

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



# Quick Housekeeping



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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



**Rebecca Schaad**  
Solutions Consultant,  
RemedyConnect



**Lucy Kosturko, PhD**  
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%

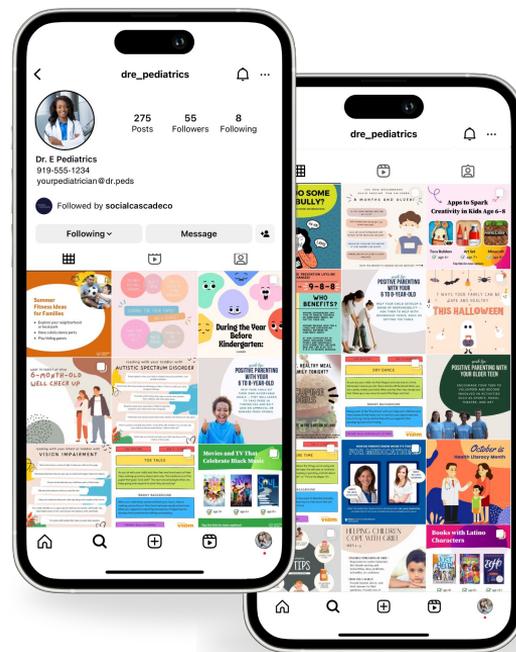
Parents report consulting social media when evaluating pediatricians



# 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?

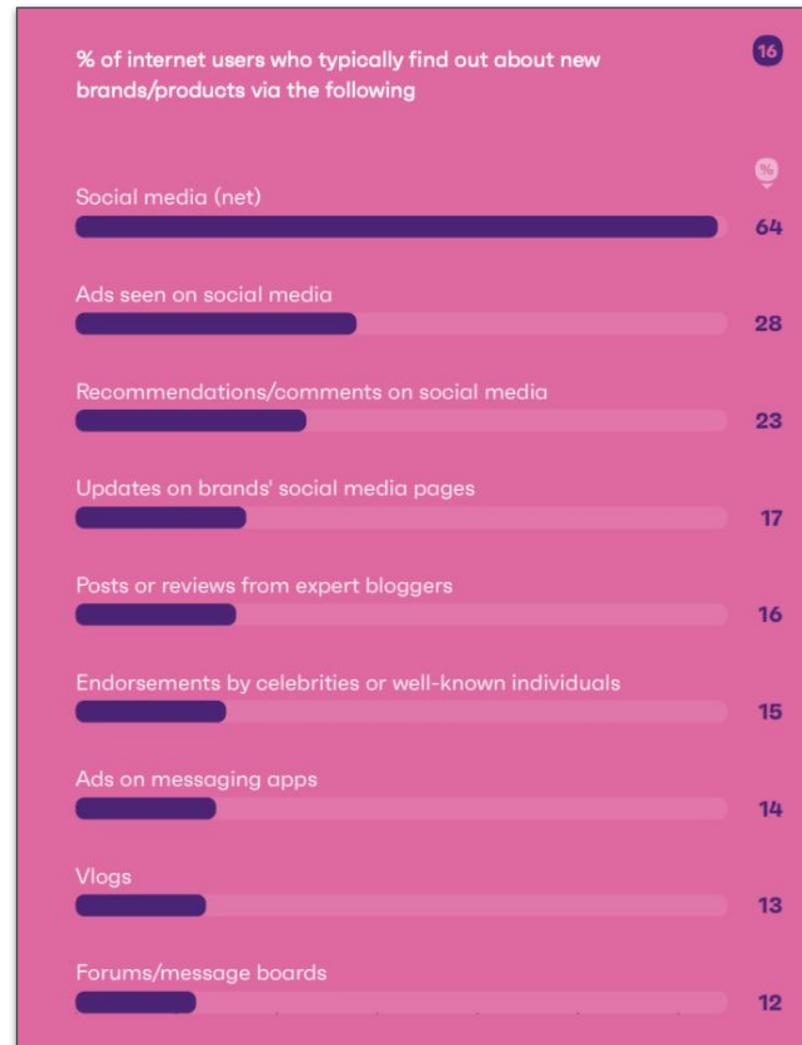
- ★ It's where people are. **Every day.**
- ★ Social media is **the top tool** for making decisions about where to find care; consulting peers.
- ★ People are exhausted and looking for **local, trustworthy** content; providers are the top source
- ★ Opportunity to **build trust, educate and empower**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

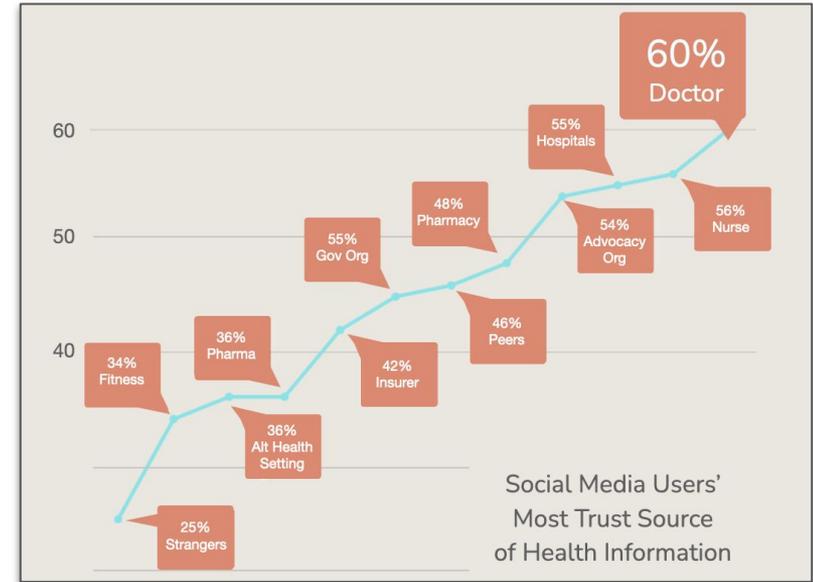
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## What Should You Do If You Are Worried About Your Child's Development?



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## Poll #2

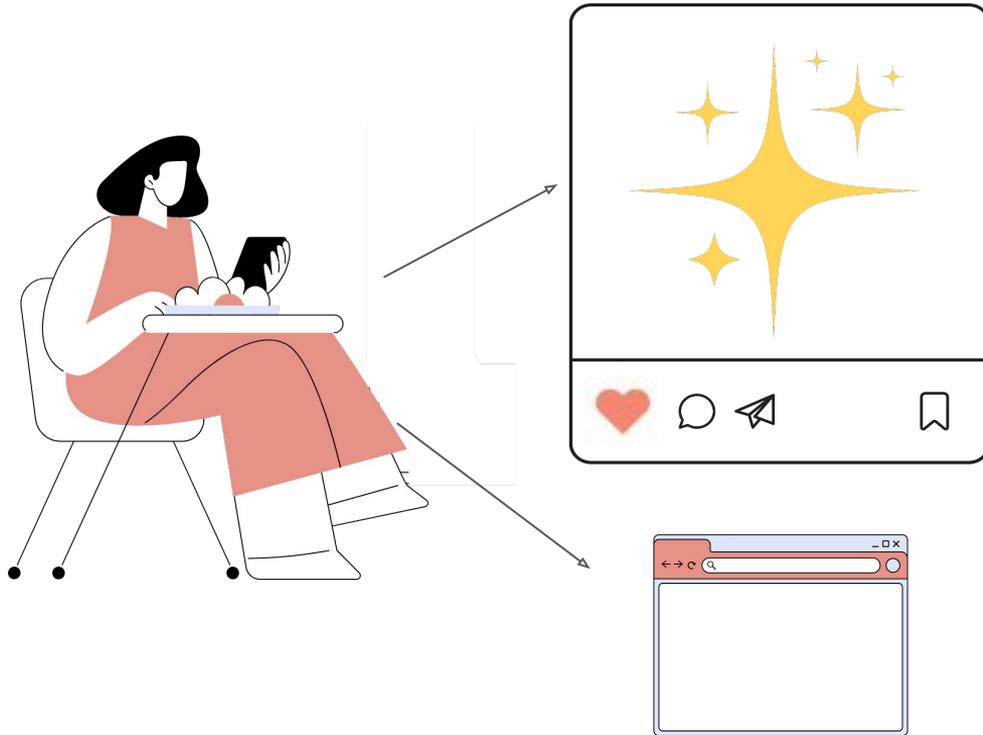


In times of conflicting public health messages, what role do you see yourself playing in guiding and educating families?

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

0.1% engagement rate

VS.



27% engagement rate

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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.

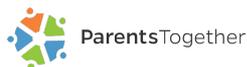
4

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



# Here's how it works

Partnering for Collective Impact

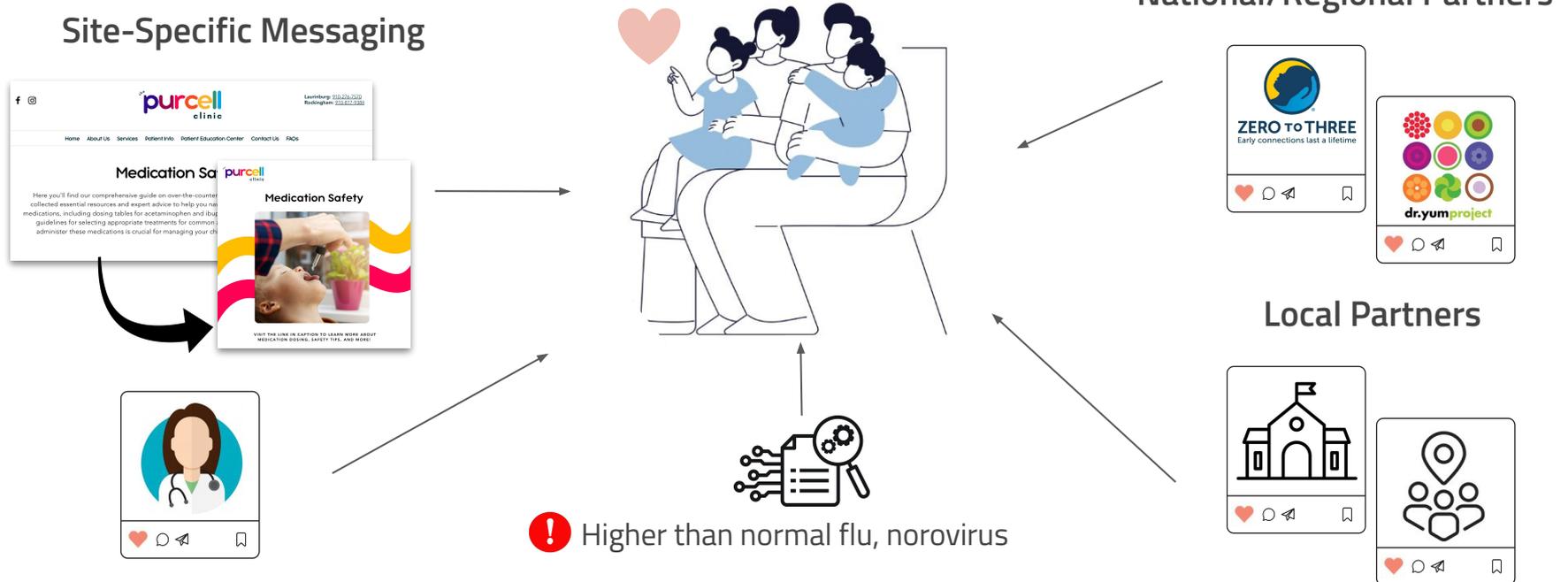


# Optimized for relevance, timeliness, and goals

How is content sourced and distributed?

## Custom, Branded Content

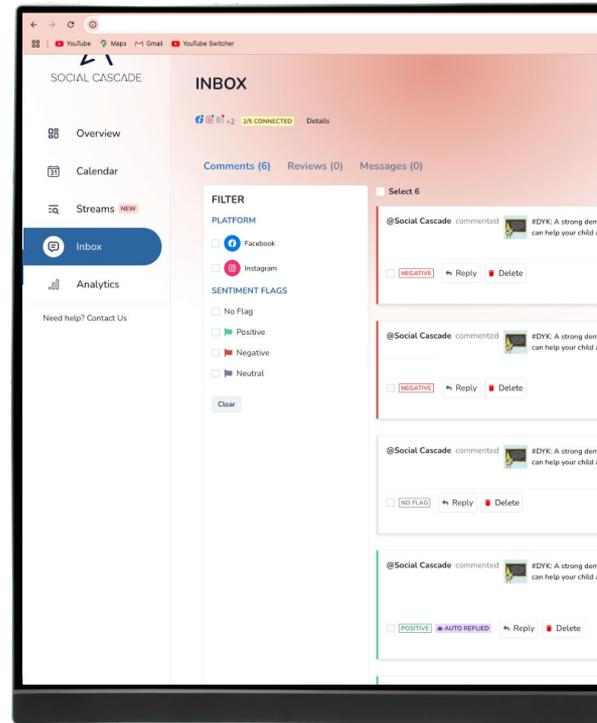
## Trusted Content Partners



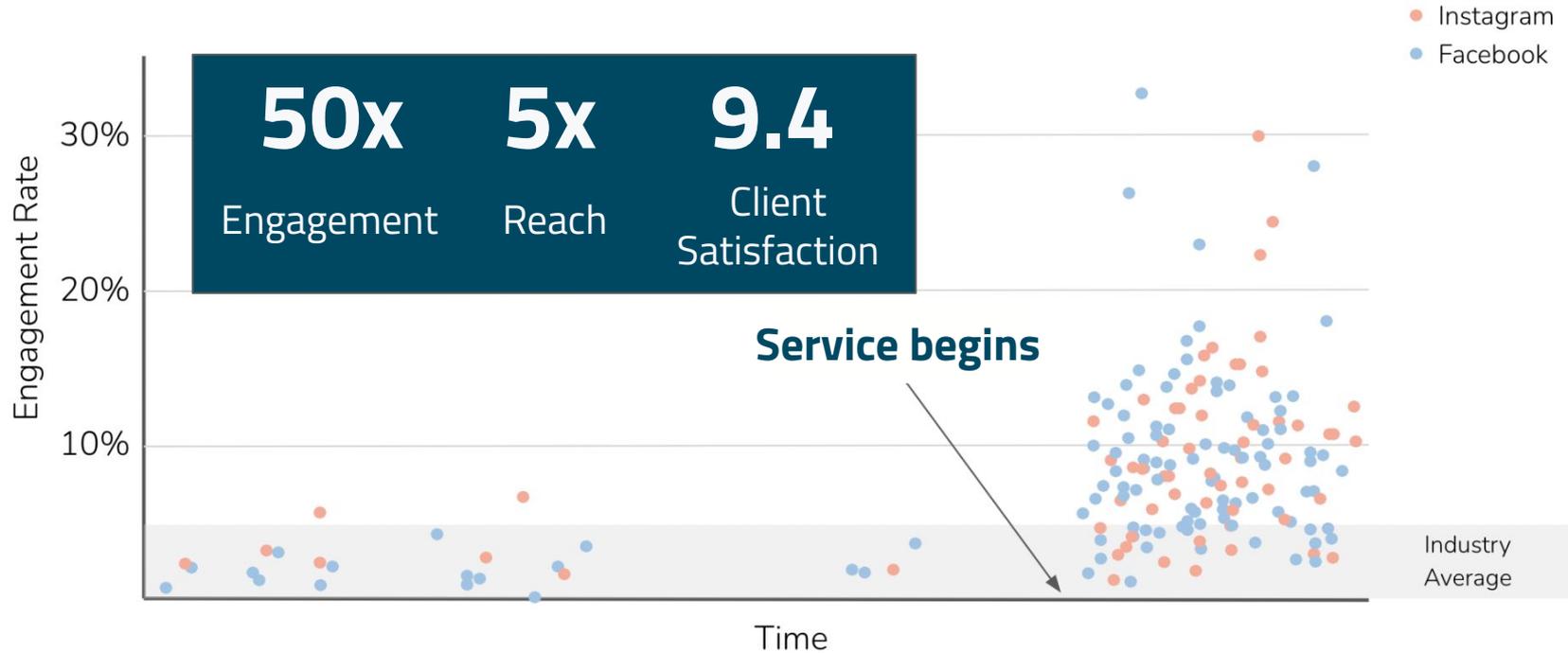
# Coming Soon: Inbox Management & MORE!

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



The Purcell Clinic  
January 10 at 6:00 AM

Reading to your children from an early age helps them become and stay interested in reading throughout their life. Research shows that children who enjoy reading tend to do better in school and have more employment opportunities as adults! Children often become interested in reading by watching and copying their parents or participating in child-parent reading routines.

Reading and telling stories to your children is not just good for them, it is fun too. It provides a positive way to stay involved in your children's lives and creates memories to share with them as they get older. Taking the time to read a story out loud can even be relaxing for you! It's never too early to start reading with your child.

Here are some quick tips to try when reading with your child.

#parenting #childdevelopment #reading #dad #fatherhood #father #fatherhoodtips #tipsfordads #dadlife #parenthood #literacytips

**Fatherhood Tips For Reading Together**

Choose Colorful Books and Use Emotion in Your Voice

Reading aloud is one of the most important things parents can do with their children. Reading aloud builds many important foundational skills, introduces vocabulary, provides a model of fluent, expressive reading, and helps children recognize what reading is for.

When Reading with Young Children Who Are Still Learning to Read, Move Your Finger Along with the Words as You Read.

Image is shared on the right side.

— Caption

— Media

## Pro

Basic + Weekly, Branded Content

\$747/month

purcell clinic  
Laurinburg: 910-276-7570  
Rockingham: 910-817-9384

Home About Us Services Patient Info Patient Education Center Contact Us FAQs

**Medication Safety**

Here you'll find our comprehensive guide on over-the-counter collected essential resources and expert advice to help you navigate medications, including dosing tables for acetaminophen and ibuprofen. Guidelines for selecting appropriate treatments for common ailments and administer these medications is crucial for managing your child's health.

**Medication Safety**

VISIT THE LINK IN CAPTION TO LEARN MORE ABOUT MEDICATION DOSING, SAFETY TIPS, AND MORE!

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

# Exclusive Lunch & Learn Offer!



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Sign up for SocialSavvy by **July 31, 2025** and get **50% off setup + 50% off your first month** — just for attending today!

Email [solutions@officepracticum.com](mailto:solutions@officepracticum.com) or fill out the survey at the end of today's presentation to get started!

# Resources

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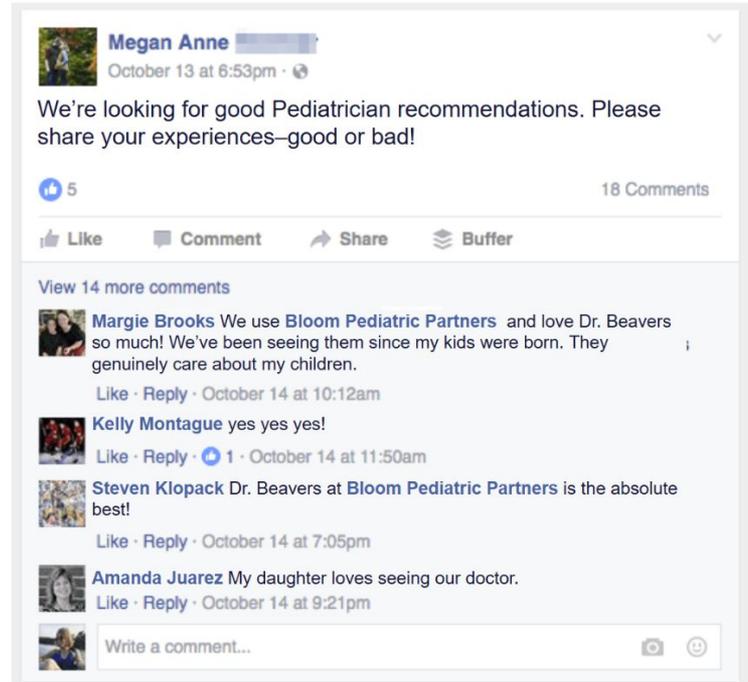


# Case Study: Finding happy patients

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?

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