



# SOCIAL MEDIA: YOUR HEALTHCARE TEAM'S HOW-TO GUIDE

Merck Animal Health



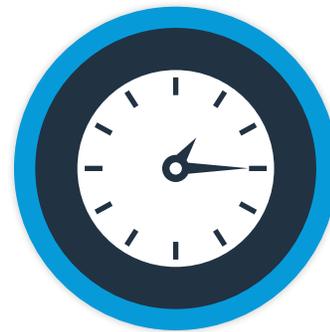
# HOW-TO GUIDE OVERVIEW

At Merck Animal Health, our mission is to improve relationships and build better business by helping you offer better resources to your clients. This social media how-to guide is intended to be an introductory guide to popular social networks and their distinctions.

This how-to guide is here to help you understand the value that these social media networks can add to your veterinary clinic. In this guide, you'll learn about the best practices and measurement framework for each social platform, and how to ensure that it is working for your clinic's business.

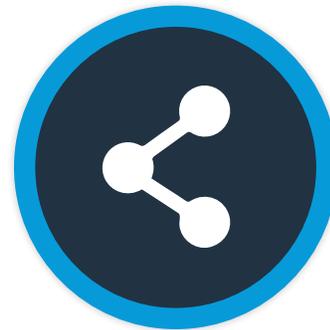
By using social media to grow your business, you will position your clinic as top of mind for your customers, keep them well-informed of important animal health topics, and continue to grow your relationships outside of your clinic – resulting in more visits to your clinic (#yay)!

If you have any questions, please don't hesitate to reach out to your local Merck Animal Health representative.



An average of  
**2 hours and  
15 minutes**

are spent on social networks  
per day<sup>1</sup>



Visual content is  
**> 40 times  
more likely to  
get shared**

on social media than other  
types of content<sup>1</sup>



Businesses that post  
at least once a day will  
**reach 22% of  
their followers  
in a given week<sup>2</sup>**

<sup>1</sup> <https://www.socialpilot.co/blog/social-media-statistics>

<sup>2</sup> <https://www.socialmediaexaminer.com/26-promising-social-media-stats-for-small-businesses>

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## **Engagement best practices**

Tips and tricks to create and utilize content that is interesting for your clients, highlighting the strengths of your business while providing an easy way for pet owners to interact with your clinic

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## **Measurement framework**

Gain an understanding of how these platforms are measured to track their impact on your business

# WORDS YOU NEED TO KNOW

<b>Engagement rate</b>	Metric that measures the level of engagement that a piece of created content is receiving from an audience. It shows how much people interact with the content. Factors that influence engagement include users' comments, shares, likes, and more. This metric is calculated by the number of engagements divided by reach.
<b>Reach</b>	The number of people who saw your content.
<b>Impressions</b>	The total number of times that your content is displayed in the news feed of anyone, any number of times.
<b>Frequency</b>	The number of times one individual saw the same piece of content.
<b>Hashtag</b>	Hashtags are a way for people to categorize, find, and join conversations on a particular topic. They highlight keywords or topics within a post, and can be placed anywhere within the text of a post. Hashtags begin with the pound ("#") sign, and the following word or phrase is clickable, allowing users to search for other content that includes the same hashtag.
<b>Caption</b>	A title/explanation used to give context to an image or video post.

Standard network user profiles

# WHO IS USING THESE SOCIAL NETWORKS?

# SOCIAL NETWORK OVERVIEW

- 71% of consumers who have had a positive experience with a brand on social media are likely to recommend that brand to their friends and family<sup>1</sup>
- 65% of pet owners post about their pets an average of 2 times a week<sup>2</sup>
- Being on social media makes your business more accessible to your current and potential customers



## Facebook

Total US audience: 230 million users<sup>3</sup>

Facebook (the largest social network) enables users to connect by sharing status updates, photos and videos, and re-posted content from third-party sources. Your Facebook business page is a great resource for customers to easily get information about your clinic.



**More than half of** Americans in every age group have a Facebook account<sup>4</sup>



On average, users check the platform 8 times a day<sup>4</sup>



The top 10 dog and cat influencers have a combined 43,485,893 million Facebook page likes<sup>5</sup>



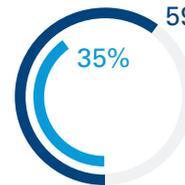
## Instagram

Total US audience: 110 million users<sup>3</sup>

Instagram is a visual platform where users can share images and videos on their profile. Your Instagram page will help you stay connected with your customers even when they're not in your clinic.



**More than half** of user base is between the ages of 18 and 29<sup>5</sup>



59% of users access Instagram every day, 35% use multiple times daily<sup>5</sup>



"#Dog" has 182 million posts, "#dogsofinstagram" has 107 million posts<sup>5</sup>



"#cat" has 149 million posts, "#catsofinstagram" has 84.3 million posts<sup>5</sup>



## Twitter

Total US audience: 72 million users<sup>6</sup>

Twitter, known as a micro-blogging platform, is perceived as a social news source. Your Twitter account will enable you to provide your customers with quick, real-time information: outbreaks, clinic updates, and more.



72 million monthly active users in the U.S.<sup>6</sup>



More than 2 billion search queries a day<sup>6</sup>



**93% of people** who follow small- to medium-sized businesses plan to purchase from those brands<sup>6</sup>

### References

1. Kayla. 30 social media marketing statistics that will change the way you think about social media. Lyfe Marketing website. <https://www.lyfemarketing.com/blog/social-media-marketing-statistics/>. Accessed September 5, 2018.

2. Lotz K. New survey shows how much we love posting our pets on social media. iHeartDogs website. <https://iheartdogs.com/new-survey-shows-how-much-we-love-posting-our-pets-on-social-media/>. Accessed September 5, 2018.

3. Hootsuite Digital-in-2018-001-Global-Overview-Report-v1.02-L.pdf

4. <https://blog.hootsuite.com/facebook-demographics/>

5. <https://www.forbes.com/top-influencers/pets/#27e75d35674d>

6. <https://blog.hootsuite.com/twitter-demographics/>

# MEET JUDI

THE TYPICAL FACEBOOK USER



Judi represents the majority of active U.S. Facebook users: female, an older demographic than other social channels, and highly social.

 Harrisburg, PA

 42 years old

 338 Facebook friends



Judi logs into Facebook more than once a day



She represents the most active content sharers on Facebook

Her top three motives for sharing are consistent among all users:



# MEET RENEE

THE TYPICAL INSTAGRAM USER



Renee represents the majority of active U.S. Instagram users: female, millennial, and visually driven urban dweller.

 Orlando, FL

 26 years old

 843 Instagram Followers



Renee follows her favorite brands on Instagram and tends to like and comment more on posts that contain photos and words from consumers like her who use and love that specific brand



Along with most users, Renee considers “likes” and “follows” to be a type of social currency, and her profile is her personal brand

# MEET BRIAN

THE TYPICAL TWITTER USER



Brian represents the majority of active U.S. Twitter users: well-educated, above-average income, and located in an urban center.

 **Seattle, WA**

 **32 years old**

 **208 Twitter followers**  
**1,287 accounts followed**



Brian uses Twitter as his primary source of news



Like most users, Brian checks the latest on Twitter several times a day



While he contributes original content on a weekly basis, he is more likely to retweet content from other accounts on a more regular basis

Network best practices and guidelines

# HOW CAN YOU USE THESE NETWORKS EFFECTIVELY?

# POSTING ON FACEBOOK

## Tips and tricks for how to craft captions and select the best visuals

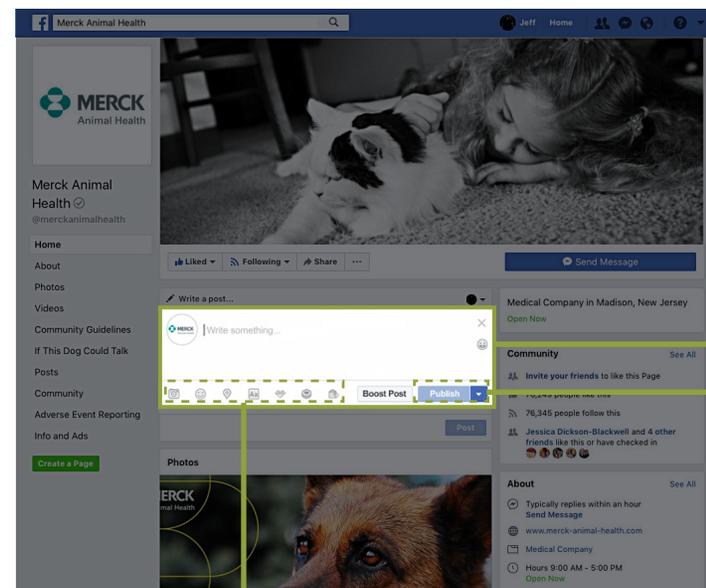
### Best practices for captions

- Ideal length: 40 – 80 characters
  - 💡 80 characters or less receive 86% more engagement than longer posts
- Suggested maximum length: 120 characters
  - 💡 Consider framing longer posts as a question, as these receive 23% more engagement
- Use hashtags as appropriate
  - 💡 Hashtags can help expand the conversation and increase your post's visibility

### Best practices for visuals

- Facebook users are most likely to read what you write, so be sure that your visual and copy work together.
- Limit text; use icons, graphics, and photography to create visual experience
- Use a variety of media formats
  - 💡 Video posts average 62% more engagement than photos
  - 💡 Consider that volume may be muted

<https://sproutsocial.com/insights/social-media-character-counter>  
<https://sproutsocial.com/insights/social-media-image-sizes-guide>



Text goes here.

Select "Publish" when you're ready to post. You can also schedule posts to be published at a certain time.

Attach photos, videos, emoticons and locations to your status

# POSTING ON INSTAGRAM

## Advice on how to write captions and post engaging visuals for your audience

### Best practices for captions

- Ideal length: 138 – 150 characters
  - 💡 More characters will not appear without the viewer expanding the full caption
- Keep your business-branded hashtags in the caption of the image
  - 💡 Hashtags can help expand the conversation and increase your post's visibility
  - 💡 Instagram has a limit of 30 hashtags per post

### Best practices for visuals

- The image/video is the focus of Instagram posts
- Limit text in visuals; use icons, graphics, and photography to create visual experience
- Use a variety of media formats
  - 💡 Videos: 3 to 60 seconds long
  - 💡 Consider that volume may be muted

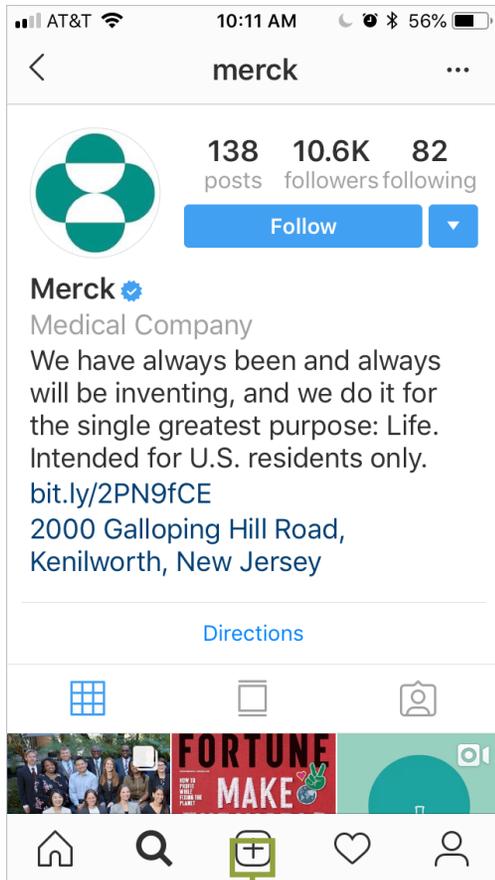


**1080x1080**

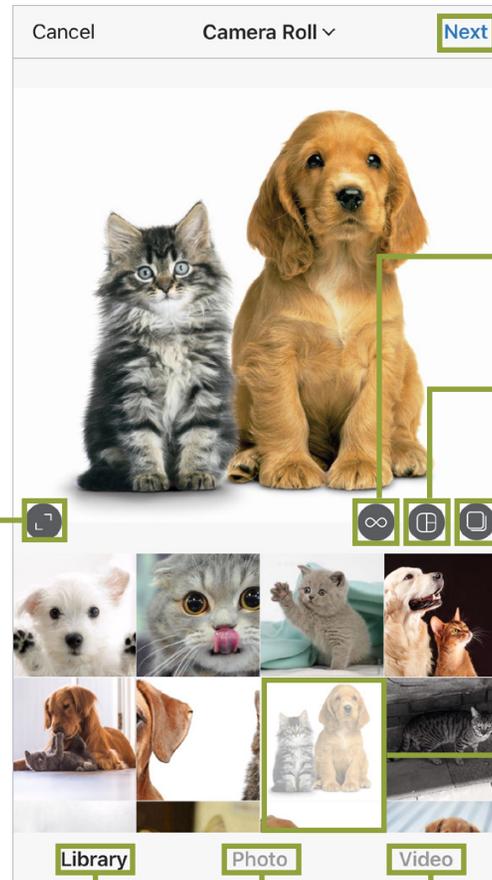
Square or rectangle photos: make sure to maintain an aspect ratio between 1.91:1 and 4:5

**Our assets are already sized for you**

# POSTING ON INSTAGRAM



Select this icon to upload a photo or video, or take one in real time



Select "Next" once you select your media

Record a looped video

Combine pictures in a grid

Select this icon to add up to 10 images/videos

Select this icon to resize your image to fit frame

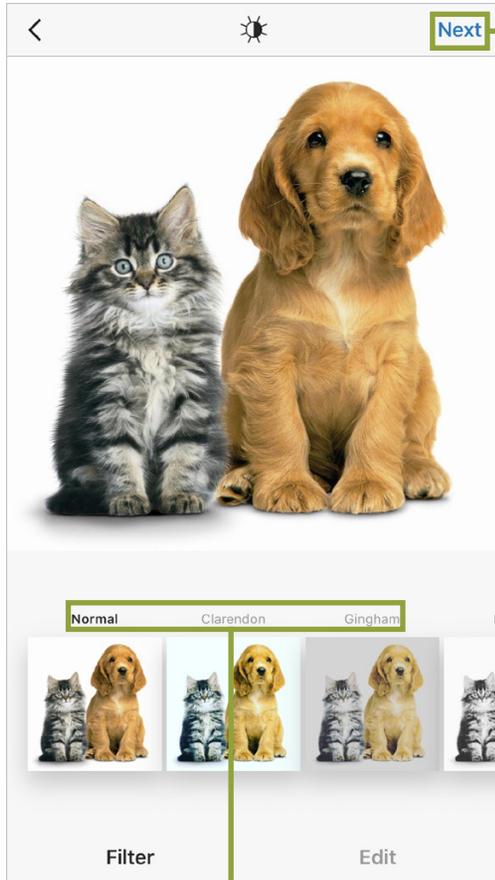
Tap to select any image in your library

Select "Library" to use media from your computer or phone

Select "Photo" to take a photo

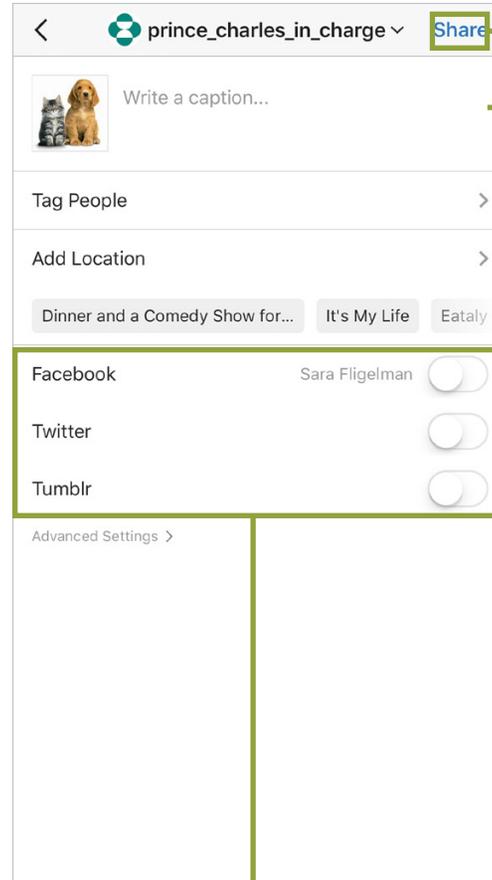
Select "Video" to take a video

# POSTING ON INSTAGRAM



Select "Next" once you've applied your filter

Select a filter to brighten, darken, or add color and pop to your photo or video.



Select "Share" to post!

Caption goes here

Optional: tag other people in the photo or video

Add your location here

Select the toggle to share on other channels

# CREATING A TWEET

## Tips for writing attention-grabbing tweets and choosing visuals that improve engagement

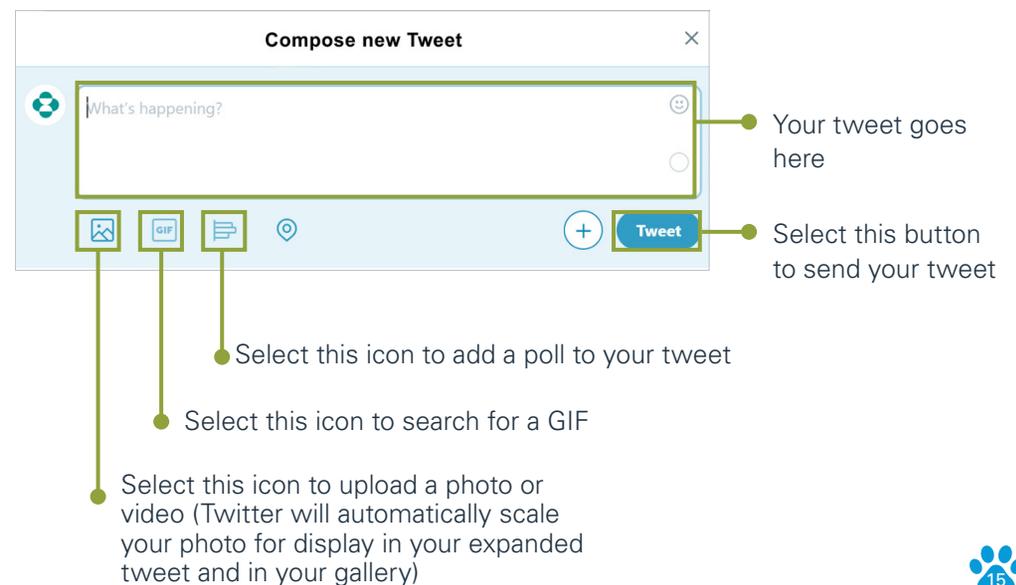
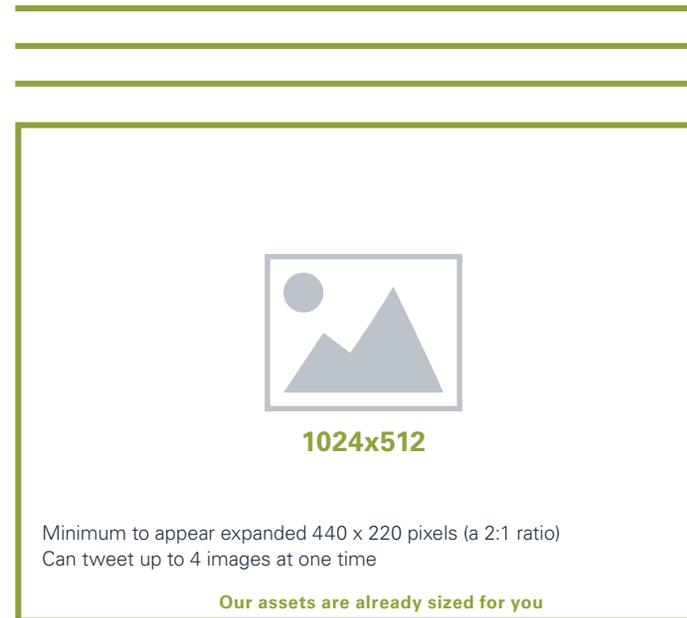
### Best practices for captions

- Ideal length: 71 – 100 characters
  - 💡 Tweets shorter than 100 characters have a 17% higher engagement rate
- Max length: 280 characters
  - 💡 Do not recommend exceeding 3 hashtags

### Best practices for visuals

- Twitter is a text-friendly platform, but images universally improve content
- Use a variety of media formats
  - Photos
  - GIFs
  - Video
- Max video length: 2 minutes and 20 seconds
  - 💡

<https://sproutsocial.com/insights/social-media-character-counter>  
<https://sproutsocial.com/insights/social-media-image-sizes-guide>



Engagement best practices

# HOW CAN YOU BEST ENGAGE WITH YOUR CUSTOMERS?

# ENGAGE THROUGH YOUR CONTENT STRATEGY AND NETWORK MANAGEMENT

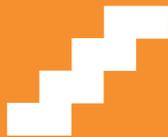


## BE RESPONSIVE

- **Respond to users mentions, questions, commentary:** Regardless of the size of your online social community, it's critical for a business to be very present and active; this means responding to most user commentary and all of their questions
- **Listen to those talking about you:** Maintain a pulse on the conversation surrounding your business that may not occur on your own channel

## MATCH THE TONE OF SOCIAL CHANNELS

- **Use conversational language:** Treat your social profiles like a conversation with pet parents rather than a broadcast of your business
- **Be a friend, not an ad:** When posting promotional content, offer a benefit to your audience, not a sales pitch



## DON'T MAKE THEM WORK

- **Make it easy for users to receive value from your channel:** Minimize the number of steps needed to get to the content or more information

## OPTIMIZE YOUR VALUE

**Continue to grow your content plan based on how your audience reacts to your posts:** Consider which of your posts receive the most attention from your followers; variables may include time of day, the length of your captions, what type of visual is included, etc.



## REPOST USER-GENERATED CONTENT

- **With their express permission, repost images and stories that your followers send:** Strengthen your relationship and encourage sustained engagement

Measurement framework

# HOW CAN YOU MEASURE THE SUCCESS OF YOUR NETWORKS?

# FACEBOOK MEASUREMENT

Facebook Insights is Facebook's default tracking tool that allows you to understand the activity on your business page, the response to the content you post, and how to identify actionable characteristics and behaviors of your audience.

## Key metrics tracked:

Page likes

Post reach

Likes, comments, and shares

Page and tab visits

## Additional metrics tracked:

External referrers (number of views your Facebook business page received from a website that is not part of Facebook)

Content/post type analysis

When your page followers are online

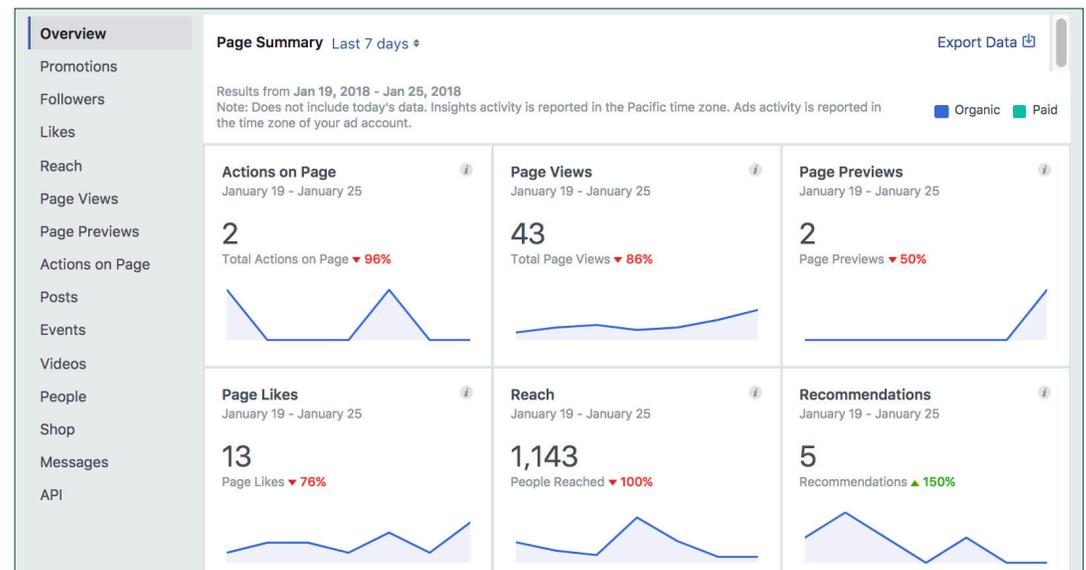
Video views

Audience insights: gender, age, location, language, number reached, number engaged

Facebook Insights can help you determine how your posts resonate with your customers.

These graphs are examples of some of the information available to you.

- **Page Likes:** total number of new page likes for a given week
- **Reach:** total number of people who saw your post
- **Engagement:** total number of people who engaged with your page, as well as a breakdown of engagement type



Your engagement rate is a metric you can use to measure how effective your content is at engaging your audience.

**The median Facebook engagement rate across all industries is 0.16%**

# INSTAGRAM MEASUREMENT

Because Facebook owns Instagram, Instagram's Insights tracking feature is similar to Facebook's, Businesses can easily and quickly understand which posts are getting the most attention and how often people are visiting their page. You can utilize this information to develop the content that people want to see.

## Key metrics tracked:

Impressions

Reach

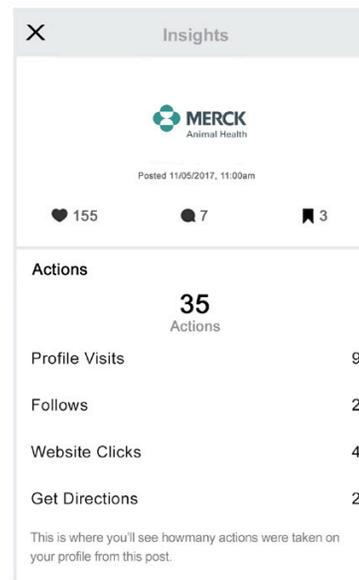
Followers

Profile (page) visits

Post likes, comments, and saves

Instagram Insights will measure the impact of your posts, providing you with a breakdown of engagement (likes, comments, and saves). This will help you understand which posts your audience likes seeing and engaging with, and which they don't.

- Profile visits: The number of times your profile was viewed
- Reach: The number of unique accounts that have seen any of your posts
- Impressions: The total number of times all of your posts have been seen



## Discovery

4%

of accounts that saw this post weren't following you

Metric	Value
Reach	298
Impressions	376
From Home	300
From Profile	32
From Explore	10
From Other	6

This is where your post was seen the most. It got the most impressions from Home, Profile and Explore.

Your engagement rate is a metric you can use to measure your effectiveness at engaging your audience.

**The median Instagram engagement rate across all industries is 1.73%**

# TWITTER MEASUREMENT

Similar to Facebook and Instagram, Twitter's default measurement system allows you to see what followers are responding to most strongly so that you can highlight this type of content.

## Key metrics tracked:

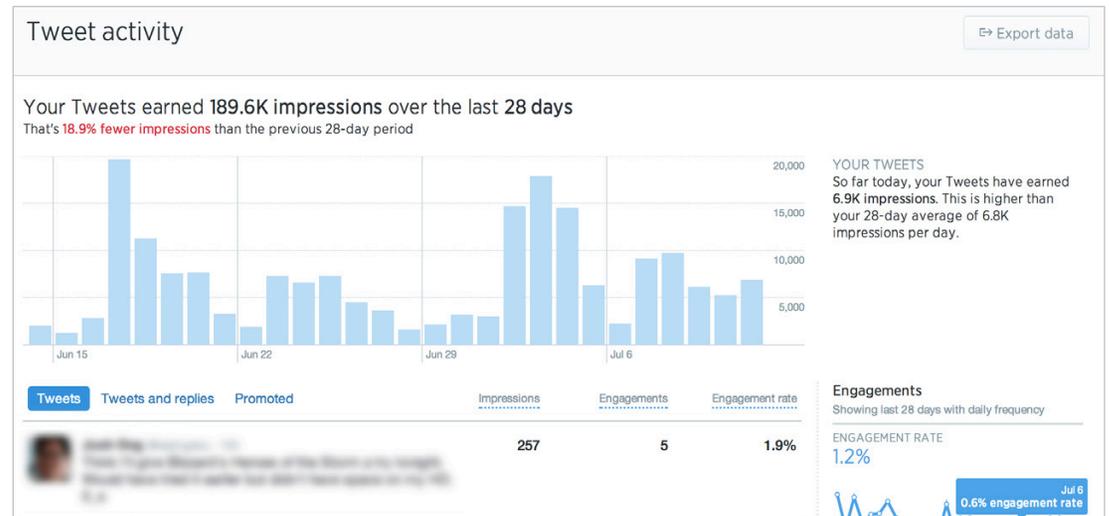
Impressions

Engagements: likes, retweets, comments

Follower interests, locations, and demographics

This chart represents the number of impressions your tweets have received.

Below is a breakdown of your most recent tweets with impressions, engagements, and engagement rates for each tweet.



Your engagement rate is a metric you can use to measure your effectiveness at engaging your audience. Engagement rate can be calculated by dividing all engagement (likes, comments, shares, etc.) by reach.

**The median Twitter engagement rate across all industries is 0.046%**