



# WHAT'S YOUR QUORA QUOTIENT?



Expand your aesthetic practice's social presence with Quora.

**BY NAREN ARULRAJAH**

Social media is an integral part of any aesthetic practice's marketing strategy. There are a handful of popular platforms, such as Facebook, Instagram, and YouTube, but if you are looking to expand your reach, Quora is an option worth considering.

## GETTING TO KNOW QUORA

What is it? While classified as a social media network, Quora does not focus on idle chit-chat or connecting friends. It is more about information sharing.

Who is on Quora? Quora boasts 300 million monthly users, including more than one-third of all Americans. Furthermore, more than half of Quora users have a household income above \$100,000 per year.

## HOW TO GET STARTED ON QUORA

The primary function of this network is asking and answering questions. Anyone can create an account and post

a question about virtually anything. Similarly, anyone on the network can answer a question. Users "upvote" the best responses, bringing those answers to the top. Other features include:

*Target questions.* You can direct a question to a specific Quora user, which is a great opportunity to make connections and collaborate with others in your field.

*Include links.* When answering questions on Quora, you can include links. For example, if someone asks about CoolSculpting vs. liposuction, you can include a link to your own in-depth blog article on the subject. This is a great way to draw traffic and grow your audience. It is important to remember that this is an informational site and avoid making your answers appear spammy or blatantly promotional.

*Follow topics.* Following relevant topics on Quora can help you see what people are asking, what is sparking discussion, and what information is missing from typical answers. This

is an excellent opportunity to find popular topics for your blog, website articles, podcast, or YouTube channel.

*Advertising.* Like most social networks, Quora has the option of purchasing ads to promote your content. To get started, you will need to create an ad account with Quora Business.

The Quora registration process is simple. You can log in through

## DO THIS NOW

Create a Space on Quora. Unlike topic pages, Spaces are quite customizable, and you control who can edit them. Personalize your Space to match your branding with a custom logo, header image, and primary color. You can also add a description with links and customize the Quora link for your Space.

Facebook or Google or sign up with an email address. Once your account is created, you can add a profile picture, bio with links to your website, and information about your credentials. If your goal is to build your own professional reputation, use your name and dermatology credentials. However, if you want a company profile, use the name and information applicable to your practice.

Unfortunately, Quora does not offer business pages similar to those on Facebook. However, there are a couple of ways to increase your practice's presence on the site:

*Create a topic.* In your own Quora profile, you will see an option to add employment credentials. Be sure to enter your full practice name here. A list of topic suggestions will automatically be created. If someone else has already created a topic for your practice, select it. Otherwise, create a new topic. Now you can find the topic page for your practice via the Quora search feature.

On your topic page, select manage. Upload your logo for the topic image. Under topic aliases, add any other versions of your practice name (i.e., shortened versions or common misspellings) that patients might use to search for you. You can also add "child topics" (subtopics) using the "organize ontology" option.

To add content to the topic, you will need to tag it in relevant questions or answers. There is no option to add a description or other information on a topic page, which is fortunate because any Quora user can edit it.

*Create a Space.* This is one of Quora's newest and most promising features. Unlike topic pages, Spaces are quite customizable, and you control who can edit them. Although the space is publicly visible and anyone can follow it, you will be able to choose who has admin and contributor access.

You can personalize your space to match your branding with a custom

logo, header image, and primary color. You can also add a description with links and customize the Quora link for your space. Additionally, the policy for Spaces is much more flexible than that of answers, allowing more freedom to promote your practice.

Once your Space is set up, you can add questions as well as article-style content. Spaces is the replacement for a discontinued feature known as Quora Blogs. While anyone can discover your space, there is also an option of inviting other Quora users to follow it. ■

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