

# The emerging use of social media in orthopaedic surgery

By Dr. David Geier

*For more information and discussion of some of the topics I discussed in this talk, please click the "More" links listed within this document to read the accompanying articles from my [Social Media Saturday](#) series.*

## Introduction

- Why to get involved in social media
  - Statistics of social media
    - Facebook
      - 1.28 billion monthly active users as of March 31, 2014
      - 802 million daily active users on average in March 2014
      - 609 million mobile daily active users on average in March 2014
    - Twitter
      - Total number of active registered Twitter users: 645,750,000
      - Number of new Twitter users signing up everyday: 135,000
      - Average number of tweets per day: 58 million
      - Number of tweets that happen every second: 9,100
    - YouTube
      - More than 1 billion unique users visit YouTube each month
      - Over 6 billion hours of video are watched each month on YouTube—that's almost an hour for every person on Earth
      - 100 hours of video are uploaded to YouTube every minute
      - According to Nielsen, YouTube reaches more US adults ages 18-34 than any cable network
  - Statistics of healthcare searches online
    - 59% of Americans have looked online for health information in the past year.
      - 35% of U.S. adults say that at one time or another they have gone online specifically to try to figure out what medical condition they or someone else might have.
    - Demographics
      - Women
      - Younger people
      - White adults
      - Households earning \$75,000 or more per year
      - Adults with college or advanced degrees
    - 46% thought that the health information they found online lead them to want to see a healthcare professional.
- Social media vs traditional marketing - shouting vs. communicating
- The "invisible" doctor

**Objective: Every surgeon can build a popular, powerful and professional platform by creating three online/social media/essential pillars.**

- **Brand**
- **Website**
- **Content**

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## Branding

- Example: Chick-Fil-A
- What is a doctor's brand?
  - Explains a diagnosis in detail and answers all questions?
  - Chronically runs behind?
  - Yells at OR staff or constantly complains?
  - Who are you?
- Using social media and your website to build your brand
  - Your website is the hub with "spokes" to Twitter, Facebook, etc.
- Think of a cocktail party
- First part of introduction - name
  - What is your name?
  - One of the key decisions
  - More than just picking a domain name
  - This is your identity online.
- Website name
  - Practice or institution name name
  - Clever name
  - Your name
  - Pros and cons
  - Domain name, Twitter handle, email address, etc.
  - Make all of them the same
- Make a good first impression.
  - Wow factor online
  - Logo and website design
  - Hire a designer
  - Headshot
  - Consistency in appearance between platforms/media
- Caution about relying solely on website and social media
  - Fix customer service issues or those problems will quickly become part of your brand. [More](#)
    - More than half of Facebook and Twitter use is through mobile platforms.
    - People can tweet and comment on Facebook very quickly.
- Back to Chick-Fil-A

## Website

- What is a blog? Why do I need one?
- Hosting your own website vs. digital sharecropping
  - Explain concept
  - Digital sharecropping
    - Blogger
    - Blogspot
    - Tumblr
    - Posterous?
- Setting up a website
  - Hire a marketing person/designer or do it yourself?

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- Hosting
  - BlueHost
  - Media Temple
- Install Word Press (WordPress.org)
- Header
- Pages
  - About page
    - You get to tell the world - and potential patients - who you are.
    - Professional bio
    - Surgical interests
    - Awards
    - Testimonials
    - Add a human touch!
  - Contact page
    - Decide up front if you want patients to contact you through your website.
    - Locations
    - Office Hours
    - Phone numbers
    - Maps
  - Categories
- Customizing your blog
  - You don't want a website that is all text on a white background.
  - WordPress themes
  - Responsive theme
- Writing and uploading a blog post
  - Copy and paste headline
  - Change url
  - Copy and paste text
  - Make text bold or italics
  - Add images
  - Add links
  - Click category
  - Add tags
  - Add featured image
  - Schedule post (optional)
  - Hit publish
- Promoting your blog post
  - Twitter
  - Facebook
- Remember your website has to be more than just a promotion of you.
  - People only care about you in that you can help them (hopefully).
  - Your website has to continually help people, help your potential patients.

## Content

- What content to create? [More](#)
  - What is your goal?

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- What are you passionate about?
- What are you an expert on?
- What do you find yourself reading in your free time?
- Where can you help people?
- Types of content
  - Articles
  - Videos
  - Interviews
  - Podcasts
- Before you begin
  - Brainstorm 50 topics [More](#)
  - Write 5 posts [More](#)
- Content management [More](#)
  - RSS feeds
  - Clip articles into Evernote
  - Save journal articles
  - Hot topics, breaking news
  - Write down questions frequently asked in clinic.
- Content frequency [More](#)
  - Time commitment [More](#)
  - Delegating
  - Write your own content!
    - Delegate posting, sharing [More](#)
  - Batching
  - Consistency
- You have to set goals
  - Examples of goals you might set
  - If you don't set goals
  - Won't know how to gauge progress
  - You will get frustrated and give up
- Understand your why
  - If you don't know why you're doing it, you'll get busy and stop.
  - Don't worry about your numbers (fans, followers)

## Conclusion

- Objective: Every surgeon can build a popular, powerful and professional platform by creating three online/social media/essential pillars.
  - Brand
  - Website
  - Content
- Those 3 components (pillars) become who you are. And let's be fair - keep this in mind when you are figuring out your goals. People don't care about you. They don't care about me. They only care about you in that you can help them. It's true in the office, and it's true online.
- Benefits of online marketing and branding for medical professionals

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- Helping people in a much larger way than you can do just in your practice
- Helping people, creating community has "backside benefit" of exposure and branding

## **Social Media Saturday** articles applicable to these topics:

- [Using social media to improve customer service](#)
- [How can you pick a theme for your content?](#)
- [Brainstorm topics for your blog](#)
- [Write five posts](#)
- [Collecting ideas for blog posts, videos and more](#)
- [How often should you write blog posts?](#)
- [8 tips to find time for social media](#)
- [Ask Dr. Geier: How can I be Superwoman \(or Superman\)?](#)

**I have created a special page on my website just for you.**

**Go to [drdavidgeier.com/beckersASC](http://drdavidgeier.com/beckersASC) for the slides to this talk, resources I discussed in this talk and much more.**

*Please reach out to me if you have any questions or comments. Also interact with me in social media. I'd love to see more healthcare providers sharing their knowledge and helping the public online!*

**Dr. David Geier**

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