

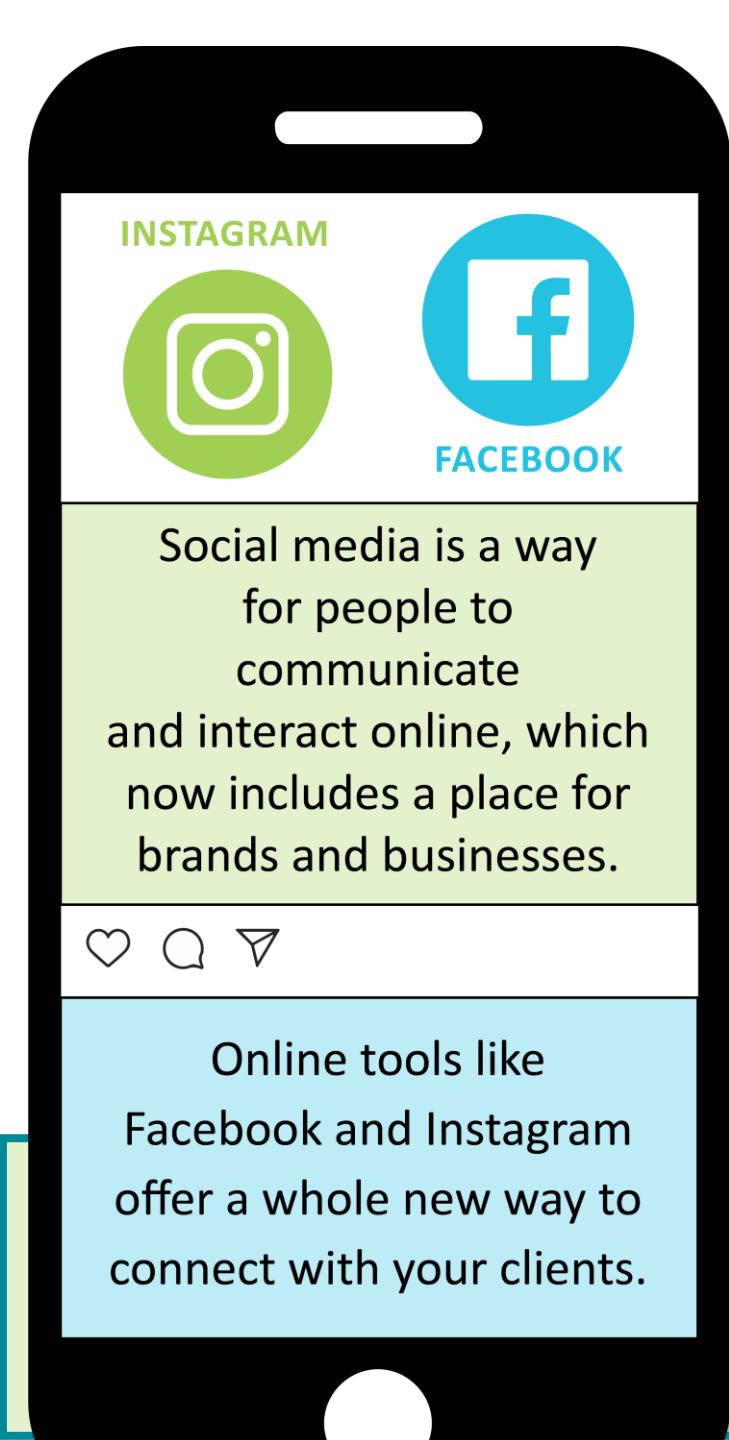


Social Media 101

Building your online community

“Social media has always seemed too time consuming, but I’ve learned how big of an impact it can have. Our event this year was larger than it has ever been after promoting it on Facebook!”

- Location Manager



INSTAGRAM



FACEBOOK

Social media is a way for people to communicate and interact online, which now includes a place for brands and businesses.



Online tools like Facebook and Instagram offer a whole new way to connect with your clients.

The Goals of Today's Session

- #1 Create best-in-class social profiles
- #2 Share content that stands out
- #3 Respond and interact with your community

AT THE END
OF THIS
TRAINING:

you will have the best practices and resources to use your social media sites to: *attract new clients, boost referrals, and increase traffic to your website.*

The four largest social networks — *Facebook, YouTube, Instagram and Twitter* — have over 3 billion monthly active users.

While your client-base may not be as large, the odds that your customers are using one or more of these networks is fairly high.

71%

of consumers are **more likely to recommend** a business they have a positive experience with on social media

70%

of those who interact with a business on social media **return as future customers**

75%

of Americans say they're **influenced by** product and service information on social media

A strong social media presence can help...



Build brand awareness



Raise customer loyalty



Increase website traffic



Improve your search ranking



Social media's greatest value is in how it enables you to build a community of loyal clients who champion your service.

What social media sites are your clients on?



Facebook

The largest social networking site and most widely used.



Instagram

Photo sharing social app that is growing in popularity among millennials.



Twitter

A fast-paced, concise social network that limits posts to 280 characters or less. Difficult for small businesses to breakthrough noise.



Snapchat

An image messaging social platform that enables you to chat with friends by using pictures. Limited utilization for businesses.



LinkedIn

Designed for business people and employed professionals, making it more impactful for those in B2B.

Where to begin?

Facebook is the most popular social media site for customers to engage with businesses online and where most of your clients are already active.

Looking to take it to the next level?

Instagram allows businesses to show off their personality through images while also connecting with customers. Once you've mastered Facebook, our team can help you setup your Instagram account and strategy.

Goal 1: Create best-in-class social media profiles

Many of the visitors who see your pages are doing so for the first time. This first impression influences how they view your business, so make it count with these tips:

Profile must-haves:

- ✓ **Display a professional profile and cover photo**
- ✓ Complete all of the information fields available

- Name
- Address
- Phone Number
- Website
- Hours

- ✓ Create a **unique URL** for each social network

Facebook and Instagram allow you to create a custom URL for promoting.

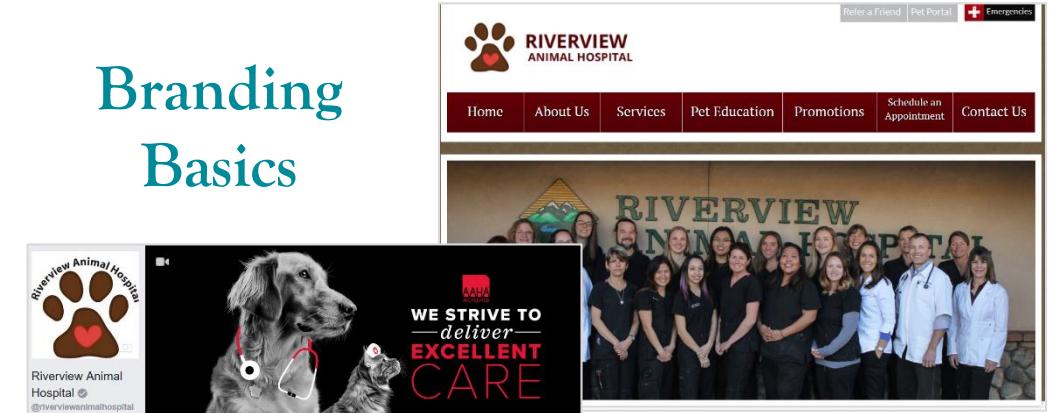
Keep the naming consistent for easy searching across the web.

Example: facebook.com/YourHospitalNameHere

- ✓ Include a **Call-to-Action**

If utilizing online booking, you can add a “Schedule an appointment” button on your social sites. If not, there are a number of other options from “Call Now” to “Learn More” .

Branding Basics



- Use a clear version of your logo as the main profile image
- Keep colors and imagery consistent with your website among all social site for easy recognition
- Use real photos of your team, your pets and your clients (with their consent, of course!)

Facebook features that help you stand out

Services

Showcase your top services and offerings on your page. This feature is especially helpful for hospitals that offer a range of services or pet resorts that may want to provide more details about boarding, daycare and grooming.

Surgery

Duration varies • Price varies

Our hospital has a fully equipped surgical suite with multiple anesthetic machines, intravenous fluid pumps and a range of anesthetic monitoring equipment and patient warming equipment.



Edit | Delete

Dentistry

Duration varies • Price varies

Our hospital has a wide range of dental equipment necessary to perform dental prophylaxes, radiographs and tooth extractions. A healthy body starts with a healthy mouth!



Edit | Delete

Tell your story

Facebook now allows businesses to provide more details about their offerings with a new “Our Story” tab. This new section is one of the first things visitors see and provides an opportunity to communicate your values, history, and what drives your team.

To enable Our Story: Go to your front Page → On the right column Click “Finish your story to tell people more about your business” → Add details: Title, photo, text → Click Publish

Use imagery to highlight what makes you unique

Win an award recently? Offering a new service?

Utilize your cover photo image to show off exciting news.



Goal 2: Share content that stands out

*As popularity in social media grows, so does the number of posts and messages. To stand out in a newsfeed, businesses must be interesting and add value. Consider every post an opportunity to delight, educate and serve your community online. **Don't be afraid to have fun!***



Ingredients of a great post:

- | | | |
|-------------------------------------|--|---|
| <input checked="" type="checkbox"/> | Inspire, entertain, empower and/or educate | Users engage with posts that are interesting and typically avoid overly promotional posts. |
| <input checked="" type="checkbox"/> | Short and sweet | Write content that someone can read and digest in 12 seconds (<i>the length of the average human attention span</i>). |
| <input checked="" type="checkbox"/> | Eye-catching visuals | Images generate 39% more engagement on average. Images in your post should be clear and friendly, so save the surgical photos/videos for the operating room. |
| <input checked="" type="checkbox"/> | Open ended | Social media was built on conversations and communication, so ask questions that invite your clients to engage and comment. BONUS! Whenever a user likes, comments or shares your post, your content reaches their friends and followers, too. |
| <input checked="" type="checkbox"/> | Emojis | Visual elements stand out and emojis can help express a feeling or idea without words. If fitting, mix in emojis for fun! |

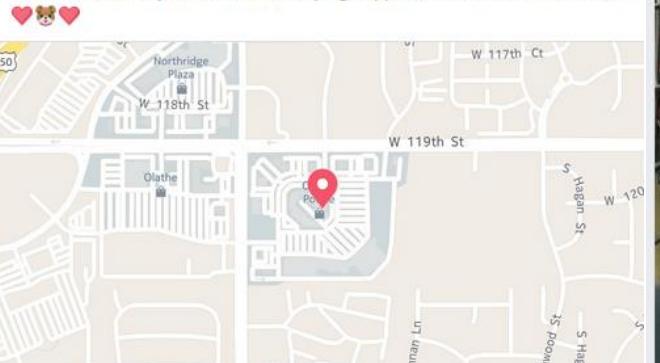
Examples from the NVA Community

Engaging Social Media Posts

Today we celebrated Cinder's 6th Birthday!!! Cinder turns 6 on Saturday! Cinder, we LOVE you and are so happy we could celebrate today with you!!!!



Thank You Bentley's Pet Stuff for helping support our event this weekend!



Bentley's Pet Stuff (Olathe, KS)

Pet Store - Olathe, KS

120 people checked in here

Dr. Smith is pictured holding our patient named "Coca". This 9 year old miniature pinscher was hospitalized and medically treated for a couple days after ingesting a large box of chocolate covered raisins. As much as we'll miss this sweet doggie, we love it even more because she got to go home with her family.



#TeamMemberTuesdays. Meet Christina, Cape Fear Animal Hospital's bubbly receptionist. Christina has been apart of the CFAH team for a little over a year, but was previously employed with the clinic several years ago for almost 6 years.

In Christina's free time, she enjoys singing, shopping, hanging out with friends, family and her fur baby, Joy. Christina's nickname by many is Snow White for her constant singing and sunshine, and her bright and sunny disposition.



YOUR PETS
WILL LOVE
OUR VETS
WE SHIH TZU
NOT

801 272 5557

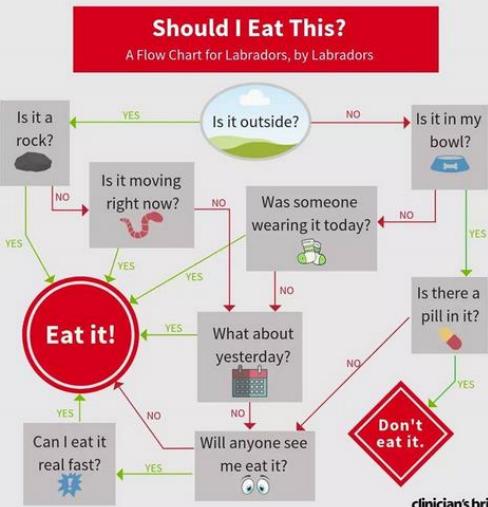
1,184 People Reached 228 Engagements

82

Boost Post

6 Comments 6 Shares

Here is a guide to what your Lab may eat...



561 people reached

26

Boost Post

3 Comments 5 Shares

Creating a social media schedule



When your social media channels are helpful, informative, and fun, visitors will assume your business and staff are the same.

Get started by planning out what you're going to share on social media with the resources below!

SAMPLE CONTENT CALENDAR

MONTH							
1 SUN	2 MON	3 TUES	4 WED	5 THURS	6 FRI	7 SAT	
8		9		10		11	
						12	
					13		14
15		16		17		18	
						19	
						20	
						21	
22		23		24		25	
						26	
						27	
						28	
29		30					

NVA Monthly Content

NVA Community Facebook Page

Your Unique Content

By planning out your month and even scheduling posts ahead of time, you can cut down on time wasted coming up with ideas on the fly.

Take advantage of content and posting resources from NVA to build out your monthly social media calendar.

NVA Monthly Content

Powered by NVA



Monthly Marketing Planner

The Marketing team produces a Monthly Marketing Planner that includes customizable posting options for each day of the week (Monday – Saturday), email templates, and previews of our NVA auto-posts. The Planner is free to use with no action required, and always available here on [GP Connect!](#)

NVA Auto-Posts

If opted-in for our NVA auto-posts, we will post on your behalf every Thursday and Saturday. Our auto-posts highlight pet holidays of the month, national holidays, pet wellness tips, and general business drivers.

You'll have the opportunity to review all auto-posts prior to the start of the month.

How to get started:

1. Email Marketing@NVA.com to opt in.
2. Review the content email and notify the team of any posts you would NOT like to have shared on your location's behalf.

Most Important Monday	Email Tuesday	Wellness Wednesday	NVA Thursday	Fun Friday	Saturday Caturday
 POST + SHARE! Pin your most important post of the week on Facebook to show up all week	 SEND EMAIL Take a break on social & email important updates to your clients	 POST + SHARE! Share info that's good for your community to know	 NO ACTION REQD If participating, posts will be shared on your behalf. To opt in/out, email Marketing@nva.com	 POST + SHARE! Inspire, entertain, and show off who you are!	 NO ACTION REQD If participating, posts will be shared on your behalf. To opt in, email Marketing@nva.com
MON 11/30 <i>Online Booking Tool or Gratitude Post</i> SOCIAL: Choose from posts 1) Online Booking Tool 2) Gratitude Post	TUES 12/1 <i>Share hospital updates with your clients</i> HOSPITAL EMAIL: Free Email Day. Click Here . OR VENDOR EMAIL: Covetrus and Vetsource	WED 12/2 <i>Nat'l Cat Lover week Home Delivery or PAW Plans</i> SOCIAL: Choose from posts here : 1) Home Delivery 2) PAW Plans	THU 12/3 <i>National Cat Lover's Month</i> SOCIAL: NVA will post on your behalf if opted-in SOCIAL: Choose from posts here : 1) Staff Cat Lover 2) Staff Cat Tip	FRI 12/4 <i>Social engagement</i> SOCIAL: Choose from posts here : 1) Staff Cat Lover 2) Staff Cat Tip	Sat 12/5 <i>Gifts for Your Cat</i> SOCIAL: NVA will post on your behalf if opted-in SOCIAL: NVA will post on your behalf if opted-in SOCIAL: View scheduled post here .
MON 12/7 <i>Pet Boarding/Day Care Promo week Pet Boarding Promo or Doggy Day Care</i> SOCIAL: Choose from posts here : 1) Pet Grooming 2) Pet Day Care	TUE 12/8 <i>Share news with your clients</i> HOSPITAL EMAIL: Pet Daycare Promo. Click Here . OR VENDOR EMAIL: Covetrus and Vetsource	WED 12/9 <i>Gratitude Post or PAW Plans</i> SOCIAL: Choose from posts here : 1) Gratitude Post 2) PAW Plans	THU 12/10 <i>Happy Hanukkah!</i> SOCIAL: NVA will post on your behalf if opted-in SOCIAL: Choose from post here : 1) Holiday Home Delivery 2) Staff's Holiday Tip	FRI 12/11 <i>Social engagement</i> SOCIAL: Choose from post here : 1) Holiday Home Delivery 2) Staff's Holiday Tip	Sat 12/12 <i>Holiday Cat Safety Tips</i> SOCIAL: NVA will post on your behalf if opted-in SOCIAL: NVA will post on your behalf if opted-in SOCIAL: View scheduled post here .



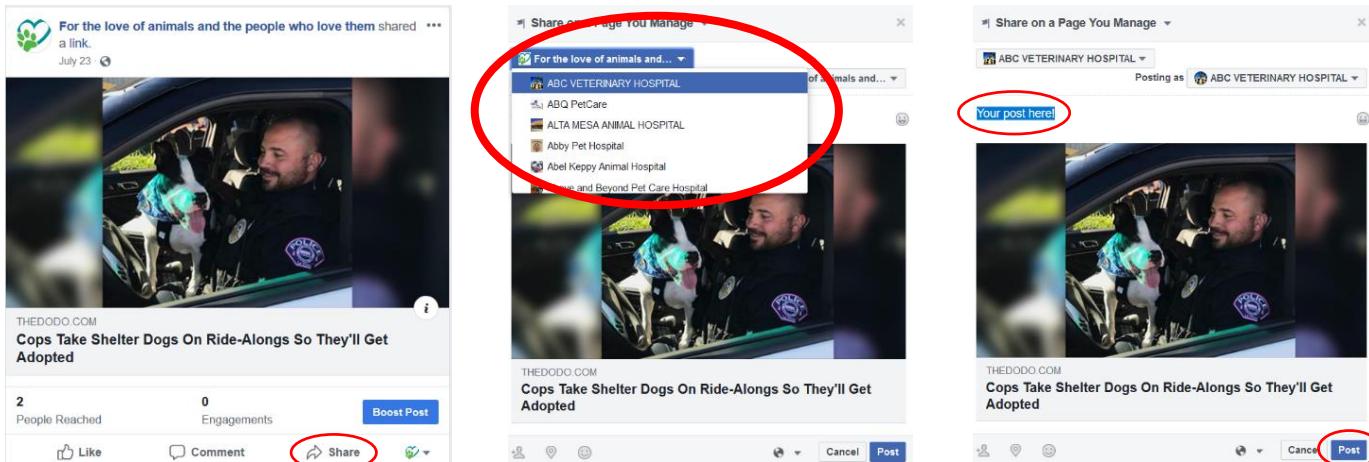
NVA Social Content Benefits

1. Automated postings
2. Engaging content



Sharable content

Visit our non-NVA branded Facebook page to access pet-related articles and images from across the web that can be shared to your followers on Facebook. Simply find a post you like and select “Share to page” to add in your own comments and share with your fans.



www.facebook.com/Loveofanimalsandpeople

How to get started:

1. Like the page to follow for new content.
2. New content is shared every Monday, Wednesday and Friday, but you can access and share at any time.



Community Page Benefits

1. Access to top pet content across the web
2. Easy personalization



What makes you great?

The best way to engage your community is by connecting with them on a personal level.

The most effective types of community-building content are news about your clinic and staff, photos of your patients, inspirational stories and personal interactions.

Social media post thought starters...

- ✓ Why did you choose to work in the pet industry?
- ✓ What inspires you?
- ✓ What events are happening in your community?
- ✓ What are you celebrating this week? Ex: work anniversary, birthday, puppy's first visit
- ✓ Who or what made you smile today?



Your Social Content Benefits

1. Show off what makes you unique
2. Higher engagement

Social Media Content: *Do's and Don'ts*

DO's

- ✓ Create a monthly calendar of your social media posts
- ✓ Share information about your team (with their consent!)
- ✓ Link to your website, when possible
- ✓ Share photos of clients, but be sure to ask permission first! [Publicity and Photo Release Form](#)
- ✓ Use the Facebook scheduler to time your posts (*early mornings, lunch time and evenings often bring in the highest engagement*)
- ✓ Explore your social media data insights by visiting NVA's best practices: [Social Media Best Practices](#)



YouTube



DON'Ts

- Over-promote your services
Instead, find ways to highlight them through photos and stories
- Share blurry/low resolution images
- Post about controversial issues
- Share content when users are sleeping
- Post too often
We Recommend: posting 2 to 4 times a week & no more than once daily

Goal 3: Respond and interact with your community

Response times vary by site and by issue, but users expect things to happen much faster on social media than on more traditional channels like email. **Often, same-day responses are expected.**



Social media relies on conversations, so jump in and be a part of them!



Private Messages

People can send your Facebook page private messages and are often appointment or pricing related, so make sure you're checking them.

Unable to keep up with them? Enable the **Automated Responses**, asking clients to contact you via phone. You can find tips on how to do this along with other helpful features [here](#).



Alerts should be turned on for each of your social sites so that you are notified any time a comment is made on your page.

Addressing negative feedback



Facebook Reviews

All review sites, including Yelp, Google and Facebook, are tracked through **BirdEye, NVA's exclusive online reputation platform.**

You'll receive alerts anytime a new review is posted and can respond from within your dashboard.

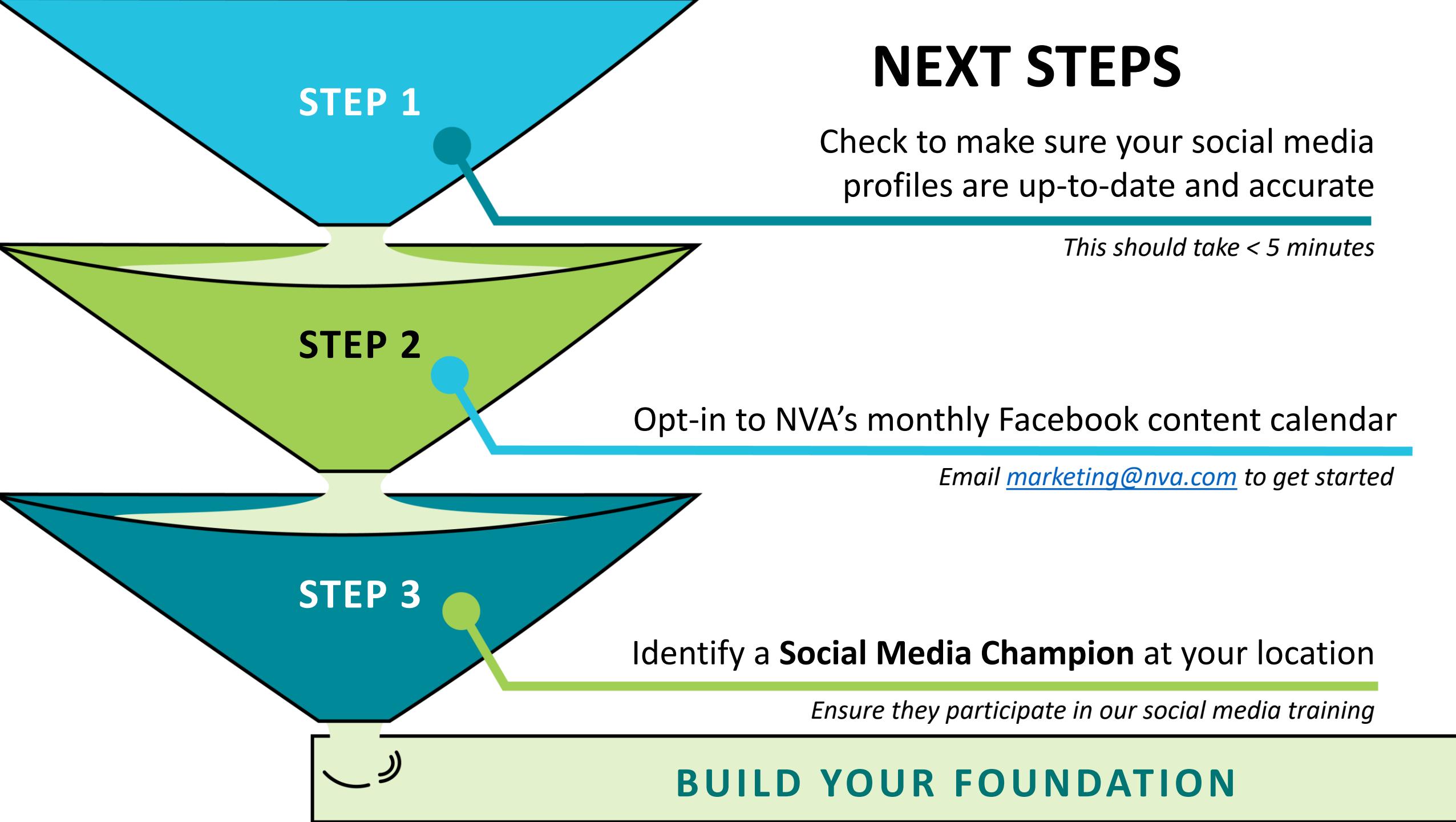
Once you participate in the **Guide to Online Reviews** training, you'll receive access.



Handling a Crisis

If you're faced with an online situation that has or risks having a negative long-term impact on your business, please follow these steps:

1. Gather as many details as you can.
What happened?
Who was involved?
Why is the client upset?
2. Contact your MRO and Marketing Business Partner. We can help you assess the situation and create a response plan, if needed.



Marketing Support

RESOURCES

NVA written social media content and postings:

[Social Media Content Calendar](#) – Pet holidays, pet wellness tips and fun infographics

Not sure if you've signed up for content support?

Contact Marketing@nva.com

Quickly find fun, informative, and heartwarming pet stories to share by visiting our [Facebook community content page](#)

Social media is always evolving. Learn about the latest social media trends and best practices by visiting [NVA News](#).



WHO TO CONTACT

General Practice | Marketing@nva.com

Specialty + ER | SpecialtyER.Marketing@nva.com

Pet Resorts | PetResorts.Marketing@nva.com