

Social Media Without the Stress: A No-Lift Strategy for Your Practice



Quick Housekeeping



All attendees will be muted during this Lunch & Learn. If you have a question, please drop it into the Questions box of your GoToWebinar panel.

You will receive a recording of this presentation in your email.

Your Hosts



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RemedyConnect



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Co-founder & Chief Product Officer,
Social Cascade

Agenda



Today, we'll explore:

- Why social media is essential for attracting and retaining patients
- What kinds of content drive engagement, visibility, and trust
- How an automated content solution can deliver 5x reach and 50x engagement, with zero effort from your team
- What social media success really looks like (hint: it's not just about likes!)

Why Online Visibility Matters

- ★ Parents research pediatricians online before choosing one
- ★ Digital presence builds trust and credibility
- ★ Opportunity for patient education & myth-busting
- ★ Helps attract new patients and retain existing ones



Poll #1



If you had to choose, what is the primary purpose of your practice's social media presence?

- Attracting new patients to our practice
- Highlighting our practice, staff/providers, clinic
- Empowering families with true health information
- We just do it because we have to :)



Social Media for Patient Engagement

Ubiquitous. Equitable. Routine. *Proven.*

2.5 hours

Average time spent by American adults on social media each day

78%

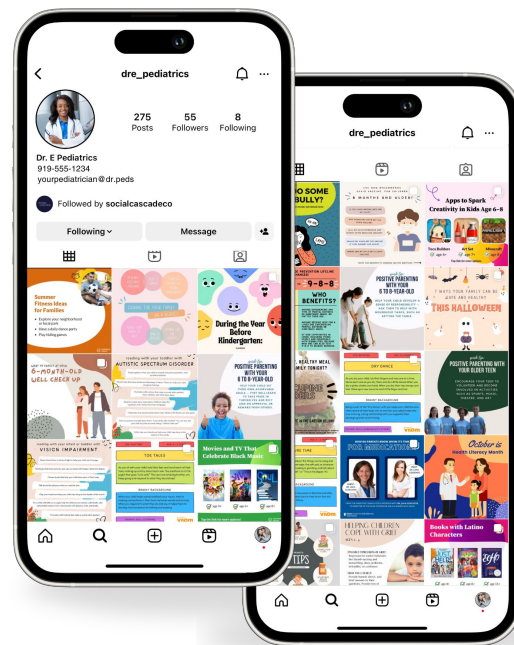
Parents report consulting social media when evaluating pediatricians



Providers are already influencers—we make it official.

Without compromising on quality or consistency

- 1 Keep practice top of mind by establishing your practice as **go-to source for on-demand information.**
- 2 **Managing social media is a full-time job** and it is difficult to maintain quality and consistency.
- 3 Humanizing providers and staff **builds trust and loyalty** keeping patients happy and coming back.
- 4 Consistent, frequent posts for optimized reach and engagement **increase findability and online reputation.**
- 5 Delicate balance of **maintaining practice personality** without diluting the overall brand.



By the Numbers

Our solution has published 12,000+ posts reaching 3,000,000+ people.

9.4

**Follower
Satisfaction**

"How are you
enjoying the content
we're posting?"
Out of 10

8.6

**Avg.
ERR**

ERR = % of followers who
like, share, comment, save
Industry avg = 1-3%

3x

**Enhanced
Reach**

On average, 3 times as
many people see posts
after 30 days

800

**Healthcare
Providers**

Number of HCPs using
our service
(and counting!)

Why social media?

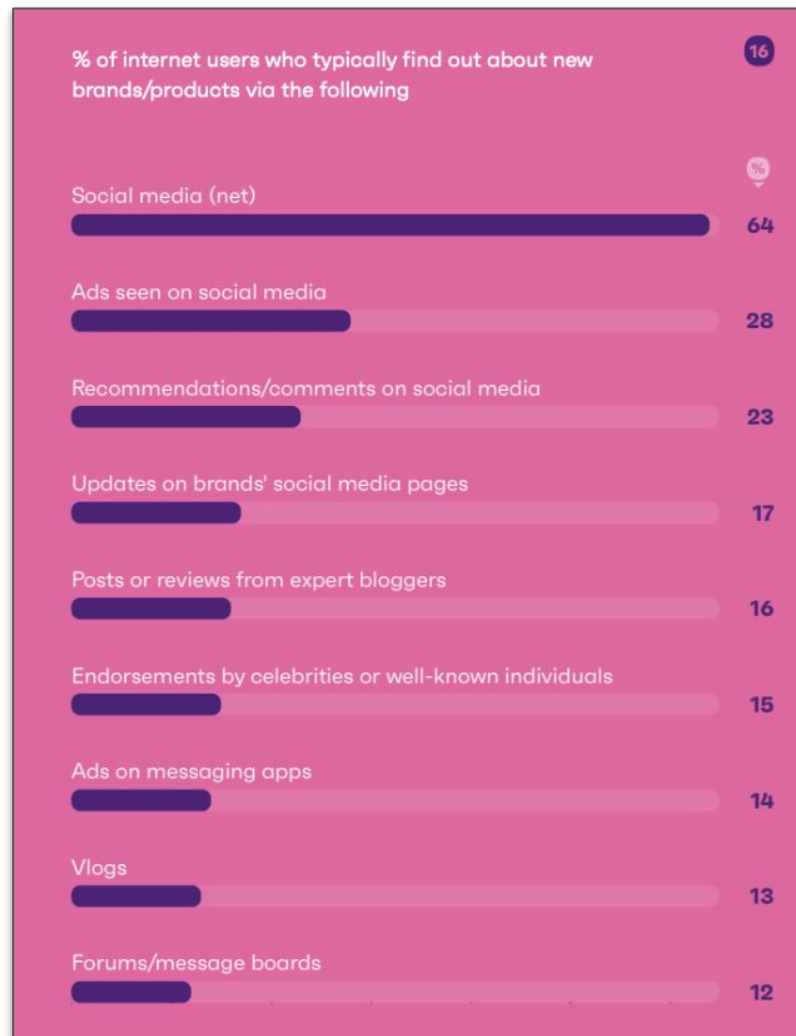
- ★ It's where people are. **Every day.**
- ★ Social media is **the top tool** for making decisions about where to find care; consulting peers.
- ★ People are exhausted and looking for **local, trustworthy** content; providers are the top source
- ★ Opportunity to **build trust, educate and empower** existing patients and beyond
- ★ Called to **combat misinformation.**

By the numbers

- **62.3%** of world uses social media; **80%** of Americans
- Average daily social media use:
2 hours, 23 minutes
- More than half of Americans identify social media as the **top source** for health information
- **93%** of people trust their doctors as source of health info shared on Facebook and Instagram

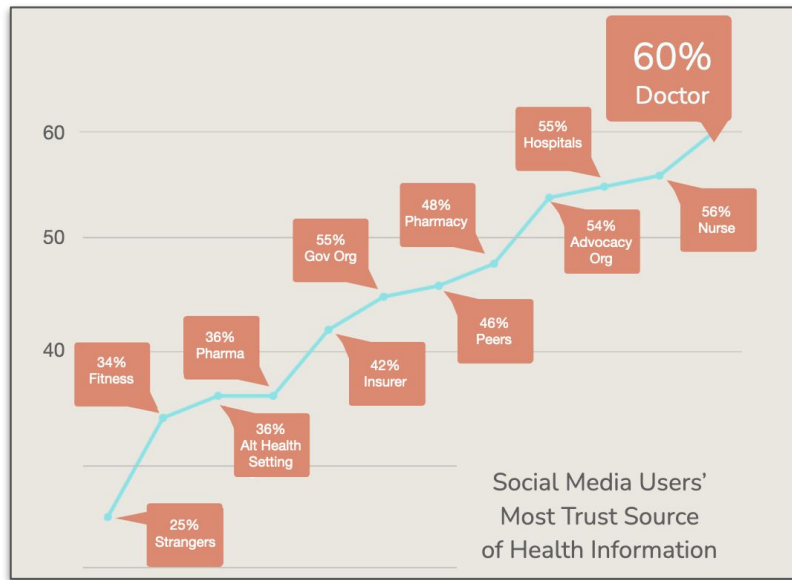
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**What Should You Do If
You Are Worried
About Your Child's
Development?**



Parenting
Translator

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Poll #2



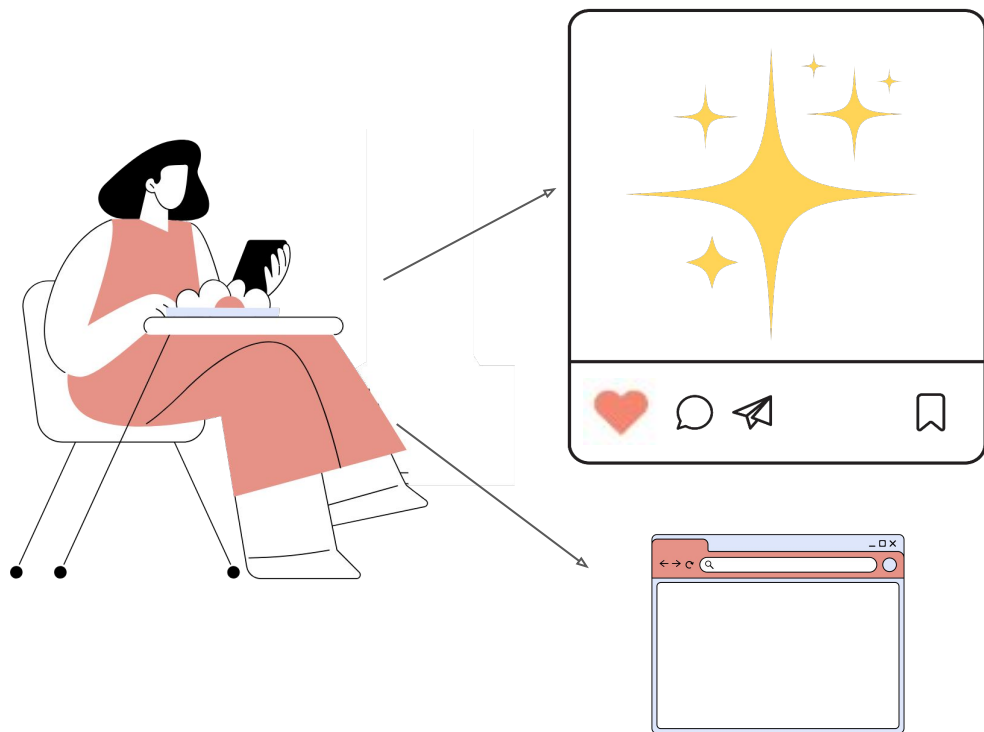
In times of conflicting public health messages, what role do you see yourself playing in guiding and educating families?

- I feel highly responsible
- I feel somewhat responsible
- I provide clarity when I can
- I don't feel responsible for interpreting public guidance



Daily touch points to keep your brand top of mind

20x more impressions with social media



Practices
see an average of
20x impressions
on social vs. web

Breaking News: Google is indexing Instagram

Your search-aligned posts matter more than ever

- ★ An **active Instagram account** **increases visibility** across the web.
- ★ Posts now have a **longer shelf life**. Evergreen content which continue to **attract views and clicks** for far longer than before.
- ★ Social media **must be part of your SEO** and findability strategy in 2025.



Finding happy patients

What you say matters

- ★ Patients need to hear a message **at least seven times** to encourage behavioral change
- ★ Reinforce messaging in the places patients are **already going on a daily basis**
- ★ Communicate priority information in an **engaging, consumable format**



Social Media Strategy: Key Points

- ★ Focus on 1-2 platforms
- ★ Post 5-7 times per week
- ★ Be authentic & personal
- ★ Use the 4:1 Content Rule
- ★ Align content with practice goals
- ★ Track Success Metrics
- ★ Effective Strategy takes 7-15 hours per week



Defining success

How do I know it's working?

People

**Influencers Are
Spreading Dangerous
Misinformation by
Saying Sunscreen Causes
Cancer – and People
Believe Them**

17,000+ likes

VS.



15 likes

Defining success

How do I know it's working?

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0.1% engagement rate

VS.



27% engagement rate

Defining success

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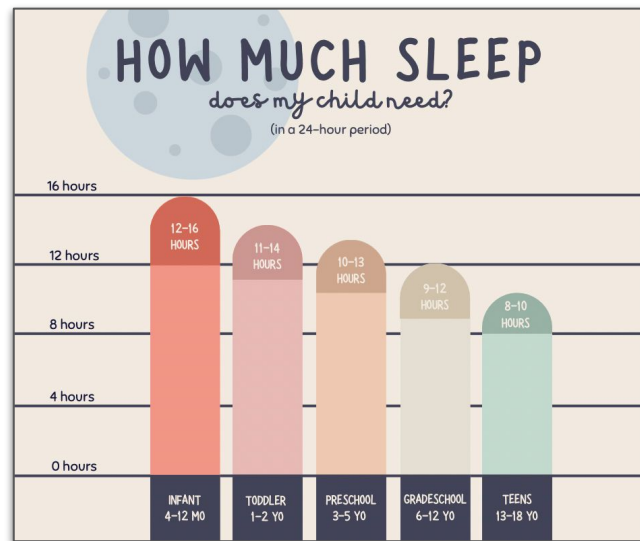
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0.1% engagement rate

VS.

20+
saves/shares

800+
families reached



27% engagement rate

Here's how it works

1

Content from 150+ (and growing) trusted sources is uploaded.

2

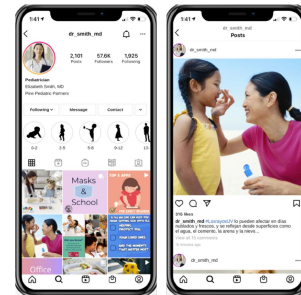
In less than 20 minutes, providers select the topics and partners they know and trust.

3

Content is intelligently selected, scheduled, and posted to practice-owned social channels.

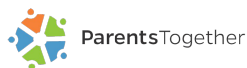
4

Practice receives a weekly email detailing the schedule for the week.



Here's how it works

Partnering for Collective Impact



Optimized for relevance, timeliness, and goals

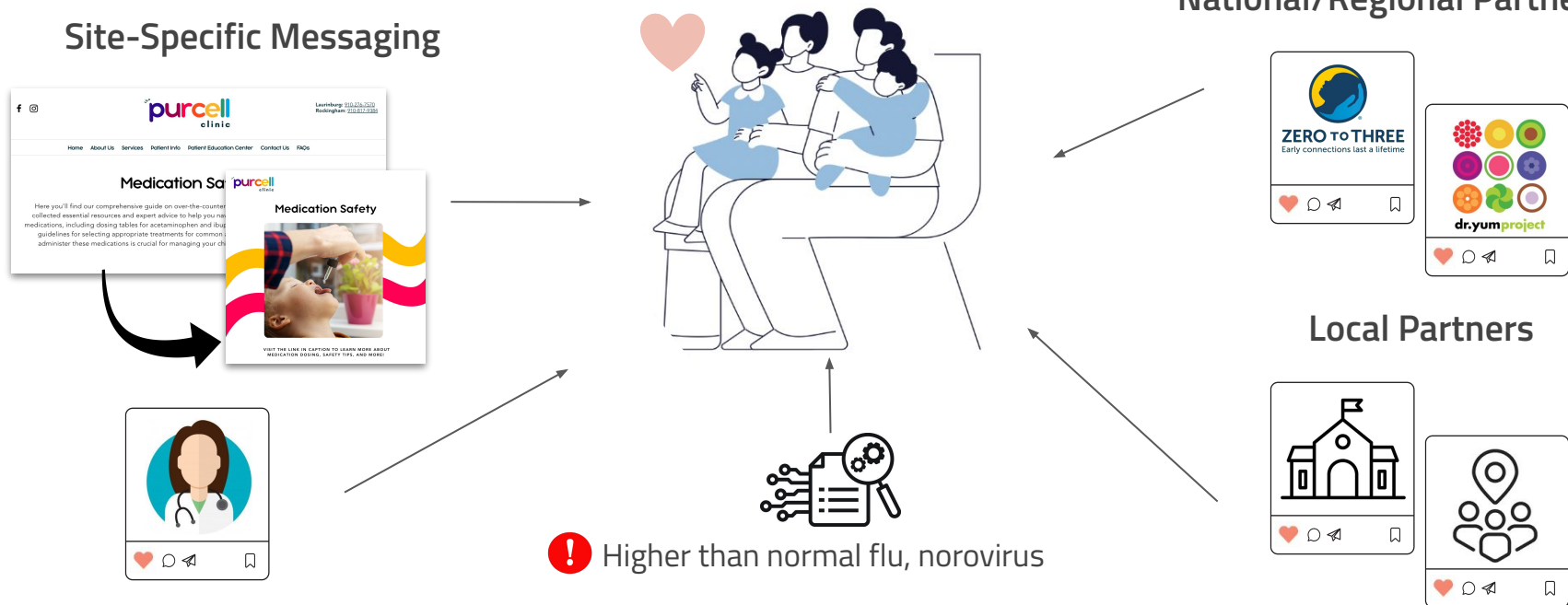
How is content sourced and distributed?

Custom, Branded Content

Trusted Content Partners

National/Regional Partners

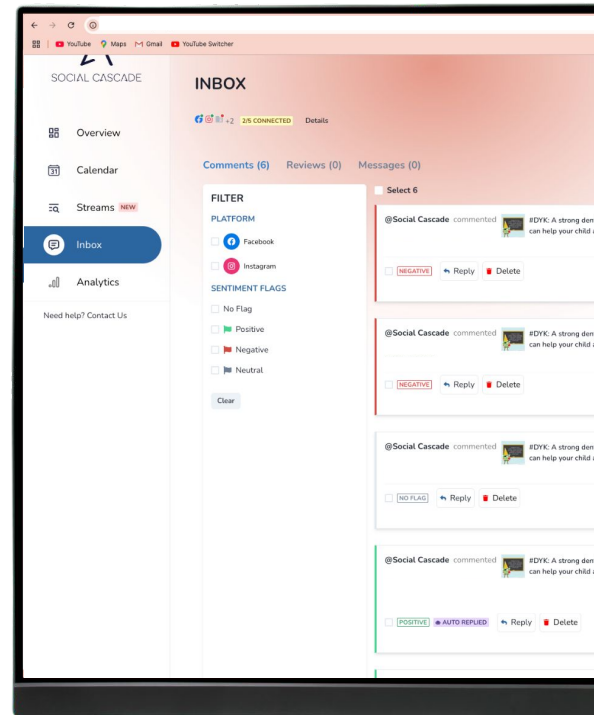
Local Partners



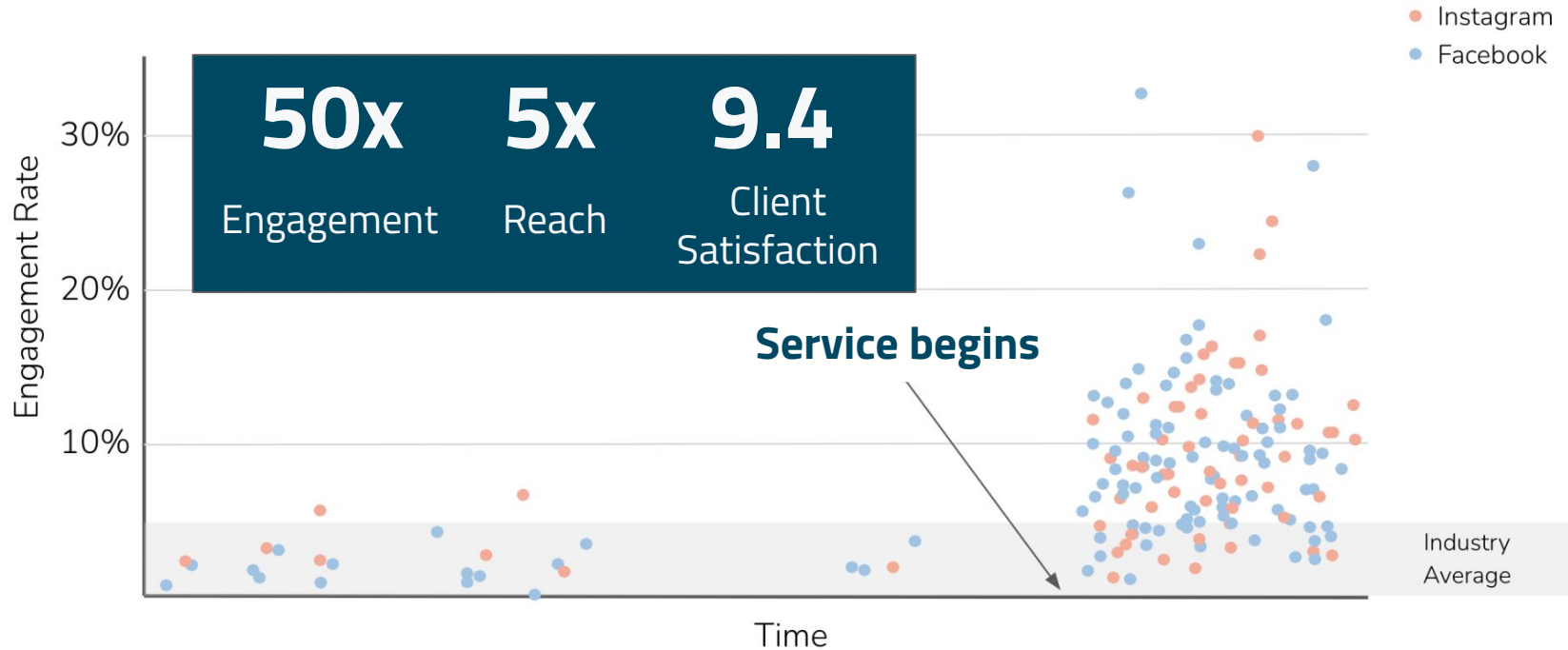
Coming Soon: Inbox Management & MORE!

Saving more time and creating more original content

- ★ Consolidated inbox to **manage comments, reviews, and DMs across social platforms** in a single interface.
- ★ **Automated** responses and actions.
- ★ **Video** content generation.
- ★ Support for **additional social platforms**, including **Google My Business**.



Delivering Results that Matter



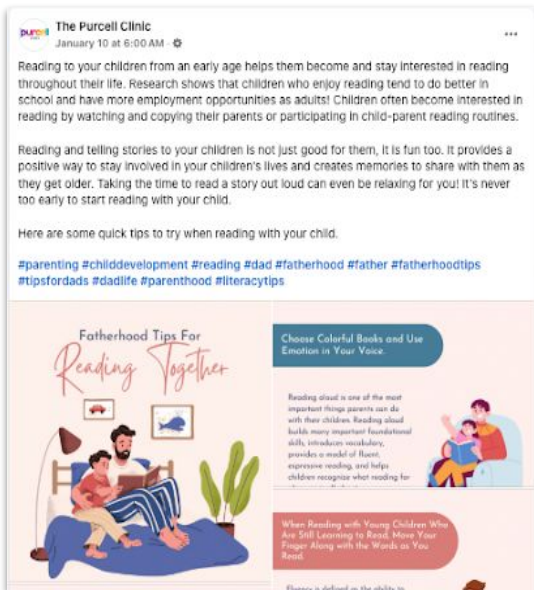
Packages

Intelligent Content Curation & Delivery

Basic

Daily Posts from Select Content Partners

\$599/month



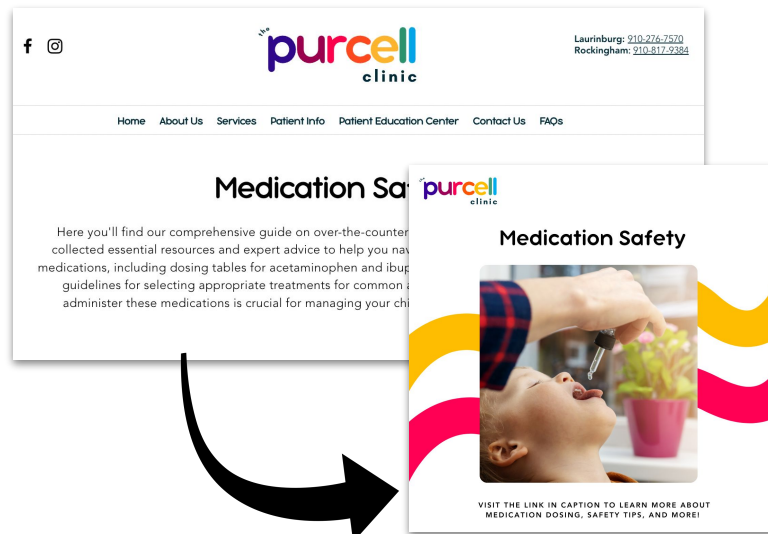
— Caption

— Media

Pro

Basic + Weekly, Branded Content

\$747/month



Enhance SEO by directing traffic to website while bringing awareness to resources & services.

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Email solutions@officepracticum.com or fill out the survey at the end of today's presentation to get started!

Resources

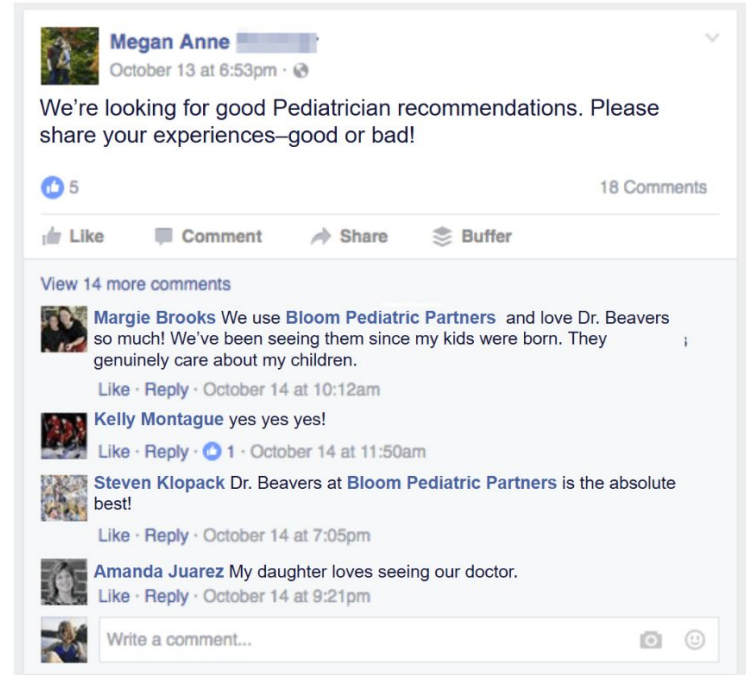


Case Study: Finding happy patients

Reputation, referrals, and positive reviews



- 1 Grew from 0 to 1200 patients in less than a year, with organic social leading the way
- 2 Social Engagement grew 5,000% in just 90 days
- 3 Notable appreciation for content among patients and caregivers



[Hear Dr. Beavers highlight her experience!](#)

Case Study: Keeping happy patients

Extending in-office care to digital channels



- 1 Reached 5x more patients in first four months.
- 2 Posts earned engagement rates 32x better than previous social media posts.
- 3 Surveyed non-patients and found 83% stated they would choose this practice solely based on their proactive social media presence.

“

I love how much we've achieved with very little time on our part. This solution makes patient engagement easy.

Melissa Sells, Clinic Administrator
Novant Health

”

Upcoming Webinar

The 5 Essentials of a High-Performing Practice Website



Wednesday, August 6 |



12 PM ET



Rebecca Schaad
Solutions Consultant
RemedyConnect



Graham Daugherty
Director,
Remedy Suite

[Register now!](#)

Questions?





Thank you for coming!
Please complete the survey following the
conclusion of the webinar.