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Easy Ways to Increase Activity on Your Facebook Page

By Naren Arulrajah

Many chiropractors have a Facebook account to promote their practice, but few have a thriving Facebook page with lots of activity and strong reader engagement. Is your Facebook page lacking? Here are a few suggestions that can help to reverse this situation.

Listen and Respond

Fans on your chiropractic Facebook page may get disenchanted quickly if they experience a lack of attention from your side. They expect you to listen to their comments, queries, suggestions, concerns and other conversations; and then engage with them creatively. Facebook is not about one-way traffic. It can succeed only when there is a meaningful and regular exchange between you and your audience.

Share Great Content

Content quality is the single most important factor that will determine the amount of meaningful activity your chiropractic Facebook page generates. Post content that is fresh, original, interesting and relevant to your average follower. Engaging content is more likely to appear in news feeds and garner better exposure for your practice over time.

How to Increase Activity on your CHIROPRACTIC Facebook Page

The best way to increase activity on your chiropractic Facebook Page is by attracting the right kind of audience.

At the most effective way of attracting the right kind of audience is by focusing on building engagement and encouraging comment and by creating opportunities that allow your audience to interact with your chiropractic brand.

OPTIMIZE YOUR CHIROPRACTIC FACEBOOK PAGE INFO

IT IS IMPORTANT TO OPTIMIZE YOUR FACEBOOK PAGE CORRECTLY. Here are a few things to consider:

- Choose the most **COVER PHOTO, BIO AND PROFILE INFO** you can provide with the best information.
- It is best to use a **FACEBOOK COVER PHOTO** that is 851 x 315 pixels.
- Clearly select the **categories and subcategories** that best describe your practice and add **YOUR WEBSITE URL**.
- Remember to put your **ADDRESS AND PHONE NUMBER** as well as your practice hours if you can.

POST ENGAGING CONTENT

The key to attracting an engaged audience is via content that is not only interesting but also engaging and encourages the reader to take some form of action.

When posting content, consider the following:

- Facebook is a socially-friendly platform to share that puts you and your chiropractic engagement efforts into your users' news streams.
- People like to engage with content that is relevant, interesting, and useful.
- Make sure your content aligns with the interests and needs of your audience.
- When it comes to engaging, it's all about the content, not the number of likes or shares.

PROMOTE YOUR CHIROPRACTIC FACEBOOK PAGE TO WIDER AUDIENCES

4 THINGS TO CONSIDER:

- Consideration in advertising is key to increasing your reach and engagement.
- It is important to have a clear understanding of your audience's needs and interests.
- Use Facebook Page insights to see what your audience is doing and how they are interacting with your content.
- Think of the ways to increase your chiropractic reach and engagement.

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Use Interactive Ideas

Create small and innovative contests or a monthly quiz on Facebook to build more interaction with your followers. You also can occasionally run online surveys and polls to collect feedback and keep the audience involved with your chiropractic practice. Publicize such Facebook contests and interactions over all your social media networks to gain more attention.

Follow Current Trends

Keep track of the kind of news items, articles, blogs and videos that are relevant to your field and may be going viral on the Internet. You can use such hot trends as a theme to create your own unique posts and present a new perspective. Content that deals with current trends is more likely to attract the attention and interest of your target audience.

Use Images and Videos

In general, images and videos achieve far greater engagement over Facebook and other social networks as compared to plain text. Use the power of images and videos creatively to boost engagement on your Facebook page. You can create interesting, original videos and post them on YouTube with a link to your Facebook page. (If you are sharing images and videos of others, make sure to mention the credit when it is due.)

Collaborate for Shared Content

Identify major blogs and other social media accounts that deal with chiropractic and are willing to collaborate for content maximization. It can create win-win relationships whereby both sides achieve higher traffic, and the reader / site visitor gets the best of both worlds. You may even partner with relevant health care brands and other organizations that address the needs of similar demographics as yours.

Make Your Audience Feel Privileged

Sometimes you may offer special rebates on a new chiropractic procedure or product exclusively to your Facebook community. If you have a new article ready to share with the world, try hosting an exclusive preview on your Facebook page. Such efforts will make your audience feel privileged, and improve their engagement and loyalty.

These are just some of the simple ways to add more value to your chiropractic Facebook network. Over a period of time, the network will expand and start showing its impact in terms of greater awareness and publicity for your practice – and that’s what it’s all about, isn’t it?

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