

# Social Media Marketing Strategy for Providers

How to build a social media strategy that drives growth



# Today's Discussion

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- ① Introductions

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- ② The “Why” of Social Media

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- ③ The “Where” of Social Media

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- ④ The “How” of Social Media

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- ⑤ The Rules of Social Media

# Meet the presenter



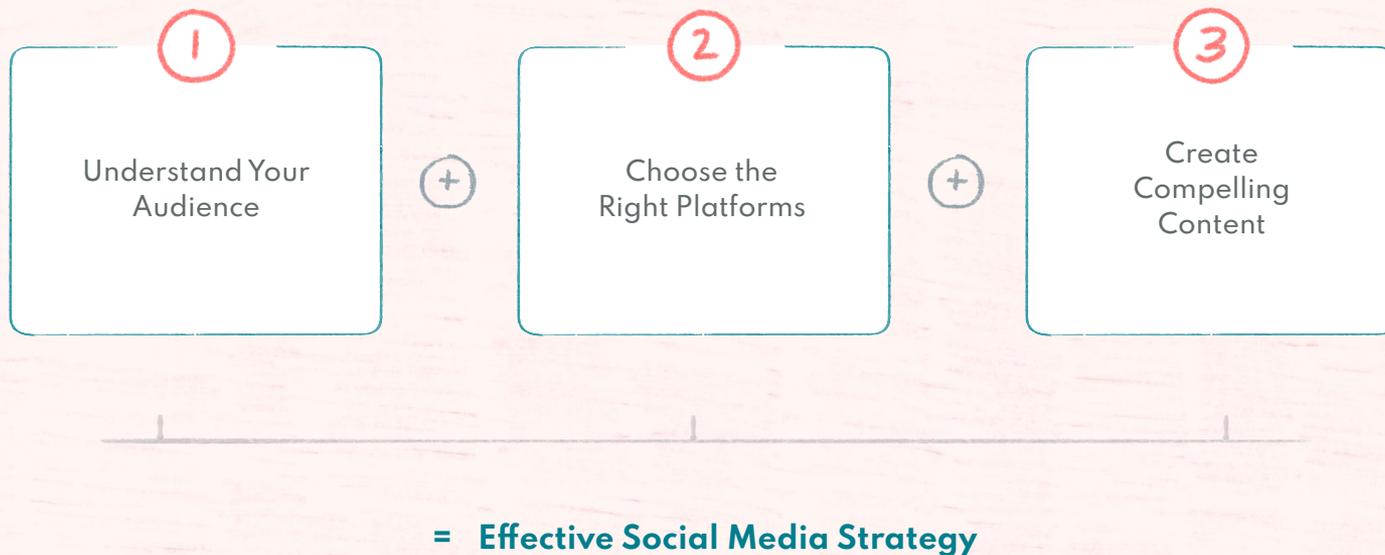
**MacKenzie Masten**

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**Director of  
Marketing**

Oversees all things  
marketing at Tava



# The fundamentals for social media strategy



# Why Should You Be on Social Media



## Reach new clients

Maintaining an active presence on social media allows new clients seeking mental health support to find your services. This can be especially important if there's a niche you specialize in.



## Be viewed as an expert in your field

Posting about your practice and sharing your expertise will help establish you as a leader in your field. You can share your opinion on trending mental health topics, self care tools, and client testimonials,



## Networking opportunities

Social media is a great place to connect with other mental health professionals, share industry news, and exchange ideas. And if you're looking to grow your professional network LinkedIn is the best platform to start with.



# What Channels Should I Use?



## LinkedIn

**Best for:** building your professional network by connecting with other mental health professionals, industry news, and posting about Tava so other providers can join us!



## Instagram

**Best for:** sharing a mix of photos, quote cards, mental health advice, client testimonials, and videos to engage with potential new clients and showcase your therapy style or niche



## Facebook

**Best for:** joining groups just for therapists, creating a business page, sharing quote cards, client testimonials, articles, and mental health advice to engage with potential new clients



## TikTok

**Best for:** sharing video content to showcase your expertise and therapy style, great for reaching a younger audience



# How to Create Great Content



## Know Your Audience

- Identify your target clients
- Understand their pain points
- Tailor your tone and style

## Engage with Visuals

- Infographics
- Quotes and affirmations
- Videos and Reels

## Humanize Yourself

- Behind-the-scenes content
- Show vulnerability



# How to Plan Your Content

## Create a Content Calendar

- Choose a tool
- Decide on posting frequency
- Set themes for each day

## Batch Create Content

- Set aside time for content creation
- Batch visuals
- Pre-write captions

## Use Social Media Scheduling Tools

- Use tools like Buffer, Later, Hootsuite, or Facebook Creator Studio to schedule posts.
- Set reminders for engagement

## Reuse and Repurpose Content

- Repurpose successful posts
- Cross-post on different platforms

## Plan for Breaks

- Content during downtime
- Use evergreen content



# How to Engage With Your Audience

## Respond to Comments and Messages

**Be timely:** Respond to comments, questions, and direct messages as quickly as possible to show that you are attentive and care about your audience's thoughts.

**Acknowledge feedback:** Whether it's positive or negative, acknowledging feedback shows you're engaged and willing to listen to your audience.

## Use Interactive Features

**Instagram Stories:** Use features like quizzes, polls, sliders, and question boxes to engage followers directly. You can create a story with a mental health quiz or ask, "What's one thing you do to relax after a long day?"

**Host Q&A sessions:** Announce a "Q&A" on your Instagram Stories or Facebook, encouraging followers to ask questions. Then, share the answers in a follow-up post or video.

## Ask Questions

**Conversation starters:** Create posts with open-ended questions related to mental health or therapy, encouraging followers to share their experiences or thoughts.

**Polls and surveys:** Post polls or surveys to engage your audience in a quick and fun way. For example, "Which mindfulness technique do you find most helpful?" or "What topics would you like me to cover in my next post?"



# Setting Social Media Boundaries

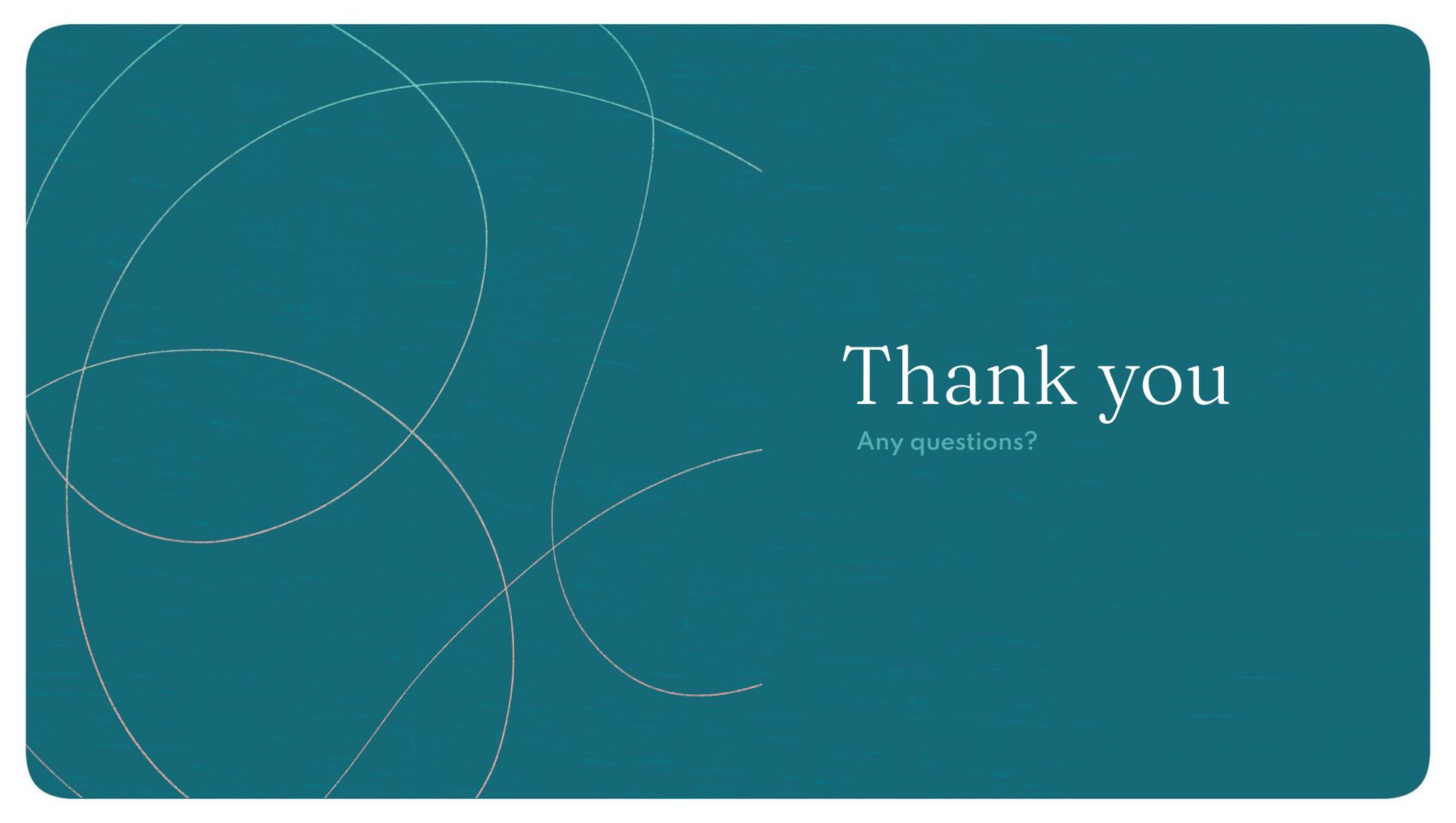
## **Keep your personal and professional accounts separate**

Keeping photos and details of your personal life on a separate (and private) social media account will allow you to interact professionally with your clients on social media. Use your professional profile strictly for promoting your practice and talking about mental health related topics.

## **Let your clients know that DM's aren't the place to contact you**

You can put a note in your bio that clients are not to contact you via DM or set up an auto response to any messages that come in and provide resources such as the suicide hotline number. These precautions help set boundaries to protect both you and your clients.



The background is a solid teal color. On the left side, there are several thin, white, overlapping circular and curved lines that create an abstract, organic pattern.

Thank you

Any questions?



# See you at the next session!

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Join us on September 12 @ 11 a.m. ET for our  
next webinar in the Marketing Intensive Course  
- Optimizing Your Therapy Directory