



PHYSIOTHERAPY NEW ZEALAND | MOVEMENT FOR LIFE
Kōmiri Aotearoa

SOCIAL MEDIA FOR PHYSIOS

How to harness the power of social media
for you and your business

Physiotherapy New Zealand, 2013

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PART 1

GETTING STARTED



WHAT IS SOCIAL MEDIA?

“Social media includes web and mobile-based technologies which are used to turn communication into interactive dialogue among organizations, communities, and individuals.”

Wikipedia

Social media is a reasonably wide term and can encompass all of the following: collaborative sites (e.g. Wikipedia), blogs, video communities (e.g. YouTube), social networks (e.g. Facebook, Twitter) and virtual games.

The growth of this relatively new area has been far-reaching. Take a look at some of these statistics for the year 2012:

MONTHLY GLOBAL ACTIVE USERS:

Facebook	1 billion
YouTube	800 million
Twitter	200 million
Linked In	200 million
Pinterest	40 million

(Mediabistro)

Different platforms may fade in popularity but the concept of social media as a way of turning communication into an interactive conversation is here to stay.

The explosive growth of social media offers many opportunities for everyone, including physios and practice owners. Of course, with any new communication medium there are also risks. This ebook aims to outline the practical steps in starting up a ‘social presence,’ as well as ethical concerns and what to avoid.

Let's get started!

WATCH

Got a spare three minutes? Watch this video on YouTube, it's called the [Social Media Revolution](#) and if it doesn't convince you that social media is the future then nothing will.

EVERY MINUTE
72 Hours of Video
are uploaded to YouTube

SIX REASONS TO LEAP IN

1

CHEAP!

(Note, I did not say free)
Many social media sites (e.g. Facebook, Twitter) are free to set up, aside from the amount of time you invest.

2

VARIETY

There is a huge range of sites to choose from. You could do something common (like a Facebook page) or something a little different like a collection of exercise-based photos on Pinterest (a photo sharing site), or a video blog.

3

AUDIENCE

One of the most basic guides in marketing is to go where your audience is, or to ‘fish where the fish are’. More and more New Zealanders are on social media networks and it's not just the ‘younger groups’ as some imagine. At the time of writing there are more than two million Facebook users in NZ and 36% of these are 35- 64. (Socialbakers)

4

TARGETED

You can find out exactly who you are talking to and who you might want to add (or follow/ like depending on the platform). For example you could search for people only in your location or those interested in sport.

5

MEASURED

Most social networks, including Facebook, have free analytics so that you can measure exactly what's working and what isn't. What is the best time to post content, how many people are seeing your posts, how much traffic is this driving to your website? All of these questions can (and should) be answered.

6

FREE RESEARCH TOOL

Social networks are a way of listening to your target audience. What are they talking about and what problems do they have that you could solve? Think of it as free market research for your business.

AND FOUR REASONS TO STEER CLEAR

Social media offers many exciting opportunities – both for businesses and individuals. However, it is not for everyone. If any of the below sound familiar then I would suggest you steer clear!

1

You have **no time** at all to devote to it (for most platforms I would suggest updating at least once a week).

3

You don't **know how** to send an email or type out a basic document (see: start with the basics).

2

You **don't have a website**. For communications and marketing it's best to start with the basics. Set up a free or basic website for your business and then decide if you have room in your marketing for social networks.

4

You have **no interest** in what prospective clients think and you don't want any feedback. This is a two-way medium so you have to be prepared for feedback – positive or otherwise.

DON'T SKIP THIS STEP: YOU NEED A PLAN

Before you dive into setting up user names on Twitter or pages on Facebook it's important to have a few goals. I'm not talking about a 20 page strategic plan, just a few sentences around your goals and what you want to achieve. This will help you avoid 'shiny object syndrome' which is the term for jumping on every social media fad that comes along regardless of whether you need it or not!

By the time you have finished this ebook you should be able to fill in the template on the next page. For now just jot down a few goals that you hope to achieve by starting a social media account.



SAMPLE — BASIC PLAN

GOAL	I want to achieve.... <i>E.g. Increased profile, more feedback, interaction with my customers, new ideas, more visits to my website.</i>
RESULTS	I will know when I've been successful when... <i>E.g. I achieve X number of views, X number of new clients, X visits to my website, X interactions.</i>
AUDIENCE	The people I am trying to talk to are.... (description of ideal customers) <i>E.g. people who are looking for injury advice or treatment on back pain and are in the central Auckland area.</i>
PLATFORM SELECTION	The platform that will work best for me is... (See the next page for ideas, I would suggest starting with only one platform to begin). <i>E.g. a Facebook business page.</i>
PRACTICAL	The person(s) who will post content are... <i>E.g. They will be clearly identified/anonymous and they will post X times a day/week/month.</i>
MONITORING	For monitoring we will use... <i>E.g. Google alerts, daily sent to my inbox</i>

CHOOSE YOUR SPOT:
WHAT PLATFORM IS RIGHT FOR ME?

There are hundreds of different sites to choose from. My advice would be start off small, you don't have to have a profile on every single site – choose one or two and put time into making them amazing. To help you choose the right platform I've put together a few tips on NZ's most popular social sites.

A 2013 Industry Report showed the top four social tools used by marketers were Facebook, Twitter, LinkedIn and Blogs, so let's start with these and look at a basic list of pros and cons. (Examiner)



Source: Luma Partners, Terry Kawaja © 2012 Buddy Media, Inc. Proprietary and Confidential



PROS

- Big share of the audience – 2,203,260 users in NZ.
- Easy to share content including pictures, videos, run polls and gather feedback. It also has free analytics.
- Offers a range of applications that you can add to your page to make it more interesting or interactive.

CONS

- To create a Facebook business page you must have a personal profile to link it to – it can't exist by itself.
- As a business page it can be hard to find 'likes' because you can't add friends as you would with a personal page – you have to wait for them to find you.
- It can be tricky to run competitions as Facebook has very strict page guidelines. Any 'like us and win' promotions are actually against their guidelines and they can shut down your page over it.
(Facebook)



PROS

- Twitter is completely open – so you can follow anyone you like including other organisations, individuals and celebrities.
- High level of interaction and useful for events/conferences. E.g. encourage people to use a #hashtag and interact via Twitter.
- Valuable as a real-time listening and research tool.

CONS

- Twitter's openness can also be a negative – anyone can follow you too, including your patients.
- Due to the shortness of tweets (messages) it's a very fast moving platform. Your messages can get lost in the noise – frequency is essential.



PROS

- Good for networking and a strong recruitment tool (imagine an online CV).
- Easy to update and a great way to show your expertise to clients, you can also add links to your business profile.
- You can join/create various 'groups' of people with shared interests – network and learn something!

CONS

- Tends to have less real-time interaction than Twitter and Facebook.
- A lot of users seem to be passive – they set up a profile and then don't visit much again.



PROS

- Easy to set up and maintain – there are loads of free blogging platforms out there that you can customise to suit. [Check out this article for the top 10 platforms.](#)
- If it sits within your current website it can boost your search rankings.
- Easy to get comments from readers and interaction. E.g. submit a question and I'll answer it in my next blog post.

CONS

- Requires more in-depth content than Twitter and Facebook. You need to have time to research and write thoughtful posts.
- The commenting option can attract 'trolls' – nasty people who post loads of negativity.
- With the number of blogs growing everyday it can be difficult to gain traction and attention. Don't expect an overnight success.

WANT MORE OPTIONS FOR SITES?

You might also like to consider;



For the majority of this book we will focus on using Facebook and Twitter. However the tips and advice given will be applicable to most platforms that you might tinker on.

2

PART 2

ALL YOU NEED IS... CONTENT

Written down a few goals
and chosen your platform?

Great! Now all you need
is something to post!
To come up with some
content you'll need to
consider the following...



WHAT STYLE TO USE

Before you post a word on your page, consider what style of account you want. I consider the main two styles of accounts to be informational or personal.

INFORMATION

An information account is often used for businesses; generally you can't tell what person lies behind the account and posts feature news, links and industry related reports. An example of this is the [@PhysioNZ](#) account on Twitter.



PERSONAL

A personal style account differs as you can clearly identify the author and it's often just one person doing all the posting. Personal accounts will have a more casual tone, letting the author's opinions show. This will be a more natural approach for many and can work well if you want to build up a brand for yourself. An example of this is [@PhysioDean](#) on Twitter, a profile for the Dean of the Otago School of Physiotherapy.



WHAT TO SAY – HERE ARE 21 IDEAS TO GET YOU STARTED

Once you've decided on the style then it's time to focus on the actual content of your posts. The goal here is to provide relevant and interesting content. Try less of, 'This is what I had for breakfast' and more of 'This could be of interest to you.'

Posting content on social media is entirely different from other forms of media. It doesn't have to be 100% perfect or polished this is an instant medium and the aim is for snappy, and interesting updates.

In terms of 'What to say' you will find the more you practise the easier it gets.

Here are 21 ideas to get you started!

1

An interesting article (on your website or another news website)

2

Create a YouTube video from your subject area

3

Create a poll on current topic (you can do this easily on Facebook)

4

Post a daily tip

5

Remind them of an event date

6

Share a photo

7

Highlight a favourite motivational quote

8

Link to a blog post

9

Create a competition

10

Share an insight into your day

11

Post a healthy recipe

12

Question your audience (e.g. what does everyone think of...)

13

Link to a powerpoint presentation

14

Comment on a national event (e.g. Olympics)

15

Highlight a special offer or deal

16

Suggest things to do (e.g. this weekend check out...)

17

Promote your services/products (but don't overdo it)

18

Answer a FAQ

19

Ask your audience for ideas

20

Celebrate holidays (e.g. Waitangi Day)

21

Share a new tool or app that you've discovered.

A NOTE ON ENGAGEMENT

Of course there is something very important missing from the ideas listed. That is that social media is a *two way interaction*. That means that as well as 'posting stuff' you need to be responding and engaging with people. For example on Twitter you could be retweeting other peoples posts, finding more people to follow, directly messaging people to comment/ask question, responding to other peoples questions... the list goes on.

TIMING IS EVERYTHING

How often you post depends on the time you have available and the social network you've chosen. A network like Twitter can move fast and you could realistically post 6-8 times a day without annoying people. For Facebook you might want to limit yourself to 1-2 posts per day. I'm sorry to say that there are no magic tricks when it comes to social media; you simply have to put the time in to get the return.

As for the time of day you post, it makes sense to do it when your audience are online and will therefore have the best chance of seeing it. With a bit of research you can find out what time people are online most often. For example Bitly, a url shortener, advises that the best time for posting to Facebook is between 1- 4pm during the week and for Twitter in the afternoon and earlier in the working week. (Bitly)

As an absolute minimum I would suggest checking your page and updating at least once a week. That said, you'll get much more return and growth if you commit to a daily update/check, even if it's only for 10 minutes.



Image: FreeDigitalPhotos.net

WHO WILL DO IT?

Social media accounts are generally pretty flexible; you can dedicate one person to be the sole updater or have a range of people posting.

A mixture of the two styles can work as well. For example banks in New Zealand often have an information account dedicated to the entire business, but they have several people updating it. They let the individual's voice come through via leaving initials at the end of each message.

TIPS ON FINDING CONTENT

Ideally you will be creating your own content (photos, videos, blogs, articles, snippets from your website) to share on your site. Of course creating your own content takes time, so you may like to supplement this with links to other content.

Here are a few ideas on finding content to share:

- Check daily news sites such as Stuff (www.stuff.co.nz) or the NZ Herald (<http://www.nzherald.co.nz/>).
- Follow interesting people and share their posts.
- Set up an RSS feed or subscribe to some relevant industry blogs or newsletters.
- Search the web for interesting facts or information.
- Glance through the top stories on google news.

ALL ABOUT YOU?

The key thing to remember when posting information is it's not all about you! Try and come up with content that is relevant for your audience rather than posts that read like ads.

One really useful piece of advice suggests you spend about 90 per cent of your time providing valuable content and 10 per cent promoting yourself. (Jones)

PART 3

BEHIND THE SCENES



In this section we look at the behind the scenes set up of your social media account. If you want to grow your social following then it's simple; you need to be measuring and monitoring.



IS ANYBODY LISTENING?

Here's a newsflash for you: monitoring simply means listening.

Yup that's right, to have a conversation you need to listen first. If that sounds a little dull to you then consider this: listening on social media is like having a free market research tool at your fingertips! You can listen to what prospective clients are saying; what do they think about their health, about physiotherapy, about your business in particular? These are the questions you will need to answer to be successful on your chosen social channel.

So, how to listen?

THE FIRST STEP IS TO SELECT YOUR KEYWORDS.

There are millions of conversations and posts that you can tap into so you need to know what you're looking for. Some good places to start might be: physio, physiotherapy, the name of your business, hot topics in the media and the name of some key people in your clinic/practice.

THE SECOND STEP IS TO CHOOSE ONE (OR MORE) TOOLS THAT WILL HELP YOU LISTEN.

Of course you could just sign into your social media channel and have a look about each day, but if you want to save time then there are some smarter ways to go about it.



FOUR WAYS YOU CAN LISTEN MORE ONLINE - FOR FREE

1 GOOGLE ALERTS

Using your selected keywords set up some Google alerts, which are simply emails that will alert you every time your keywords are used online. You can set up these alerts to search news, blogs, videos, discussions, books or 'everything' and they can be delivered once a day, once a week or as they occur.

2 RSS FEEDS

This stands for really simply syndication and is a 'feed' of content from a website or blog. By signing up to a feed (which most websites have) you have an easy way to scan content online. All you need is an RSS reader and then you can sign up to news and blog sites relevant to your profession.

TIP *Feedly is a free option for a RSS reader.*

3 TWITTER SEARCH

A great place to discover what conversations are taking place right now in real-time. By using the Twitter search function you can search for people mentioning a term, such as 'physiotherapy', from here you could uncover some interesting insights or just find more people to follow from your own Twitter account.

4 SOCIALMENTION

If you want to search social media wider than Twitter then you can use a tool like socialmention.com (and there are many others). Simply enter a keyword into the site and it will return any mentions of your word from various sites. Socialmention covers 100+ social media sites including the giants like Facebook and YouTube.

You might choose one of these or all of them; the main idea is to start to get an idea of what is being said about your industry or business online.

And remember, ignoring what's happening online won't make it go away!



YOUR LISTENING TOOLBOX

GOOGLE ALERTS
www.google.co.nz/alerts

TWITTER SEARCH
twitter.com/search/

RSS FEEDS
en.wikipedia.org/wiki/RSS

SOCIALMENTION
socialmention.com/

HOW DO I KNOW THIS STUFF IS WORKING? MEASURING YOUR SOCIAL MEDIA EFFORTS

The good news is - unlike a print ad in the paper, or your yellow pages efforts - social media can and should be measured.

Use the data you collect to figure out what's working and refine the rest. Are you getting more response at a certain time of a day? Is a particular type of content on your most read list? These are the questions that will help you continue to improve.



FIVE THINGS YOU CAN MEASURE ONLINE

1

ENGAGEMENT

For Twitter you can measure the number of @ mentions, and number of retweets. For Facebook the number of likes and comments. You might also like to record if they are positive, negative or neutral.

2

REACH

If you're aiming for awareness then you might like to measure your 'reach' - meaning how many people see your content/messages. Facebook has a handy built-in tool called Insights. This can tell you all sorts of interesting stats like how many people are talking about your page and your weekly total reach. For Twitter you can try sites like tweetreach.com which will give you a general report for free.

3

REFERRAL TRAFFIC

If you are only going to measure one thing then make it this - how many visits to your website are coming from your social media accounts? Google analytics is your new best friend for this measurement question. You can tell you how many social visitors you get, what pages they are viewing and much more - and it's free!



4

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5

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4 CLICK THROUGHS

You can also choose to measure the number of click throughs that you get on a particular piece of content (e.g. a blog, video or news item). For this I'd recommend using a URL shortening service like bitly.com/. This is another free service that has two useful purposes: it allows you to shorten the URLs you use so you don't run out of words (remember Twitter only has 140 characters for each post), and secondly it keeps a tally of how many people click on your link.

5 ACHIEVING YOUR GOALS

Refer to your original goals you wrote down – are you achieving these? Your goals might have been more followers, more engagement, more online visits or simply to respond to mentions of your brand name. Whatever it was, make sure the statistics you are collecting match the goals you want to achieve.



YOUR MEASUREMENT TOOLBOX

FACEBOOK INSIGHTS
www.facebook.com/insights/

TWEETREACH
www.tweetreach.com

GOOGLE ANALYTICS
www.google.co.nz/analytics/

BITLY
bitly.com/

MANAGEMENT AND NOTIFICATIONS

MANAGEMENT

If you start to become a bit of a social media whiz with multiple accounts, then you might like to look at a management tool so you can keep track of everything at once.

This means that instead of signing in to different accounts, you sign in to one application and see streams of everything. Such applications also allow you to perform other handy tasks such as run searches, set up lists for specific subjects, schedule posts or tweets. Many also offer analytics packages. There are usually both free and pro (paid) versions of each.

Here are a few of the more popular tools:



NOTIFICATIONS

As part of your social media management you'll also need to consider how you manage notifications and responding. For example the type of notifications you'll get (by default these usually arrive via email) might include:

- When someone new 'follows' or 'likes' your account.
- When someone retweets or shares you information.
- When someone directly messages you.

For each comment or notification you'll need to decide how quickly you aim to respond. For example a good rule might be to respond to any questions posted within a 24 hour period. Getting notifications sent to you via email means you won't miss any of these comments.

Others may prefer to turn notifications off, but sign in every day on their mobile phone. It's entirely up to you. You'll also need to consider how you will respond to 'trolls' or really negative comments/criticism. We'll address this more in the next section on ethics and professionalism.

PART 4

ETHICS, SOCIAL MEDIA AND HOW TO STAY PROFESSIONAL

The ethical and privacy risks of social media are often of concern to those first starting out in this strange new world.

Yes there are risks to be aware of, including patient confidentiality and defamation. Basically the risk is saying or posting something that:

- a) Could be a problem for legal reasons.
- b) Could make you appear unprofessional.

It is worth noting that there is nothing 'unique' about how physios need to behave when using social media. The values and standards that you use during other forms of communication, such as emailing patients or dealing face to face, all apply here.

There is no need to avoid social media for fear you'll do 'something wrong.' Simply read over the section below which outlines what to be aware of and what to avoid. Put some sensible rules in place for yourself and whoever is managing your account and prepare to reap the benefits that can come from using this fast-moving form of communication.

A SOCIAL MEDIA CODE

A social media code for the people operating your account is a great idea. Consider our example 'social media code' and consider what rules or code you will put in place before you begin. Considering the following list before you begin will help you avoid any potential crisis later on.

RESPECT YOUR PATIENTS' PRIVACY

If you need to post details about the patient (for example in a clinical discussion) then always ensure that you seek express consent from the patient first. Remember that just changing a few details (such as their first name) is not enough. A Social Media Guide for the Medical Profession states: "In maintaining confidentiality you must ensure that any patient or situation cannot be identified by the sum of information available online." (Australian Medical Association Council)

DECIDE WHO YOUR FRIENDS ARE

Social media can blur the boundary between friends and patients. Decide early on what your rule will be for 'friend' requests (a Facebook term) from patients. A smart idea is to have separate pages – one personal profile and one business page. For example on Facebook you could have a Johnny Blogs personal account which you keep a tight control on (via the privacy settings) only accept friends and post those photos from your 30th birthday bash. Your business page: Johnny Blogs Physio Practice, on the other hand, would be open to all and would post about the latest offering from your practice. You might also like to come up with a standard message you send to people who ask to 'friend' your personal account that explains why you don't accept patient requests.



Image: FreeDigitalPhotos.net

PLAY NICE

A nice easy rule to employ is to 'play nice' when posting about others on your social media accounts. You may think its fun to rant about this person and that doctor that annoyed you the other day, but always consider the risk of defamation. Any statements or posts you make could be seen to be defamatory if you:

- Clearly identify them.
- Say something that could be interpreted as damaging to their reputation.

FOR EVERYONE AND FOREVER

It's a good idea when online to pretend that what you are saying/doing is 'for everyone and forever'. This is because with online it can be! You may be able to delete a Tweet or Facebook post, but if someone else has already seen it they could have taken a snapshot and emailed it to 1,000 people. Deleting information does not ensure that it's gone for good! Your information may not be as private as you imagine. Companies like Facebook change their settings all the time so it's a good idea to check these settings regularly to make sure private details are protected, or better still – don't post anything that you would regret someone seeing!

BE WARY OF GIVING PERSONAL ADVICE ONLINE

If a friend or follower asks you how to fix their health problem what will you do? You need to have an answer to this question before you begin. Possible answers could be to ask them to book an appointment, or to advise that you can't give specific advice online. If you do decide to provide advice online then you will need to ensure that you are covered by an adequate disclaimer – see this example on the [Move Forward website](#) where they have an 'Ask a PT' function. It would also be a good idea to check what your professional indemnity insurance covers.

GOOGLE YOURSELF

Have you ever googled yourself? If the answer is no then now's the time to start, especially if you have your own business. Monitoring your online reputation is paramount; don't put your head in the sand and wait until a problem comes up. Monitor your business name and your own name for anything interesting. Keep on top of this area to avoid any potential crisis. For more on how to do this read the 'five ways to listen more' in the previous section. And remember, ignoring what's happening online won't make it go away!

THE GOLDEN RULE

Here's an easy **golden rule** to use when considering ethics and social media:

Imagine yourself wearing a large cardboard sign on the front of your chest. It's stuck on there all day, everyday - as you head to the supermarket, greet your patients, deliver that presentation to university students...

Now imagine that cardboard sign has your latest status update written on the front of it.

ARE YOU STILL HAPPY WITH WHAT YOU'VE SAID?

OTHER PEOPLE AND THOSE KNOWN AS TROLLS

The urban dictionary defines a troll as:

Troll

One who posts a deliberately provocative message to a newsgroup or message board with the intention of causing maximum disruption and argument.



Of course creating and following a social media code doesn't protect you from everything. There's something else to consider on social media and that is other people (or trolls).

Yes that's right, even though you've educated your staff and developed a few rules: you can't always control the behaviour of other people who could be posting nasty comments on your page.

In case you encounter a troll on your page it's a good idea to have a prior policy on what sort of behaviour you will accept. This will then give you grounds for being able to remove certain comments from your page. If others ask why the comment has been removed you can point them towards your policy (which you should have a link to on your site). For a good starting point read the example on the next page.

A final word of warning – be careful about deleting comments that you just don't agree with. If you have grounds for deleting them that's fine but be wary of just deleting any criticism at all, as you could just open yourself up for further attack. People don't like having their comments removed and you could just be adding more fuel to the fire.

PART 5

CASE STUDIES AND YOUR FINAL CHECKLIST



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MOVEMENT FOR LIFE

EXAMPLE COMMENTS POLICY PNZ SOCIAL MEDIA

We encourage all members, followers and friends on our social networks to share their comments and feedback – within reason.

We reserve the right to delete comments, images or links that contain:

- *Offensive language*
- *Personal attacks*
- *Improper comments, e.g. targeting any ethnic, racial, or religious group*
- *Spam or posts that contain links to spam*
- *Material that is clearly off topic*

Any person posting comments that contain any of the above will also be blocked from posting on our site again and removed from our online community.

Comments left on PNZ's social media pages do not reflect the opinions and position of PNZ, its staff or members.

WANT TO
READ
MORE?

For further information on professionalism and standards of practice I suggest reading [Physiotherapy New Zealand's Standards of Practice](#). There is a section on communication and social media.

ACTIVE PHYSIO

THIS IS HOW WE DO IT (TWITTER)

www.physio.co.nz | [@ActivePlusNz](https://twitter.com/ActivePlusNz)

When you're thinking of ideas for your social media accounts it's always good to look at how others are making use of the space. In this case we turned to Active Physio in Auckland, who have been using Twitter with great success to chat to people about all things physio.

At the time of writing their Twitter account had more than 900 followers and had sent more than 2,500 tweets.

Here's their Twitter journey, in the words of Andy Schmidt who runs their Twitter account.

WHAT MADE YOU DECIDE TO SET UP A TWITTER ACCOUNT?

I must confess I am a fully reformed social media hater! But for me the change came about around four years ago. I went along to a presentation on social media and was just blown away by the statistics in terms of usage and growth. I soon realised that I really needed to get my head around social media, as it was obvious that my target demographic certainly was. I started dabbling initially with Twitter and Facebook and the rest really is history. My favourite platform is actually Twitter, because of the ability to personally interact with so many people, companies and brands that I previously wouldn't have thought possible to reach.



WHAT BENEFITS HAVE YOU FOUND FROM USING IT?

For my business and the brand, mainly increased brand awareness in New Zealand. Anyone that thinks that social media is going to give them instantaneous - or even eventual direct leads - is in for a bit of a shock. Over time, you do start to get recognised and 'remembered' as the tweeting physio, so I do get asked for advice now from time to time. So really, it's brand and community awareness.

From a personal point of view, Twitter is not only a great source of up-to-date and breaking news both in NZ and internationally, it's also a great source of physio-related information, with information on newly released studies, blog posts from health professionals, as well as some really interesting debates.

"People like to know that you are human, not just a corporate or brand-bot"

WHAT SORT OF THINGS DO YOU LIKE TO TWEET ABOUT? WHAT SEEMS TO WORK WELL?

People like to know that you are human, not just a corporate or brand-bot. So the things that seem to gain the best responses are human-interest type tweets, maybe around events staff are doing, or photos of staff members at a community event for example. It can help to be a bit controversial sometimes too...obviously you have to be aware of who you are tweeting on behalf of, and it's really important to have a policy around this, but don't be afraid to have an opinion as well, to show your human side.

I tweet about a lot of different things... some physio and clinic related, some not at all. I'm a sports fan, so often I'll comment on sporting events I am following, or even local and national stories that are making the rounds in New Zealand. I also like to re-tweet interesting tweets from people and groups I follow, mainly around latest research, well-written blog posts or tweets, and news of interest. Re-tweeting someone else's post can be a good way of getting on the good side of them, and they may do you a favour by reciprocating in the future!

“My biggest piece of advice would be don’t try to sell your services and products. If people want to see advertisements they will watch the shopping channel.”

HOW DO YOU DECIDE WHAT TO POST? DO YOU HAVE A SCHEDULE OR PLAN OR IS IT MORE FLEXIBLE?

I have time put aside twice a week where I will follow people, directly tweet people that have sent me messages and generally see what is going on with my account and lists. Other than this, I am really flexible with when and where I tweet. With smartphones and desktop Twitter apps it’s really easy to fire off a quick tweet when something happens.

RESOURCES: HOW MUCH TIME DO YOU PUT INTO IT?

I have at least an hour put aside a week that I work on the Twitter, Facebook and Pinterest accounts I am in charge of, plus upload news to our website. Sometimes I need more than this, but generally not. It really depends on what’s happening that week. Outside of that, I will tweet at random times most days, mainly when I get a spare five minutes to check out what is happening!

ANY ADVICE FOR PHYSIOS JUST STARTING OUT IN SOCIAL MEDIA?

Have a clear policy about who is tweeting, and guidelines for the same, if the clinic/ business etc is being represented.

My biggest piece of advice would be don’t try to sell your services and products. If people want to see advertisements they will watch the shopping channel. Listen in to the conversation for a while, start commenting on conversations you find interesting, start sharing things you find interesting. Follow people and groups of interest. Don’t worry about the number of followers you have, you are far better to have 10 engaged followers than 100 that are un-engaged. And last of all, if you’re going to start an account, at least try to make a good go of it, don’t give up after the first few weeks because no one seems to be following you back, or you’re not getting business out of it. Have fun!

WILLIS STREET PHYSIOTHERAPY THIS IS HOW WE DO IT (FACEBOOK)

www.willisstreetphysiotherapy.co.nz
www.facebook.com/willisstreetphysiotherapy

Willis Street Physiotherapy has an active physiotherapy page and at the time of writing has more than 480 likes. They have also taken the approach of embedding their Facebook feed into their website home page.

Here is their Facebook journey, in the words of one of their directors, Grant Plumbley.

WHAT MADE YOU DECIDE TO SET UP A FACEBOOK PAGE?

A number of reasons including:

- To increase the number of clients.
- The growth of social media seemed a good source for marketing and potential source of referrals.
- To share information quickly and easily to those that want it.
- To maintain dialogue with our clients/likers and to give them a public voice regarding our business.
- To build a community of like-minded people/businesses.

WHAT BENEFITS HAVE YOU FOUND FROM USING IT?

All of the above!

Importantly our business is growing. This will not be solely due to Facebook, but social media, our website and the quality of our overall clinic experience, treatment and outcomes all help.



WHAT SORT OF THINGS DO YOU LIKE TO POST? WHAT HAVE YOU FOUND WORKS WELL?

Interesting articles, which spark discussion or challenge the norm. In particular we share information from our Naturopath, Helen Padarin, as diet is such an important, controversial and evolving subject. We also post on Barefoot running and functional fitness programs which are also an interest of our clinic. We've also tested out competitions, offering show tickets and the chance to win our five finger shoes.

HOW DO YOU DECIDE WHAT TO POST? DO YOU HAVE A SCHEDULE OR PLAN OR IS IT MORE FLEXIBLE?

All three directors are able to post, as well as Amy our Business Manager.

We have an 'informal' agreement/schedule to post and Amy does well but the directors find it more difficult. It should be done more often but pressure of running clinic and treating patients can be very demanding. Any of us can post, and we freely comment on each other's posts as we see them. We treat it as a forum for learning and debate.

"Do not bombard people with posts; think about the quality and quantity."

ANY ADVICE FOR PHYSIOS JUST STARTING OUT IN SOCIAL MEDIA?

As an estimate Amy, our business manager, probably spends one to two hours a week on it. Directors use it less than one hour per week, or not at all if we're too busy.

ANY ADVICE FOR PHYSIOS JUST STARTING OUT IN SOCIAL MEDIA?

- Should be done, it is an important tool!
- Do not bombard people with posts; think about the quality and quantity.
- Build up a community of likeminded businesses.

A FINAL CHECKLIST

Congratulations for reading this far! You should now have a clear idea of how to go about launching yourself or your business into the social media stratosphere!

Here's is your final checklist. If you can tick them all off then you're ready to roll, or better said, to tweet, blog and update your status!

GOAL	PAGE REF
<input checked="" type="checkbox"/> I have a clear goal for why I'm starting a social media page	9-10
<input checked="" type="checkbox"/> I've reviewed the pros and cons and chosen one platform to start with	11
<input checked="" type="checkbox"/> I know who I'm trying to talk to (target audience)	17
<input checked="" type="checkbox"/> I've chosen a person(s) to manage the page and post updates	21
<input checked="" type="checkbox"/> I've discussed with that person appropriate times/frequency of posting, responding, what topics to cover and how often the account will be checked.	18-21
<input checked="" type="checkbox"/> I've created a social media code or set of rules that we will follow in relation to ethics.	34
<input checked="" type="checkbox"/> I've created a comments policy and we are clear on what we will and won't accept on our page	37-38
<input checked="" type="checkbox"/> I've set up a few different monitoring (listening) tools so I can keep track of our success and what's being said	25-27



APPENDIX

A

HOW TO: SET UP A BUSINESS FACEBOOK PAGE

Right! You've decided to take the plunge and set up a Facebook Business page, here's what you'll need to have ready:

- 1 Your personal Facebook account – Facebook doesn't let business accounts stand alone, so in order to create a business page you'll need to be signed into your own personal account. But don't worry; no one will be able to see your personal account from looking at the business page.
- 2 A suitable logo or graphic – you'll want one small one for the thumbnail and then a larger banner to go across the page. See the screenshot opposite.
- 3 A brief description about your business/products and your website address if you have one.



Go here to create your business page and then follow the steps:

www.facebook.com/pages/create/

Here's an example from Facebook on how your page might look. Check out www.facebook.com/business/build for more resources and tips on what to add to your page:



Note: if you don't have a personal Facebook account/page (see step 1) then you'll need to start one. To begin head to Facebook.com and hit sign up. It will ask you for a few basic details such as name and birth date. It will be a good idea to play around with a personal account for a few weeks until you create a business page.

B

HOW TO: SET UP A BUSINESS TWITTER ACCOUNT

Twitter is a little different from Facebook in that it's the same process to set up a personal account as a business one



To start simply head to twitter.com and follow the prompts.

You'll need:

- Email address
- Password
- Website address (if you have one)
- A small thumbnail image (your logo is a good option)
- A brief description (less than 140 characters)
- A larger banner image to go across the top of your page (optional)

Here's a snapshot of what your business page might look like once you're finished:



twitter.com/PhysiotherapyNZ



HOW TO: SET UP A LINKEDIN ACCOUNT

LinkedIn is similar to an online CV, so it's entirely up to you how much content you post.



To start a basic account you'll need:

- Email address
- Password
- A small thumbnail image (of yourself, not your business)

Once you've set up a basic account you can fill in your profile. Things you might like to list include; work experience, skills and expertise, education and a brief summary about yourself.

Here's an example of what a finished profile might look like:

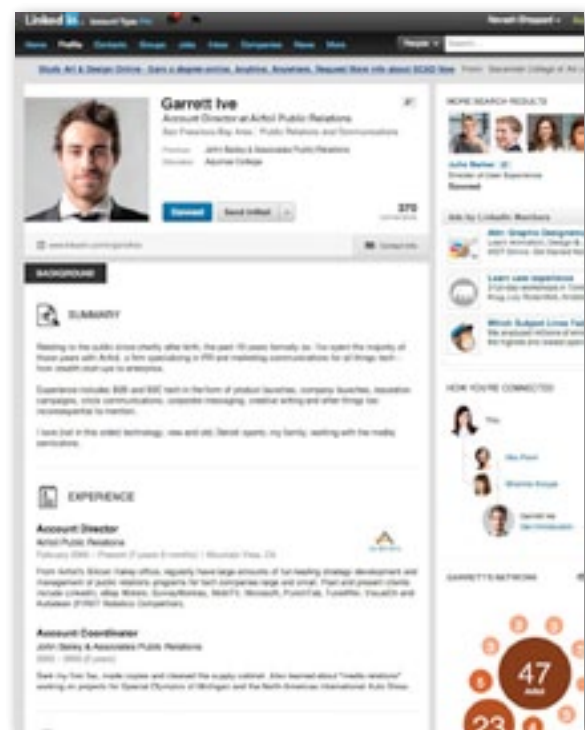
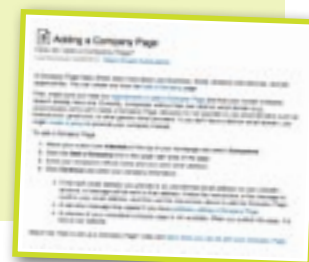


Image: Forbes.com

ADVANCED!

Once you have got the hang of your personal profile you might like to consider adding a company page to help promote your business.

Have a read through this link for instructions on [how to add a company page](#) on LinkedIn.



USEFUL SITES AND BLOGS

The world of social media moves very fast, so this ebook will not be the end of your learning around social media.

Below is a list of blogs and useful sites when you can continue to delve more into this exciting area.

David Meerman Scott, Web Ink Now
www.webinknow.com/

Digital Trends, Social Media
www.digitaltrends.com/social-media/

Facebook, The Newsroom
www.newsroom.fb.com/

Hubspot, Inbound Marketing Blog
www.blog.hubspot.com/

Kim Garst, Boom Social
www.kimgarst.com/blog/

PS, Pushing Social
www.pushingsocial.com/

Social Media Examiner
www.socialmediaexaminer.com/

Social Media Explorer
www.socialmediaexplorer.com/

Social Media New Zealand
www.socialmedianz.com/

Social Media Today
www.socialmediatoday.com/

Socialnomics, World of Mouth
www.socialnomics.net/

Twitter, The Official Blog
www.blog.twitter.com/company

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