



# UC Social Media

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# Agenda

- **Marketing Tenets**
- **Media Landscape**
- **Channels**
- **Channel Management**
- **Planning Tips**



# Marketing Tenets

- Audience
- Positioning



# Positioning

## **What are you saying to your customers?**

- Messaging is derived from your positioning and your practice's objectives
- Keep your customer at the forefront—consider the value proposition for them
- Make sure you can deliver on what you promise



# Your Audience

Without the patient, you don't exist



Therefore...

- Be customer-centric (patient-centric) in everything you do
- Be specific and targeted
- Understand their needs, desires and concerns
- Identify how you meet those demands better than anyone else



# Media Landscape



- Your content published on channels you own and control
- Most effort + least expensive
- Website, **Social Channels**, In-clinic



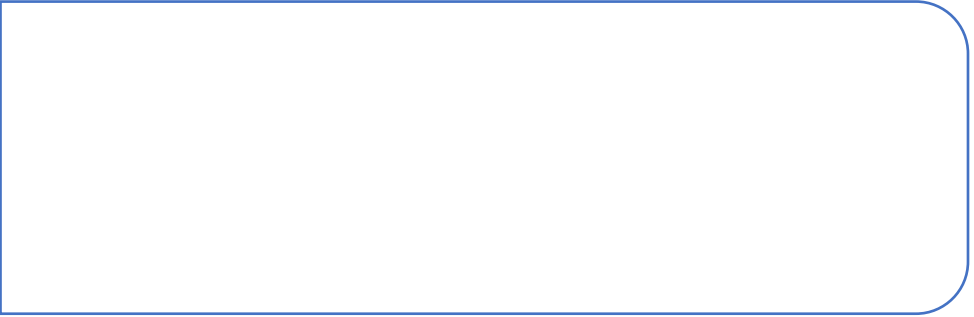
# Media Landscape



- Your content published on channels you own and control
- Most effort + least expensive
- Website, **Social Channels**, In-clinic



- Channels where you pay to have your content
- Most expensive + least effort
- **Paid Search, Paid Social**, Programmatic





# Media Landscape

## Owned Media

- Your content published on channels you own and control
- Most effort + least expensive
- Website, **Social Channels**, In-clinic

## Paid Media

- Channels where you pay to have your content
- Most expensive + least effort
- **Paid Search, Paid Social**, Programmatic

## Earned Media

- Information about your brand/product on other outlets
- Typically, a result of owned and paid media efforts
- **Review Sites, Press**



# Channels

**Organic Social Media**  
**Directories**



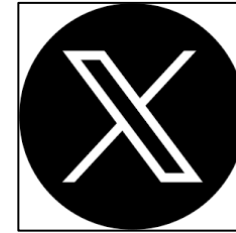
# Channels

## How do you reach your patients?

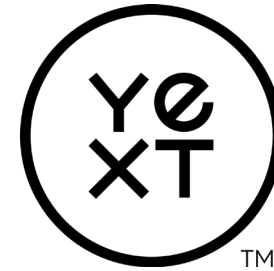
- The methods utilized to communicate and engage with patients
- Create a patient experience that uses tactics most effectively for your practice
- Utilize channels only when you can commit to their upkeep



# Organic Social Channels



# Directories





Focus on our brand goals, while sharing creative content that educates consumers and creates trust. Utilize this platform to promote us as the authority on all urgent care matters and to expand our network of customers, promote open positions, and maintain relevancy in a professional atmosphere.

### Platform Strategy

With over 722 million users worldwide, LinkedIn is growing rapidly. Its user base is highly educated and consists of a range of professionals from C-level executives to small business owners. Nearly 40% of users come from the United States and with explosive growth over the last few years has become the go-to platform for business professionals.

There are 8.6 million healthcare practitioners on the platform who gather and engage with content, and Exer can reach a larger and more targeted audience on LinkedIn than on other social media platforms.

Capture attention by creating a comprehensive profile with key information about our services and background including building out the company LinkedIn Life Page.

Speak professionally and with authority about industry trends, healthcare tips, and encouraging engagement from customers and fellow healthcare leaders.

Hone in on authentic video content in short-form that is reflective of other social media accounts with tweaked aesthetics for professionalism if necessary. Keep up with ever-changing trends on the platform like carousel images, polls, and hashtags.

### Main Goals

- Education
- Brand Awareness
- Engagement
- Recruitment
- Thought Leadership

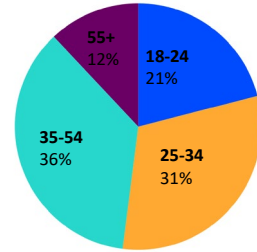
### Brand Voice + Tone

**We Are:** Professional • Upbeat • Informative

**We Are Not:** Rigid • Judgmental

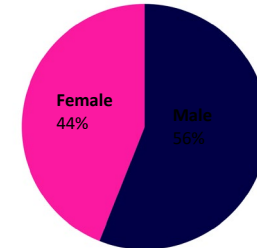
**Tone:** Friendly • Caring • Objective  
• Knowledgeable

### Audience Demographics\*



### Age

- 18-24 = 21%
- 25-34 = 31%
- 35-54 = 36%
- 55+ = 12%







### Gender



- 44% Female
- 56% Male

\*Platform averages - not specific to Exer's audience






Social Channel	Overview	Rules of the Road
	<ul style="list-style-type: none"> <li>Professional channel</li> <li>Great resource for connecting with peers, employees and posting job opportunities</li> <li>Show your most professional side</li> </ul>	<ul style="list-style-type: none"> <li>Free to have an account</li> <li>More bells and whistles available at a cost</li> </ul>
	<ul style="list-style-type: none"> <li>Skews older 40+</li> <li>Engaging content that can be shared</li> </ul>	
	<ul style="list-style-type: none"> <li>Photo and video sharing network</li> </ul>	
	<ul style="list-style-type: none"> <li>Video-based social network</li> <li>Fast growing channel, now reflects Gen Z AND all ages</li> <li>Need light-hearted engaging content</li> <li>Authentic and on-trend is critical (music, memes, themes, styles)</li> </ul>	



Social Channel	Overview	Rules of the Road
	<ul style="list-style-type: none"> <li>• Share news, PR stories, engage with other health-related posts</li> <li>• Serves as an additional customer service channel</li> <li>• Rooted in text, but short videos shared</li> </ul>	<ul style="list-style-type: none"> <li>• Platform is in transition</li> <li>• Rules and pricing (for certified channels, etc.) seem forever in flux</li> </ul>
	<ul style="list-style-type: none"> <li>• Fastest-growing social media channel ever (100M in less than a week); created by Facebook in response to Twitter</li> <li>• Can search stories and connect your Meta feeds (Facebook and Instagram)</li> </ul>	<ul style="list-style-type: none"> <li>• Platform is very new and has stalled in engagement</li> </ul>





Directory	How it Works	Rules of the Road
	<ul style="list-style-type: none"> <li>• Set up and claim your Yelp page for each location- free               <ul style="list-style-type: none"> <li>• An enhanced profile page allows you to block competitors, add photos, more detail and a CT</li> <li>• Advertising on the platform gets you much more</li> </ul> </li> <li>• Patients review you</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain your page with photos, etc.</li> <li>• Engage with all reviews if possible; try to resolve any negative comments ASAP and offline</li> </ul>
	<ul style="list-style-type: none"> <li>• Set up and claim your Google My Business page for each location- free               <ul style="list-style-type: none"> <li>• Badges and certification for \$50</li> <li>• Performance-Max allows you to add photos, geotarget around your clinics, etc.</li> <li>• Paid Search campaigns can add more value</li> <li>• Patients review you and these show up in a google search</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• You can invite patients to review you (via signage in clinic, SMS, email, etc.)</li> </ul>
	<ul style="list-style-type: none"> <li>• Not free- plans from \$199-\$999/ year</li> <li>• Aggregates many directories and allows you to maintain single profile to update (CitySearch, yellow pages, Foursquare, etc.)</li> </ul>	



# Channel Management

**Selection**

**Messaging**

**Content**

**Measurement**

**Proactive vs Reactive**



# Channel Selection

## Which channels are right for your practice?

Set up accounts so you own them

- Include your practice positioning
- Make it easy to find and reach you
- Engage in channels only when you can dedicate time for responses
- Quality matters over quantity



# Messaging

## What are you saying to your customers?

- Messaging is derived from your positioning and your practice objective
- Keep your patients at the forefront—consider the value proposition for them
- Make sure you can deliver on what you promise



# Content

## What kind of content should you consider?

- Recruiting/Open positions
- Testimonials (Be HIPAA compliant!)
- Health tips
- Feature your clinic or staff (Get permission and don't show patients!)
- Partner with your community (Chamber, retail or services near you, charity organizations, etc.)



# Social Media Content Pillars

	Brand	Education	Lifestyle
Why?	To define the brand voice/tone and showcase what makes your company different from other urgent cares.	To educate the SoCal community about prevalent illnesses and ailments, providing solutions through our services.	To improve positive brand perception and showcase how Exer services and staff fit in with relevant, everyday lifestyle events.
How?	Post content that highlights your center(s), doctors and friendly staff providing the services you offer	Post content that shares insights to common illnesses and ailments in SoCal. Share the causes, symptoms and treatment available at your urgent care.	Post content that is relatable for people of all ages. Content should be used as opportunity to build community connection and showcase the "human" element of the brand.
Content Types	<ul style="list-style-type: none"> <li>• Stills and videos spotlighting staff</li> <li>• Photos or videos that let viewers know what services are offered and what differentiates you from other urgent cares</li> <li>• Graphics that announce events, grand openings or job postings</li> </ul>	<ul style="list-style-type: none"> <li>• Branded graphics that provide information about illnesses and injuries</li> <li>• Videos sharing insights about illnesses, testing availability, and treatment</li> <li>• Photos or videos that let viewers know what services are offered and what differentiates you</li> </ul>	<ul style="list-style-type: none"> <li>• Videos of your staff that follow trends or utilize trending audio, yet are still educational and on-brand</li> <li>• Stills and videos highlighting fun or lighthearted moments at the clinics, like birthday celebrations or holiday contests</li> <li>• Meme content that is relatable, yet still on-brand</li> </ul>



# Pillar Content Examples

## Brand



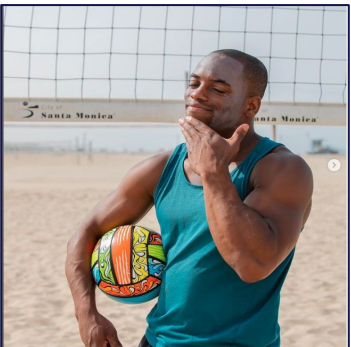
## Education

**Tips That Can Help You Maintain Your Health**

- Drink 3-4 liters daily
- Eat a balanced diet
- Sleep 7-9 hours daily
- Be physically active
- Reduce screen time
- Do things that make you happy



## Lifestyle



# Measurement

**How do you know how you're doing and if it's worth it?**

- Measure Followers and see how it grows
- Measure engagement of your posts
- Evaluate the number of reviews and the scores





# Proactive vs. Reactive

**When are you sharing info and when are you engaging with patient comments?**

Proactive

- Set up your accounts
- Post content that is relevant to your practice, engages patients

Reactive

- Respond to ALL reviews if possible
- Take conversation offline if you can



# Planning Tips



Always be HIPAA compliant

Prioritize your channels and be where it makes sense for your practice

Create consistency in your communication (have a posting schedule or set time aside for review feedback)

Remember to tailor to your patients



# Thank You!

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# Channels Owned Media

- Website
- Landing pages
- SEO
- App
- Content marketing (i.e. videos, blogs, whitepapers, infographics, case studies, webinars, eBooks, podcasts, data sheets)
- Sales enablement tools (i.e. pitch deck, scripts, product demos, presentations, email content, battlecards)
- Social channels (i.e. Instagram, TikTok, Twitter, YouTube, LinkedIn, Tumblr, Pinterest, Twitch, Houseparty, Facebook)
- Collateral
- Promotions (including trial), contests and giveaways
- Company teams including Sales and Customer Support
- Onboarding tutorials and learning tools
- Brand visuals (i.e. business cards, packaging, uniforms, trucks, merchandise)
- In-store communication
- Your networks (i.e. friends, family, engaging potential customers and influencers through social channels)
- Cause-related marketing



# Channels Paid Media

- Paid Search
- Paid Social
- Display
- Email marketing (campaigns)
- Email (trigger and transactional)
- Influencers (can be broad- from bloggers, to experts, from Twitter to events)
- Content (syndicated or expert)
- Sponsorships/ Partnerships
- Affiliate marketing
- Experiential/Events/Trial/Tradeshows
- Traditional Advertising: TV, Radio, Print Media, Out of Home
- Product Placement
- Direct Marketing (and mail)
- Referral Marketing
- Conferences, speaking engagements and interviews



# Channels Earned Media

- Press coverage and third-party publicity
- Editorial coverage and reviews (consider niche venues and outlets)
- User-generated content
- Social Mentions and sharing
- Customer reviews
- External blog posts
- Conferences, speaking engagements and interviews
- Customer support
- Word of Mouth



# Channel Strategy - Facebook

## Facebook

Focus on product/brand initiatives, highlighting the diverse services offered, informative, health-related content, and company news including staff and location spotlights.

### Platform Strategy

Users on Facebook aged 40+, think that they're THE experts

Facebook will be used to share company news, brand launches and education/informational content

On this platform, create content that stirs up conversation while including clickable links that connect users back to main brand pages, blog articles, and press points

Video content, staff and center posts, and blog content typically perform the best on this social channel and help drive web traffic

### Main Goals

- Brand Awareness
- Brand Reputation
- Community Engagement
- Consideration + Web Traffic
- Customer Service
- Education

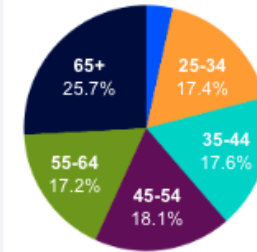
### Brand Voice + Tone

**We Are:** Conversational • Witty • Helpful • Upbeat • Sympathetic

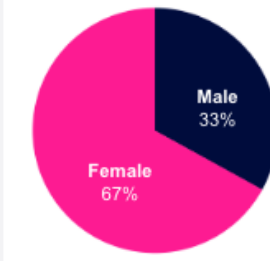
**We Are Not:** Garrulous • Silly • Pandering • Overly-Promising • Emotional

**Tone:** Friendly • Caring • Knowledgeable • Professional • Objective • Problem-Solvers

### Audience Demographics\*



- #### Age
- 18-24 = 3.5%
  - 25-34 = 17.4%
  - 35-44 = 17.6%
  - 45-54 = 18.1%
  - 55-64 = 17.2%
  - 65+ = 25.7%



- #### Gender
- 67% Female
  - 33% Male

\*Lifetime data of our followers



# Channel Strategy - Instagram



Focus on the Exer community while visually representing Exer's premium offerings. Share the brand's story, company announcements, and highlight employees & centers. Exer's personality will be expressed through quality content that lives in both organic in-feed and story posts.

### Platform Strategy

Instagram is all about telling the story of your brand through interactive content, trending videos, educational graphics, and aspirational lifestyle imagery

Showcase Exer branded content, engage with customers utilizing Instagram Stories interactive features, share customer testimonials and respond to patient questions

72% of users report making purchase decisions based off something they saw on Instagram, so it is important that we allow this platform to serve as Exer's personal resume and menu of services for its consumers

More trending-inspired videos and staff content typically perform better on this channel

### Main Goals

- Brand Awareness
- Engagement
- Brand Image and Narrative
- Education on Brand Services & Health-Related Information
- Customer Service

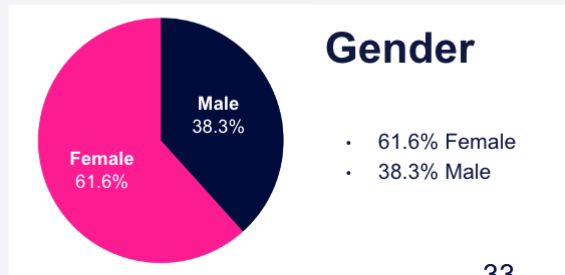
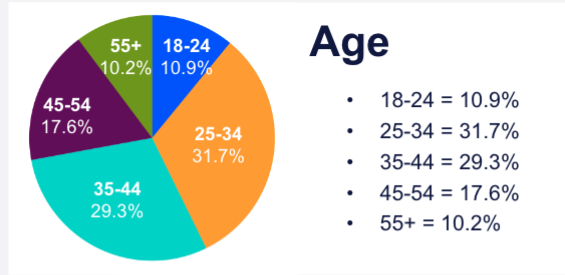
### Brand Voice + Tone

**We Are:** Conversational • Witty • Helpful • Upbeat • Sympathetic

**We Are Not:** Garrulous • Silly • Pandering • Overly-Promising • Emotional

**Tone:** Friendly • Caring • Knowledgeable • Professional • Objective • Problem-Solvers

### Audience Demographics



\*Last 90-days





# Channel Strategy - Twitter



Weigh into relevant real-time occurrences, share company news, interact with consumers, highlight valuable PR stories and community health topics, and participate in conversations and trends.

## Platform Strategy

Twitter is a space where businesses can share the inner workings of the brand with a vast user base

Exer has a unique opportunity to connect with the community by sparking dialogue via text-only tweets

Share content that is informative, conversational, relatable and casual in order to learn about your customer base

Use Twitter as an extension of the Exer customer service team to allow the audience to get answers and feel heard

Response rate is an important component when in direct communication with followers

## Main Goals

- Community Engagement + Relatability
- Brand Awareness
- Brand Personality
- Brand Reputation
- Customer Service

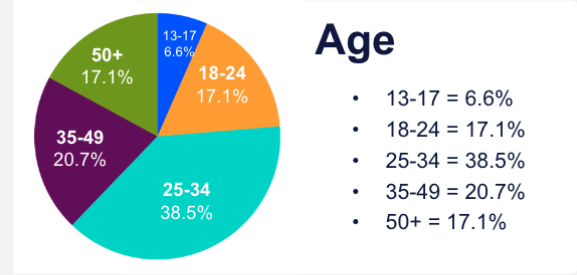
## Brand Voice + Tone

**We Are:** Conversational • Helpful • Upbeat • Sympathetic

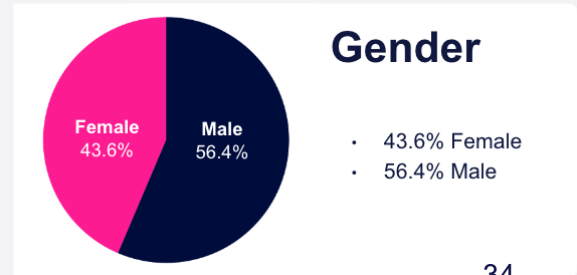
**We Are Not:** Garrulous • Pandering • Overly-Promising • Emotional

**Tone:** Friendly • Caring • Knowledgeable • Professional • Objective • Problem-Solvers

## Audience Demographics\*



- ### Age
- 13-17 = 6.6%
  - 18-24 = 17.1%
  - 25-34 = 38.5%
  - 35-49 = 20.7%
  - 50+ = 17.1%



- ### Gender
- 43.6% Female
  - 56.4% Male

\*Platform averages - not specific to Exer's audience



# Channel Strategy - TikTok



Focus on Exer's brand goals, while sharing creative content that entertains and educates consumers. Utilize this platform to tap into latest trends and trending health-related content.

### Platform Strategy

TikTok has become a giant in the social media industry with over 1 billion monthly active users ranging from age 10-50+. While trendsetting Gen Zers make up the majority of the social audience, there is also a large population of users aged 25-49. Together, they cover nearly all of Exer's target audiences.

Capture your audience's attention through creative and lighthearted ways to showcase relevant services, educational content, brand announcements, testimonials, and trending content pieces.

Hone in on raw, authentic video content that utilizes trending audio in order to portray the brand as relatable and innovative.

### Main Goals

- Consumer Relevance + Relatability
- Engagement
- Brand Aesthetic
- Brand Awareness
- Education

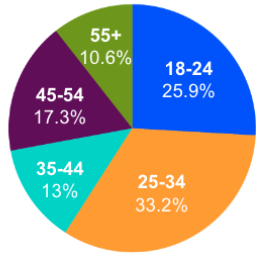
### Brand Voice + Tone

**We Are:** Relatable • Witty • Upbeat

**We Are Not:** Silly • Unprofessional

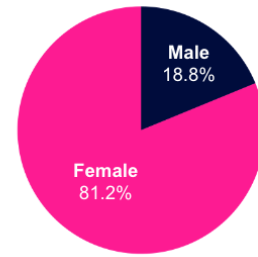
**Tone:** Friendly • Caring • Knowledgeable • Objective • Problem-Solvers

### Audience Demographics\*



### Age

- 18-24 = 25.9%
- 25-34 = 33.2%
- 35-44 = 13%
- 45-54 = 17.3%
- 55+ = 10.6%



### Gender

- 81.2% Female
- 18.8% Male

\*Reach over last 12 weeks



# Review Guidelines

## Negative Comments

- Leave negative comments public facing and respond appropriately if necessary. Sometimes these comments might not need to be addressed at all if
- Flag negative comments with the Exer team especially if there is a trend in negative mentions, e.g., patient portal issues, long hold time on phone, long wait times at clinics.
- Sometimes these comments might not need to be addressed at all if there is the possibility to further enrage the individual.

## Profanity or Inappropriate Language

- Hide the comments that contain profanity or inappropriate subject matters, but do not delete the comments unless they include discriminatory language.

## Escalating Patient Complaints

- If patients direct message or share public facing complaints about their experience at Exer, screenshot complaints and share with Liz, Lisa & Dayane and CC TBA Exer team.
- Provide a brief summary of the complaint and if possible a suggested response for both public and private messages.

