

QUICK GUIDE TO **SOCIAL MEDIA** FOR EYE CARE PRACTICES



A Quick Social Media Guide For Eye Care Practices

Are you new to the world of social media for business? Check out our quick tips to ensure you find success marketing your eye care practice on social media!

- Ensure that you have a presence on the top social media channels including Facebook and Twitter, along with networks like Instagram and Pinterest where you can showcase the styles of eyewear your practice carries as well as inspire users and followers to look to you for style and eye care tips.
- Always post the sales or promotions your practice may be having so that your social media audience is able to keep up with your in-store offers in real-time.
- Follow other eye care authorities on all channels in order to get and share industry news and information with your audience. This positions you as an industry authority.
- Be mindful that these channels allow your followers, patients and potential customers the ability to communicate with you and share their opinions of your practice, as well as what types of experiences they have had in your practice. Pay attention to what customers are writing to you, what they're writing on your Facebook wall, how they have reviewed your business on Facebook or Yelp. Respond to both positive and negative reviews. This shows your audience that you care about what they have to say. Never delete a negative review, instead respond to it and communicate with the reviewer about how you may be able to make the situation more positive.
- When attending conferences or tradeshows, share your experience with your social media audience. Use the hashtags the conference has established in order to extend your practice's social reach. All of this, again, demonstrates your expertise and the fact that you are an authority in eye care.

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