



Social Media Mastery—Learn From The Pros

By Wendy Lewis

At The Aesthetic Meeting 2018 taking place in my home town New York City, I will have the honor of moderating a not-to-be-missed course with five ASAPs members who are among the superstars of social media, *Insider Tips from 5 Socially Savvy Plastic Surgeons*. Featuring Drs. Anthony Youn, Heather Furnas, Jennifer Walden, Matthew Schulman and Christopher Khorsandi, the panel of experts will address how they do their social and shed light on the major pitfalls to avoid for board-certified plastic surgeons. This 2-hour intensive course will foster an interactive and candid discussion on best practices as the panelists share their individual experiences and what they have learned along the way.

Social Media 2018

The one constant about social media is that it is in a perpetual state of flux. Much like Google frequently tweaks their algorithm with little to no notice driving all of us into panic mode, Facebook and other major digital players follow suit. These fluctuations can greatly affect your methods and strategies. If you are tracking your progress closely as you should be, you may see engagement tank unexpectedly through no fault of your own. It takes an army just to keep up with it all!

According to Tony Youn, Michigan plastic surgeon and best-selling author with an uber

Indeed, Instagram has emerged as the most effective social platform for aesthetic plastic surgeons due to the smart tools that have been added and the fact that it integrates seamlessly with your Facebook business page in terms of sharing content and doubling up on ads and promoted/sponsored posts. Instagram stories has now surpassed Snapchat stories by a wide margin.

popular podcast, “Guidelines for optimal use of social media are always changing. Just recently, Mark Zuckerberg announced that Facebook would be changing their algorithm to de-emphasize posts by businesses in favor of personal posts. How should a plastic surgeon and his or her social media team respond so that they can still maintain their reach with prospective patients? I will give practical tips and hacks to make social media optimally work for you.”

Driving traffic to your website has always presented a conundrum for plastic surgeons, especially in these volatile times. The two primary ways to generate visitors is through search and social. Although more people still tend to look for businesses via search, social search is undeniably picking up steam.

Dr. Chris Khorsandi from Las Vegas, NV, who has amassed a huge following on Instagram, will address the explosion of social media and its effects on SEO. “There is a rotation out of traditional search into social media search. This notion applies directly to the world of plastic surgery where the patients are looking at results first, and surgeons second,” he says. Is SEO dead? How does one position their practice for the next 10 years to take advantage of these trends?” are among the key topics he will elaborate on.

Best Platforms

A overriding consideration for plastic surgeons is how to allocate resources in terms of budget and staff time. Social channels continually strive to outperform each of the others and fine tune their increasingly sophisticated ad platforms. So, it is critical to design a strategy and track results to distinguish the tactics that are working well and deserve more of your marketing dollars from those that are not reaching your target audiences or generating leads that convert into real patients. Amassing thousands of followers who are obsessed with BBL videos or breast augmentation pics but who are not candidates for procedures, may look good on your monthly stats but won't go far to keep your surgical schedule full.

“As social media evolves over time, I have found it interesting to keep up to date with which channels are the most highly visited,

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have a tangible benefit for businesses, and provide the most fulfilling social network for family and friends. Instagram's latest internal figures show 25 million businesses have a business profile on the network (70.7% of US businesses), and over 200 million users visit at least one business profile every day,” says Dr. Jennifer Walden of Austin, TX.

Indeed, Instagram has emerged as the most effective social platform for aesthetic plastic surgeons due to the smart tools that have been added and the fact that it integrates seamlessly with your Facebook business page in terms of sharing content and doubling up on ads and promoted/sponsored posts. Instagram stories has now surpassed Snapchat stories by a wide margin. Instagram Stories is considered to be the real sweet spot of the app that has only recently become supported by dashboard tools such as Hootsuite. Another new addition is Instagram Shopping which allows users to make instant purchases right on the app.

“One thing that is novel for plastic surgeons is that Instagram users are not shy about following brands they like (we are used to people denying any interest in plastic surgery even if they have had a procedure done). 75% of Instagram users take action, such as visiting a website, after looking at a brand's post. So, if you have good-looking products (as aesthetic plastic surgeons often do), Instagram is a no brainer. To that end, Facebook has over a billion visitors daily and the ability to geographically target and reach its users to provide them information about a surgeon and his or her practice. There seems to be a thirst for plastic surgery-related content on social media, and I will talk about ways to take advantage of this unprecedented

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