



# Wonderist Agency's Top Tips for Your Social Media Presence



## Start with Authentic Content

At Wonderist Agency, we preach a philosophy of authentic content because that's what audiences respond to. Relatability in your brand, showing your community who you are, and speaking to parents and little patients in a tone of voice that's authentic to you builds trust. And social media is the perfect platform to showcase that authentic content and win the attention of parents in your community. So when you're ready to start snapping photos, consider two important elements: The content itself and the technique in which you use to capture it.

### Content: Top 5 Tips & Inspirations

Many doctors don't know where to begin when it comes to content for their social media platforms. We have a few sources of inspiration and a couple tips to get you started!

#### 1. Capture anything that makes your office unique.

Does your waiting room have a camping and adventure theme? Can kids play arcade games while they wait for treatment? Is your team friendly, philanthropic and photogenic? What are the small and large details that really make your practice stand out? Don't miss an opportunity to show off!

## 2. Spotlight friendly faces.

The more people and faces you get in a high-quality photo or video, the more engagement you'll see! Whether it's a parent-approved picture of a happy patient or a spotlight for a beloved team member, pictures of people go a long way on social media.

## 3. Provide helpful tips.

You're talking to busy parents and curious kids, so provide interesting information that makes their lives easier, ie. "3 Ways Prepare Your Child for Their First Dental Visit" or "How Tongue Tie Affects Breastfeeding". Parents will engage with content that speaks to them; tips they can actually use. Be transparent with information and always use a positive tone. Here's an example:



**coloradotngtie • Following**

**coloradotngtie** Tongue Tie CAN affect breastfeeding. 🙄 A baby needs to have good tongue movement to be able to achieve a deep attachment to the breast, as well as remove milk well from the breast. If a baby's tongue movement is restricted due to a tongue tie, then they may not be able to do these things well.

#dental #dentist #dentistrylife #prevention #teeth #dentalcare #healthyteeth #healthysmile #smile #perfect #gums #beautifulsmile #prettysmile #bestdentist #fall #love #happy #smileoften #smilemore #dreamsmile #positivevibes #cheese #shine #coloradotonguetie

Liked by **chiittaa** and 17 others

FEBRUARY 6, 2019

Add a comment... **Post**

**DOES TONGUE TIE AFFECT BREASTFEEDING?**

## 4. Giveaways get followers.

Giveaways are a great way to get current followers to engage with your content. To expand your reach, ask participants to tag friends who would be interested in the giveaway as well. It doesn't have to be something expensive. Consider what might interest a parent and/or their child in your community. Can you put together a dental goodie bag or a movie night basket? Brainstorm with your team for some fresh and feasible ideas!

## 5. Post at least 3 times per week.

We've found that this is the sweet spot. It's manageable, but won't overwhelm your audience. If you're on the ambitious side, limit yourself to once per day. If 3 times per week seems difficult to manage, hand off the responsibility to a team member or your marketing agency. The goal is to maintain a consistent social media presence.

**BONUS TIP:** Keep in mind, there's a point where content, especially overtly promotional content, goes from being useful to being annoying.

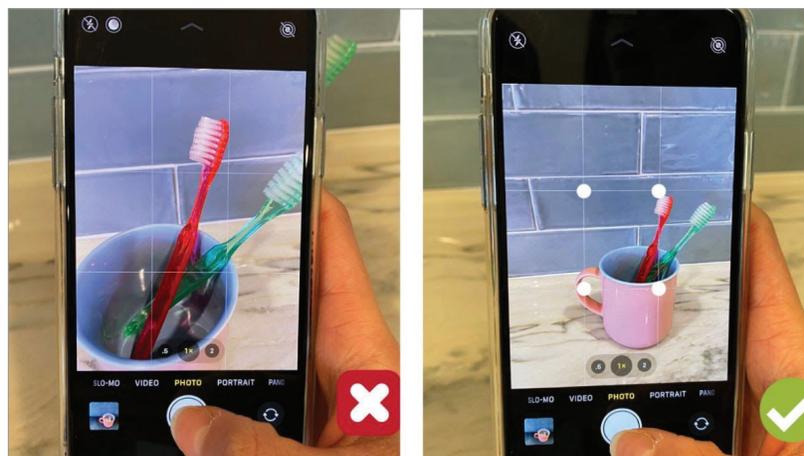


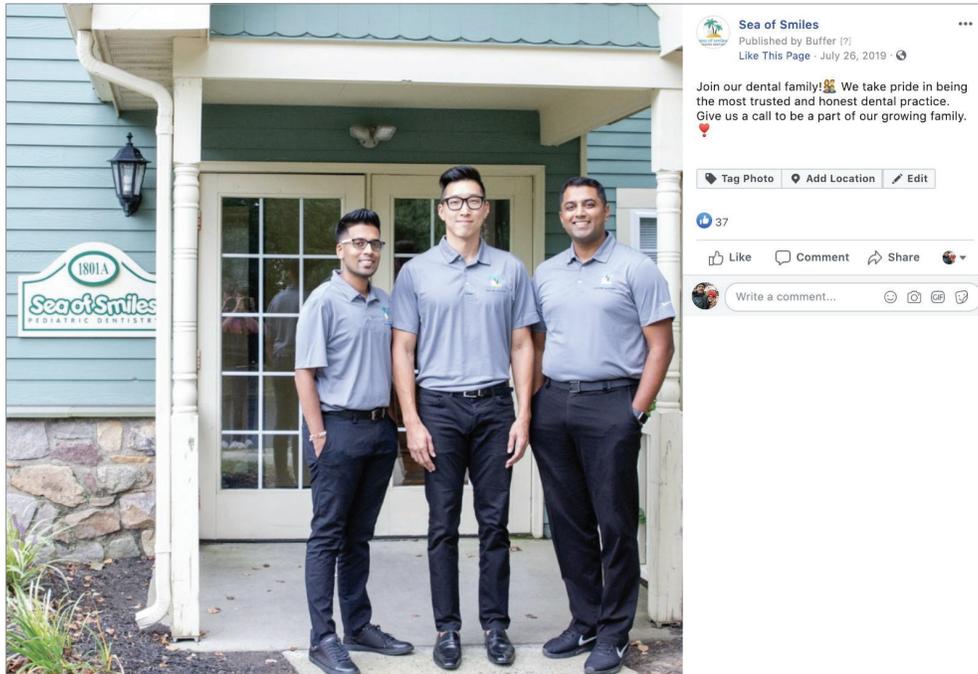
## Technique: Top 5 Tips for Taking Great Photos & Videos

You don't need a fancy camera to take great photos and videos! With your smartphone, a few adjustments to your technique, and key insights in mind, you'll be snapping photos that will garner tons of engagement in no time. Here are 5 quick tips to take great pictures for your social media channels:

### 1. Align your photo.

To use the rule of thirds, imagine there's a grid on your viewfinder and put the subject of your photo in one of the places where the lines cross. This is called using the rule of thirds! This naturally draws the eyes to the subject of the photo, making it more pleasant to view. Most smartphone cameras have these grid lines, you just need to adjust the settings. Set up your phone accordingly, and never miss a perfect shot!





## 2. Pay attention to lighting.

Whether you're inside or out, take a closer look at where your light source is coming from. If you're indoors, avoid standing directly under a light. Instead, step into an area where light is evenly diffused. If you're outdoors, keep your phone pointed away from the sun. Your subjects might squint, but the light will illuminate their faces and keep the photo from looking dark.

## 3. Avoid zooming in on the subject.

Smartphone cameras are improving, but the second you start zooming, you lose picture quality. It sounds simple, but just get closer! Or, take the photo at a distance and crop it later. This way, your picture won't turn out grainy or blurry.

## 4. Tap your screen to focus.

Just before taking your picture, tap the center of your smartphone screen. This will trigger your camera to automatically focus on the main subjects you'll be capturing.

## 5. Find the right filter.

It may be tempting to boost the saturation or throw a thick sepia layer on your image, but we recommend approaching filters subtly. Our favorite filter app is VSCO, which adds smooth, fresh tones to your photo that are on trend and totally grammable.

**Don't give up, keep practicing!**

## Curate Your Social Media Like a Pro!

Now that you're a pro at capturing content, it's time to learn how to enhance it. Here are some tools and resources that the Wonderist team swears by (and that you can easily use yourself).

Each of the following have free plans as well as paid plans with additional features.

### 1. Canva

Canva is a tool that makes it possible to design anything and publish anywhere through its user-friendly drag and drop interface along with thousands of customizable templates. Canva can be accessed in desktop browsers and mobile apps at [canva.com](https://canva.com) — all you need is an Internet connection!

### 2. Unfold

Unfold is a mobile app (available for both iOS and Android phones) that provides you with templates for your Instagram Story. Just add a bit of text and upload photos or videos from your camera roll, and then post to your Story! You can also edit your photos and videos directly in the app with filters and effects, and/or export your Stories to share it on other platforms.

### 3. VSCO

VSCO is a mobile app (available for both iOS and Android phones) that lets you easily capture photos in the app and edit them, using preset filters and editing tools. We encourage you to approach filters subtly, but here's our favorite formula: we select the H3 filter, then bump it up to +1 exposure and +1 saturation.



### Tips to Maximize Engagement

Before and after you've posted content, you'll need take steps to ensure parents in the community are responding and engaging to what you're putting out there.

**Before you post:**

- Make sure your caption draws the user in to continue reading. Consider asking a question at the end so they feel compelled to comment and engage.
- Use name and location based hashtags to encourage followers to post user-generated content.

**After you post:**

- Respond to comments and mentions promptly and appropriately. Social media is, well, social!
- Pay attention to your account's metrics. Is there a time of day that gets better engagement? Are you attracting the right audience? If not, how can you adjust your content so it resonates with local parents?

## Go Live. Share Stories.

**Facebook Live 101**

Facebook Live is a feature that gives you the ability to share live video on Facebook. As you record and broadcast your live video, your patients and their families have the ability to tune in, react, and respond. While you are streaming, you have the ability to engage with parents by answering their questions and comments in real time.

Your Facebook Live stream will appear on your followers' feeds just as a traditional post would, and followers can subscribe to be notified anytime you go live. Once you end your live broadcast, your video will post to your Facebook page as a regular video, allowing your followers to continue commenting and engaging after the broadcast is complete. You also have the ability to boost your broadcast, which is great for reaching new patient families on Facebook.

**Top Tips for Facebook Live**

When you decide to go live on Facebook, there are few things you can do to make sure your followers show up and that they engage with your live stream.

- Advertise and promote when you will be going live! Give your page followers a heads up about the day or time you're going to make a special announcement or when they should tune in for a live Q&A.
- Get personal. People love to hear their name. If you see a good comment or question come across, call out the person by name and give them a shoutout to encourage continued engagement.
- Inspire, educate, or entertain your viewers. Every Facebook Live you create should do one of these three things. If it doesn't, ask yourself how you can change it so that it does.

## Instagram Stories 101

Instagram Stories are essentially slideshows of photos, Boomerangs, and 10-second videos that grow as you add to them throughout the day, allowing you to create a feed of sequential content that disappears within 24 hours of being posted. Think of Stories as a secondary, exclusive feed of content for your most dedicated followers.

Because of its unique format, you can afford to be more spontaneous and authentic with your Stories, and you don't need to worry about over-posting because they are completely separate from your regular Instagram feed. That said, you do have the option to save Stories to your homepage and turn them into static content in the form of Highlights.



### Top Tips for Instagram Stories

The best Instagram Stories have visually striking content that wow both kids and parents. Because Stories are already short, you have a split second to grab someone's attention and to keep them watching.

- Use bright, contrasting colors with your fonts or overlays.
- Make sure that any text added is legible, and avoid crowding your Stories with too much text.
- Include a person or someone's face to make an instant emotional connection.
- Capture interesting or unfamiliar settings to cut through the "noise" on social media.
- Incorporate interactive elements, such as polls and fun question stickers. These encourage engagement from your followers and represent a playful way to get their feedback or input.

## Top Facebook Live & Instagram Stories Ideas

Once you feel comfortable going live and sharing stories, you'll want to leverage these powerful tools to connect with your little patients and their families. Here are some video content ideas that you can start working on today!

### 1. Ask the dentist

Host a live Q&A and invite parents to ask the questions. Alternatively, you can answer frequently asked questions so your followers can access useful information without having to prepare.

### 2. Office tours

Show off your playful front office, dedicated kids zone, prize machine, or outstanding operatories. Seeing the office can inspire a parent to book an appointment or ease a nervous child's mind before they receive treatment.

### 3. Behind-the-scenes

Morning huddles, team trainings, birthday celebrations, and fun selfies go a long way in getting young patients excited about your practice. It's also a great opportunity to showcase any special measures you're taking to maintain a clean and safe environment.

### 4. How-to's and tutorials

From how to floss your child's teeth to choosing the right toothbrush for your kid, demos and explanations can show your credibility as a dentist and make parents want to choose you. It also shows that you want to play an active role in children's dental health, whether those kids are in your office or not.

### 5. Special offers and announcements

If you're doing any promotions or giveaways, introducing contests and announcing winners via Facebook Live and Instagram Stories can be a fun easy way for parents to engage.

