

# Utilizing Social Media in Your Medical Practice

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# Why Social Media?

## Using Social Media Can:



- Keep you top of mind with your patients
- Position you as an expert and leader
- Inform your patients of updates and changes
- Educate your patients and community
- Make you accessible and approachable
- Drive new patient engagement

# Best Practices



## DO

- Define your goals
- Choose the right channels
- Post often
- Set boundaries
- Follow institutional policies
- Limit access
- Be personable yet professional

## DON'T



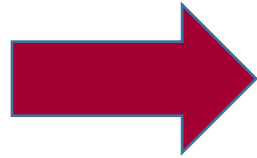
- Offer medical advice
- Share patient information (PHI) or photos
- Be too salesy
- Engage with “trolls” or negative comments.
- Get too personal

# What Should I Post?

- Practice information and updates
- Staff photos and profiles
- Relevant news, videos, and health updates
- Photos from events
- Lighthearted and funny content – it's OK to have some fun!



# Social Writing Basics



We'll be sharing a link to this resource in the chat!




## SOCIAL MEDIA WRITING CHECKLIST

- Did you check your grammar and spelling?
- Did you offer useful content?
- Did you keep it short?
- Did you provide a link?
- Did you write with a purpose?
- Did you write conversationally?
- Did you include an image?
- Did you use tags and #hashtags?
- Did you avoid jargon and sales talk?
- Did you respond professionally?



# Thanks For Listening!

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Physicians Caring for Texans