

Social Media Marketing Strategy for Providers

How to build a social media strategy that drives growth



Today's Discussion

- ① Introductions

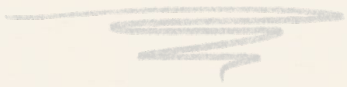
- ② The “Why” of Social Media

- ③ The “Where” of Social Media

- ④ The “How” of Social Media

- ⑤ The Rules of Social Media

Meet the presenter



MacKenzie Masten

•
**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, hand-drawn style lines. These lines form overlapping circles and arcs, some of which are incomplete, creating a sense of movement and organic shape. The lines are more concentrated on the left and fade out towards the right.

Thank you

Any questions?



See you at the next session!

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