

Social Media Best Practices

Having a presence on social media is especially important in the healthcare space as many people turn to social media for information and decision making.

Social media can help you build your brand, attract new patients and promote your good work.

The following document outlines best practices on social media for Twitter, Facebook and LinkedIn.



Twitter Best Practices

Setting Up An Account:

- Choose a handle that best represents your professional title, practice or clinic. Many electrophysiologists choose to include “EP” or “EPeep” in their handle. Ex: @JohnSmithEP
- When writing a bio, consider what your followers are interested in; in this case, it is likely your title, practice/clinic, and location.
- Select a profile image that best illustrates you or your practice/clinic. Professional headshots are best, but many active EPs also use photos of themselves in a more casual setting.
 - For hospitals or clinics, a profile image of the logo will be best.

Post Copy:

- Keep copy under 200 characters.
- Keep your tweet focused and concise.
- Use hashtags such as #EPeeps, #AFib, #Cardiology and #CardioTwitter whenever it is relevant to the subject of the tweet. Using hashtags expands the reach of your tweet by joining in conversation with others using those same hashtags.
 - Consider tagging the Biosense Webster, Inc. handle (@BiosenseWebster) when tweeting about branded technologies.

Twitter Cards:

- Whether you’re wanting to promote your personal or clinic website, Twitter Cards are a great way to increase clicks and engagement. To create a Twitter Card, visit ads.twitter.com and go to the “creatives” tab.
- Or, consider using the Proposed Sample Social Content provided within this toolkit for social content and creative assets.

Visuals:

- Use images/graphics whenever applicable. Tweets with visual assets have nearly three times better engagement rates than those with only copy.
- Utilize the Biosense Webster, Inc. CARTOCONNECT™ Application for smartphones to transfer images and video from the CARTO® 3 System to your mobile device so that you can easily create posts with an image.
- The assets in our Proposed Sample Social Content provide a variety of images related to AFib awareness.



Post Copy:

- Try to keep copy for posts to under 60 words.
- Ensure your post is relevant to your primary audience and up-to-date (you're most likely engaging with other cardiology specialists on LinkedIn and patients on Facebook).
- Consider tagging the [Biosense Webster, Inc. LinkedIn](#) page or [Biosense Webster, Inc. Facebook](#) page whenever posting about branded technologies.
 - To tag a user or page, type "@" before typing a name; if you spell everything correctly, the user or page should show up in a dropdown to tag them.

Visual Assets:

- Posts with images perform better than ones without. Use visuals whenever applicable.
 - Utilize the Biosense Webster, Inc. CARTOCONNECT™ Application for smartphones to transfer images and video from the CARTO® 3 System to your mobile device so that you can easily create posts with an image.

Facebook Reminders:

- Assume that prospective patients will look you up on Facebook before any other social network.
- Facebook gives you the opportunity to be a thought leader in your industry.

LinkedIn Reminders:

- Remember to connect with others. Much like Twitter, LinkedIn has many active EPs who are ready to engage and support your work.
- LinkedIn is a great space to promote your practice. Post relevant links to your website or other professional endeavors whenever applicable.

