

SOCIAL MEDIA CHECKLIST

Social Media has quickly become a necessary component in health care marketing plans for all types of organizations. Those that initially tried to avoid jumping on the social media bandwagon are now seeing Facebook, Twitter and review sites as an outlet for modern word-of-mouth. More patients are turning to the Internet for advice on where to go for care and to share their experiences, so as health care providers, it is important to join the conversation.

See how you're doing with your online reputation management by checking off the components of social media that your organization participates in:

- Website
- Blog (Weekly Posts)
- Facebook Business Page
 - Content Calendar
 - Facebook Contests
- Twitter Account
 - Content Calendar
- LinkedIn Company Page
- Youtube Channel
- Own Yelp Listing
- Google+ (For Reviews)
- Own Angie's List Listing
- Instagram
- Pinterest
- Own FourSquare Listing

Need help getting started or looking for someone to help with your online reputation management? Atlantic Health Solutions is here to help.

We'd be happy to do an online reputation analysis for you and discuss how we can help you reach more patients!

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