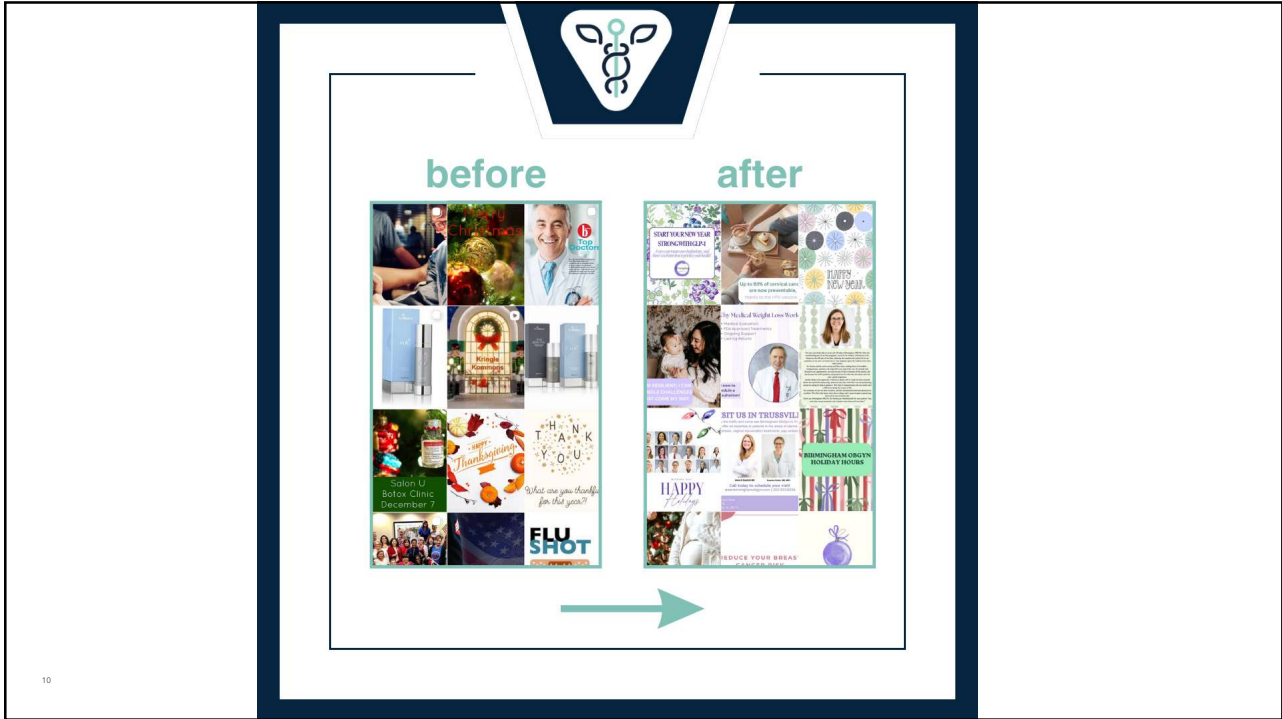
- WARM?
- PROFESSIONAL?
- EDUCATIONAL?
- PLAYFUL?
- REASSURING?

### CONTENT STRATEGY

- EDUCATIONAL POSTS
- PROVIDER SPOTLIGHTS
- BEHIND-THE-SCENES
- COMMUNITY INVOLVEMENT
- PATIENT FAQs
- SEASONAL HEALTH REMINDERS

9

9



10

10

# THE POWER OF CONSISTENCY (AND THE METRICS TO PROVE IT)

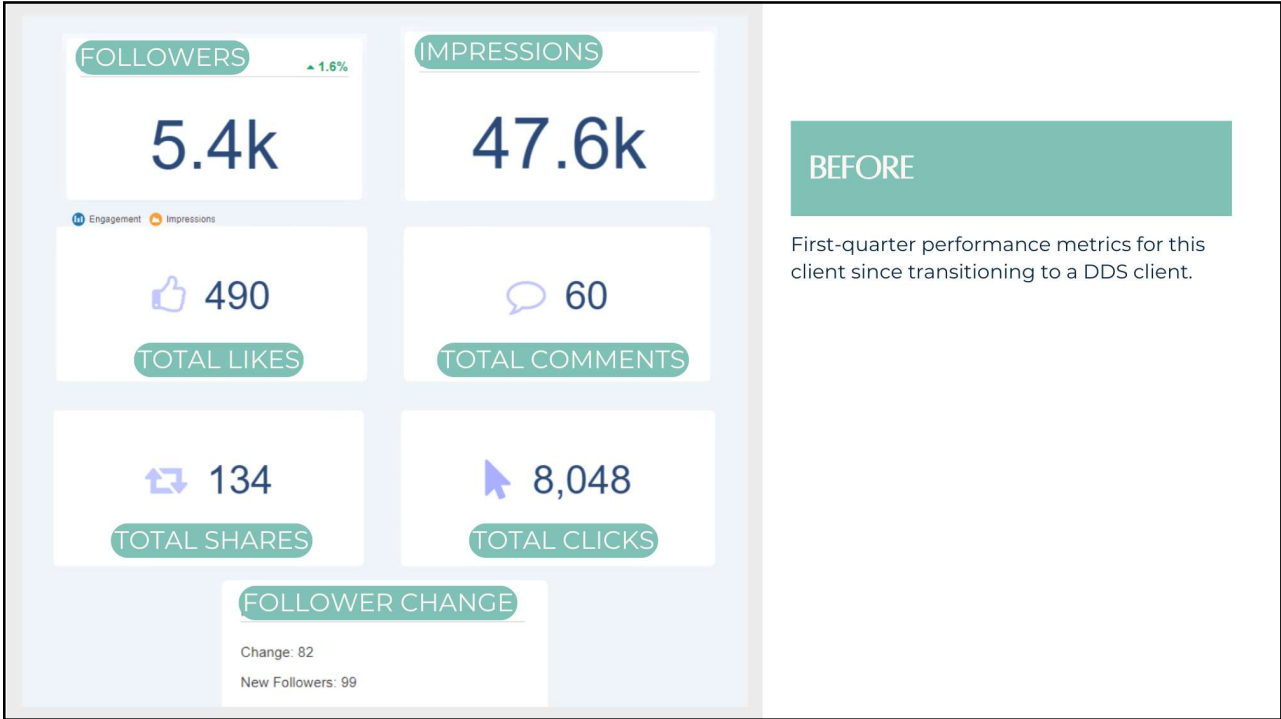
**CONSISTENT BRANDING AND POSTING CAN BOOST:**

- ENGAGEMENT
- REACH
- WEBSITE TRAFFIC
- PATIENT INQUIRIES
- POSITIVE SENTIMENT
- REVIEW VOLUME

**WHEN YOUR BRAND SHOWS UP THE SAME WAY, IN THE SAME VOICE, WITH THE SAME VISUAL IDENTITY, YOUR AUDIENCE BEGINS TO TRUST YOU – AND TRUST DRIVES ACTION.**

11

11



12

AFTER

By the third quarter, our team had a better understanding of what their followers wanted to see and we saw a significant increase in followers and impressions. .

FOLLOWERS

5.6k

▲ 3.1%

IMPRESSIONS

91.6k

1,799

TOTAL LIKES

164

TOTAL COMMENTS

236

TOTAL SHARES

12.8k

TOTAL CLICKS

FOLLOWER CHANGE

Change: 171  
New Followers: 181

13

## CREATING CONSISTENCY

- PLAN AHEAD, DON'T POST IN PANIC**
- A MONTHLY CONTENT CALENDAR GIVES YOU A CLEAR ROADMAP FOR WHAT'S COMING**
- PREVENTS LAST-MINUTE SCRAMBLING AND RUSHED, OFF-BRAND POSTS**
- HELPS YOU CATCH ERRORS BEFORE THEY GO LIVE**
- ENSURES YOUR MESSAGING ALIGNS WITH YOUR BRAND VOICE AND GOALS**
- MAKES IT EASIER TO BALANCE EDUCATIONAL, PROMOTIONAL, AND COMMUNITY CONTENT**
- ALLOWS YOUR TEAM TO COLLABORATE, REVIEW, AND APPROVE CONTENT WITH CONFIDENCE**

14

7

# WHY YOU NEED SOMEONE WHO UNDERSTANDS BRANDING

**EVERYONE HAS SOCIAL MEDIA.  
NOT EVERYONE KNOWS HOW TO USE IT STRATEGICALLY.**

**A STRONG BRAND MANAGER OR CONTENT PARTNER HELPS YOU:**

- CRAFT A CONSISTENT VOICE
- CREATE ENGAGING, EDUCATIONAL CONTENT
- MAINTAIN VISUAL COHESION
- POST REGULARLY
- TRACK PERFORMANCE
- ADJUST STRATEGY BASED ON METRICS
- HIPPA COMPLIANT

**THIS IS HOW YOU TURN SOCIAL MEDIA FROM A CHORE INTO A GROWTH ENGINE.**

15

15

# FINAL TAKEAWAY

**YOUR SOCIAL MEDIA PRESENCE SHOULD FEEL LIKE AN EXTENSION OF YOUR PRACTICE – WARM, TRUSTWORTHY, AND ALIGNED WITH THE CARE YOU PROVIDE.**

**BRANDING ISN'T JUST WHAT YOU LOOK LIKE.**

**IT'S HOW YOU MAKE PEOPLE FEEL.**

**AND SOCIAL MEDIA IS WHERE THAT FEELING BEGINS.**

16

16



**MADDOX CASEY, CPA**

Member  
205.769.3392  
Maddox.Casey@warrenaverett.com

Maddox Casey is a Member of Warren Averett's Healthcare Division. He and his team serve over 500 physician clients across the Southeast. Maddox helps physicians increase and maintain profitability in the turbulent times of healthcare regulations. He is a firm believer that through proper planning and education of current policies, he can help his clients thrive. Maddox formerly served as the Practice Leader for the Healthcare Division and is a frequent speaker for medical organizations across the country. He resides in Birmingham with his wife and six children.



**MARY CARSON SMITH**

Social Media Specialists  
205.769.3230  
marycarson.smith@doctordirectoryso  
lutions.com

Mary Carson Smith joined Doctor Directory Solutions in 2019 and currently serves as a Social Media Specialist. In her role, Mary Carson partners closely with healthcare practices to strengthen their online presence, elevate brand visibility, and create meaningful engagement across digital platforms. She brings a strategic, relationship-driven approach that helps practices humanize their brand, communicate their value, and build genuine connection with patients in an ever-evolving digital landscape.

17