

Social media sites like Facebook, X, LinkedIn, and Pinterest are great ways to market your eye care practice. They give you a place to interact with patients and offer the added benefit of being able to reach potential patients. Plus, you're able to share your knowledge on eye care and common vision issues in a way that's fun for patients.

- Engage with your followers. Listen to your audience and provide them with an answer or response anytime you can. The more you engage with them, the more they'll come to see you as an excellent source of information.
- Share what's happening at your practice. Did you recently receive an award? Were you published in a medical journal? Is your practice involved with a local charity? Your social sites are the place to share that information. You can also advertise events your practice is holding or perhaps incentives for new patients or referrals.
- Network with other practitioners and health or professional organizations you're a part of. Once connections like these are made, you'll likely come to see how powerful social media can be, as others may share your posts and vice versa.
- Be respectful of your patients and mindful of regulations set forth by HIPAA and other governing bodies. While it's fine to share your experiences, you should never identify a patient by name or post a photo that identifies them unless you have their permission.

### Help with Social Media

X:

#### ***optomap device purchase***

(Company name) is seeing more and treating more with their new (Optos optomap device). #optomap  
For more on building your practice and marketing to your patients using X, visit the X website, here: <https://business.twitter.com/en/basics/what-to-tweet.html>

Facebook or LinkedIn posts:

#### ***optomap device purchase***

The key to having and maintaining healthy eyes is in the early detection of potential problems. We are happy to announce that we are now offering optomap<sup>®</sup> imaging, which shows us a much wider view of your retina than any other imaging device, in order to provide our patients with the greatest chance of earlier disease detection and treatment. #eyecare #optomap

For more on building your practice and marketing to your patients using Facebook, visit the Facebook website, here: <https://www.facebook.com/business/overview>

For more on building your practice and marketing to your patients using LinkedIn, visit the LinkedIn website, here: <http://business.linkedin.com/marketing-solutions/company-pages/get-started.html>