

# SOCIAL STRATEGY



## Tips for Leveraging Social Media to Drive Meaningful Website Traffic

Social media platforms aren't just for posting family vacation photos or sharing reels. Utilizing social media can be a powerful and effective tool to increase brand awareness, foster patient trust and, most importantly, effectively convert website visitors into patients.

### 1. Share Valuable and Educational Content

Healthcare consumers are constantly searching for reliable medical information. Use your social media platforms to share blog posts, infographics and videos that provide valuable insights into common health concerns, preventive care and treatment options. When crafting posts, ensure they link back to relevant pages on your website to encourage deeper engagement.

**Example:** Post a short infographic carousel on "Five Signs You Need to

Schedule a Skin Exam" with a vanity URL (a short, user friendly hyperlink) that directs viewers to a full blog on your website.

### 2. Utilize Engaging Graphics and Videos

Social media thrives on eye-catching visuals. Whether it's short explainer videos, patient testimonials or behind-the-scenes glimpses of your practice, compelling visuals will encourage users to engage and visit your website for more information.

**Example:** Share a video demonstrating how certain procedures work – such as a laser treatment, Mohs surgery, chemical peels or vein treatments – with a clear call-to-action (CTA) leading viewers to schedule an appointment online.

### 3. Leverage Paid Social Media Advertising

Platforms like Facebook, Instagram, TikTok, YouTube and Reddit offer targeted advertising options to reach potential patients. Running cost-effective ad campaigns promoting services, blog posts or downloadable health guides can

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effectively drive traffic to your website. Use clear CTAs such as “Book an Appointment,” “Learn More” or “Download Your Free Guide.”

**Example:** Run a Facebook campaign on cutting-edge hair loss treatments with a CTA directing users to a dedicated webpage that explains the condition and treatment options.

## 4. Encourage Patient Engagement and Reviews

Sharing patients’ positive experiences on social media builds your credibility and can increase engagement, meaning more views and clicks on your content. Feature social media posts with descriptive testimonials that include links to patient success stories or related webpages. Ensure you have [patient consent](#) before sharing!

**Example:** Create a patient testimonial graphic using before and after images from a real patient. Include a link to your website’s “Success Stories” page.

## 5. Optimize Profiles with Website Links

Make sure your practice’s website URL is prominently displayed on your social media bios and posts. This will help with brand recognition and aid the user experience when followers are seeking more information.

**Example:** Optimize your practice’s Instagram bio with a dedicated webpage or “link in bio” tool (e.g., Linktree) that

directs users to appointment scheduling, blog posts and treatment options.

## 6. Host Live Q&A Sessions and Webinars

Offering free webinars or live streaming on Facebook, Instagram, TikTok or YouTube is an excellent way to address patient concerns in real time while driving website traffic. Promote upcoming Q&A sessions on your social media, and during the event, provide website links where attendees can learn more or schedule a consultation.

**Example:** Your practice could host a Facebook Live session on summer skin care tips and direct viewers to a related article on your website.

## 7. Engage with Comments and Direct Messages (DMs)

Active engagement with followers builds trust and encourages them to explore your account and visit your website. Responding to comments and DMs with helpful information, along with links to relevant blog posts or treatment webpages, can guide potential patients toward booking an appointment. To ease account management, have a repository of answers to common questions or use an automated response tool connected to various keywords.

**Example:** A comment asking about injectable wrinkle relaxers can respond with a brief answer and a link to the explanation page on their website.



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## 8. Use Hashtags and Local Targeting

Utilizing relevant hashtags and geotags helps increase the visibility of your posts. Local search engine optimization (SEO) on social media ensures that potential patients in your area discover your practice and visit your website.

**Example:** Use hashtags like #skincare #skinhealth #beauty #skinchecks #botox and #antiaging to attract local patients searching for skin-related services or treatments.

## Conclusion

By strategically utilizing social media, dermatology practices can significantly enhance their online visibility and drive valuable traffic to their websites. Whether through engaging content, paid ads or patient interaction, social media presents a wealth of opportunities to grow your practice and convert online visitors into loyal patients. ●

**Need content? Share educational posts from the [@ASDSSkinMD](#) account promoting board certified dermatologists’ expertise.**