



Leveraging Social Media Communication

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EXPLORING SOCIAL MEDIA FURTHER

FACEBOOK CONSIDERATIONS

1. Facebook has more than 800 million active users.
2. Users must register before using the site, after which they may create a personal profile, add other users as friends, exchange messages, and post updates to their profile.
3. Additionally, users may join common interest user groups, organized by workplace, school, college, or other characteristics and categorize their friends into lists, such as "People from Work" or "Really Good Friends."
4. Facebook's name stems from the colloquial name for the book given to students at the start of the academic year by some university administrations in the United States to help students get to know each other.

TWITTER BENEFITS

1. Twitter enables its users to send and read text-based posts of up to 140 characters, informally known as "tweets."
2. Tweets are publicly visible by default; however, senders can restrict message delivery to just their followers (see #4).
3. Users can tweet via the Twitter website, compatible external applications (such as those for smartphones) or by short message service (SMS) available in certain countries.
4. Users may subscribe to other users' tweets—this is known as *following* and subscribers are known as *followers*.
5. As a social network, Twitter revolves around the principle of followers. When you choose to follow another Twitter user that user's tweets appear in reverse chronological order on your main Twitter page.

HOW TO USE VIDEOS

1. Provide a virtual tour of your practice. Show potential clients what goes on behind the doors to the back of your hospital.
2. Have a new team member or changed your hours? Post a video on your website and Facebook page to provide a short message about this news.
3. Ask clients questions about their pets and post the answers. Introduce new patients, present fun cases and interesting animals, and feature animal rescue groups.*
4. Provide testimonials from clients about your practice, including their favorite aspects of your services.*

* You MUST get permission from clients before posting any information about clients and their pets in a video (or any other media).

MORE SOCIAL NETWORK MARKETING IDEAS

Foursquare is a location-based social networking website for mobile devices, such as smartphones.

- Users "check-in" at venues using a mobile website, text messaging, or a device-specific application by selecting from a list of venues the application locates nearby.
- Location is based on GPS hardware in the mobile device or network location provided by the application. Each check-in awards the user points and sometimes "badges."

Digg is a place for people to discover and share content from anywhere on the Internet.

- From the biggest online destinations to the most obscure blog, Digg surfaces the best Internet media as voted on by its community.
- It also provides tools to discover content, discuss topics members are passionate about, and connect like-minded people.