

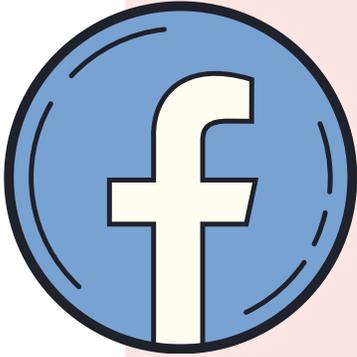


ILLUMINATE CONSULTING

FACEBOOK GROUP STRATEGIES

HOW TO MAKE YOUR EXCLUSIVE PATIENT
FACEBOOK GROUP A SUCCESS

WHY A FACEBOOK GROUP?



I'm guessing you have noticed your business page has gotten a bit less traction as of late?

Facebook itself has admitted at this point they are giving algorithm preference to group vs. page posts. This means your posts within a group are far more likely to show up in your patient's newsfeed.

In our office, we have chosen to make our FB group private to patients due to the fact that one of our key objectives with this group is deepening connection to optimize retention.

If you are just starting out in practice, you may want to consider a public group to use it as a funnel for new patients.

The FIRST STEP to this discussion for your practice is setting GOALS for this FB group and then making all decisions about the group based on those goals.

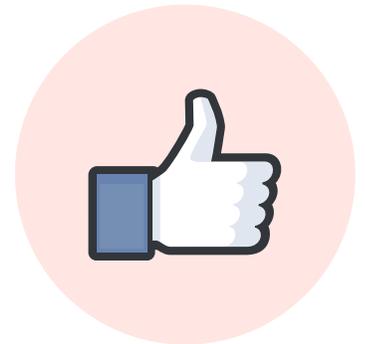
GROUP SETTINGS



1. Consider avoiding membership questions if you start a private patient group as it could potentially be a barrier to entry.
2. Include group conditions/rules/guidelines in your about section (see page 4 for an example).
3. Optimize your banner image to ensure it is easily recognizable practice branding.
4. Admins should approve member requests and posts (to ensure they are curating the intended audience and discussion).

GETTING THEM IN THE GROUP

1. Create a compelling reason why they need to get in the group right NOW (contest, VIP information, etc)
2. Add an invitation to the bottom of your appointment reminder texts
3. Send an invitation text to everyone who has had an appointment in the past 60 days
4. Include an invitation in every email to your list
5. When patients arrive for their appointment have your CAs mention it and then immediately text them the link to join.



CONSISTENCY



It's imperative once you create the group, you post consistently. Here are some tips on content consistency:

1. Delegate the posting schedule to one team member. This will streamline the process, help to avoid confusion, and ensure the content strategy is consistent.
2. Schedule out 1 post per day to start ideally batching 1 week's worth of posts at a time. You can schedule posts directly inside FB (suggested!)

CONTENT SCHEDULE



Likely the most daunting thing to most DCs when creating something like this is coming up with the content.

The best strategy to minimize overwhelm is to sit down and brainstorm with your team CATEGORIES of content that you'd like to repeat.

Again, these categories should speak to your primary goals for the group.

It's important to note that as your FB group evolves, there will be far more interaction within the group so it should be less reliant on your content only.

Examples of our content categories can be found on page 4.

VIDEO



People LOVE to consume video content.

How can you plan to include at least one video in your FB group each week?

If possible, uploading video content with captions is helpful considering a very high percentage of users watch videos without audio.

ENGAGEMENT POSTS

When considering your categories, make sure you plan to include posts that serve to connect group members.

For example: poll/question based posts where you ask them to share a GIF, numerical response, emoji etc. will drive interaction on the page. The more comments and interaction group posts receive, the more likely your group content is seen by group members in their feed.



GROUP AMBASSADORS



Consider asking 3-5 of your favorite patients to become group ambassadors.

Ask them to post questions, recipes, local recommendations and more.

Group members seeing others taking the reins and leading the conversation will encourage more interaction within the group.

EXAMPLES

RIVER SHORES CHIRO COMMUNITY DESCRIPTION

Welcome to the River Shores Chiro Community group!

This is safe and non-judgmental place where our RSC tribe can come together as a community to support, empower, motivate and inspire each other!

This online group is designed as an open forum to discuss our love of health for ourselves and our families. Feel free to use this platform to ask questions; share recipes; and post articles, tips, new finds, healthy alternatives, and local recommendations.

A few general guidelines for the group:

1. We do ask that everyone maintain a spirit of congeniality and positivity here. We aim to be a beacon of encouragement, regardless of where you are on your holistic journey.
2. There will be a zero tolerance policy for group negativity and bullying. If there is a post that you don't agree with, please refrain from expressing disrespectful negativity. If there is a post that you find violates these guidelines, do feel free to bring it to the admin's attention and it can be discussed in a safe environment. We reserve the right to remove posts or comments at our discretion.
3. Although we support many of our patients in their MLM businesses, we request that there is no self-promotion posts within the group. When people ask for recommendations that you feel your business can serve, you are welcome to list your business as a solution within the comment thread.
4. By joining this group you understand other group members may determine that you are a patient of River Shores Chiropractic. This group does not take the place of direct discussions with our Doctors in person and no sensitive health information that you wish to keep private should be discussed on this page. If you have a direct question about your health, you can reach our team directly by emailing info@rivershoreschiro.com

Again, welcome to the group! Looking forward to seeing our RSC tribe connect with each other!

RSC COMMUNITY CONTENT CATEGORIES

1. General Practice Information and updates
2. Physical Stress limiting strategies
3. Chemical Stress limiting strategies
4. Emotional Stress limiting strategies
5. Pure Humor
6. Supplement suggestions
7. Engaging questions
8. Time/trend sensitive content (ie tips about working from home, homeschool etc.)
9. Polls- best recommendation requests
10. Small business review discussion points/crowd sourcing
11. Asking for reviews
12. Gratitude and inspirational quotes (general or from patients about care specifically)
13. Further Nervous System Education Info
14. Scan specific education
15. Testimonials
16. Referral encouragement (assisting them with how to refer)
17. Internal Contest Information