If Traditional Marketing Is Dead - Is Social Media Next?

Rita Zamora looks at how not to lose your following

Social Media, told delegates that social media is not an option, it's a requirement. Dr. Timimi was evocative in social media. Firstly as a way to help promote services and secondly to connect clients and doctors to advance other health-care. Dr. Timimi has been quoted as saying, “This is not marketing; this is the right thing to do.”

Revisit your mindset
When the leaders in healthcare social media say that social media is not a marketing tool, what does this mean for your practice and your social media strategy? It may mean that we all need to revisit our mindset. It's time to see social media more like communication tools and communities rather than marketing tools. Social media communities are two-way communication channels, not just one-way channels to push out marketing messages. Right?

If you have treated your Facebook and Twitter communities more like marketing and sales tools, the good news is you can change your strategies if needed. Learn to be thoughtful about how often and what you post or tweet. Note I have always recommended, and still do, conservative amounts of light and positive content - show your human side and communities more like market- ing and sales tools, the good news is you can change your strategies if needed. Learn to be thoughtful about how often and what you post or tweet. Note I have always recommended, and still do, conservative amounts of light and positive content - show your human side.

An unfortunate trend occurring on Facebook is the alarming number of busi- nesses that are resorting to messaging that completely abandons their branding and core values. An example of this in dentistry is a high end aesthetic practice in one of the most exclusive areas of the world posting juvenile photos and a never-ending amount of nonsense “fun facts”. Now more than ever, it’s crucial to watch your content mix.

Rather we should look to industry leaders like the Mayo Clinic, one of the top hospi- tals in the US and regarded as pioneers in healthcare social media. The Mayo Clinic has never lost sight of their core values and they continue to succeed on Facebook. With over 125,000 fans, they have avoided the trap of over-post- ing and never have they re- sorted to posting things incon- gruent with their brand and values. In return Mayo Clinic enjoys a lively, high quality social community.

Lastly, a reminder to all of us that we have a choice on how many annoying im- ages, rants, or disturbing or useless material we view on Facebook. Likewise we have a choice to decide who we want to follow on Twitter. If all you are seeing in your social media newsfeeds is rubbish and ridiculous content, then it's time for you to reevaluate who you are following. Re- member: what we read, see, listen to, and most impor- tantly, the people we interact with in social media is our choice. These media chan-