



TOP 5 SOCIAL MEDIA POSTS for audiologists

#1 Remind people who you are, and how you got started.

Humanize your account. Take a glance at the last 10 posts you put out there. Out of all 10 did one of those photos include you or a team member? Humanizing your account is the best way to start creating a connection with your audience- while setting yourself apart.

#2 Share an inspirational quote.

Instead of talking about hearing loss meet your audience where they are. Share a quote regarding self-care or change that inspires them to follow you. Acknowledging hearing loss is always the first step toward better hearing. Inspire them to do so!



#3 Behind the scenes.

I get it, it's hard. Especially in the healthcare field. That is why this type of post is going to set you apart the most. If you don't have the patient's willing to participate in this type of post find a family member or team member. For example, how is an ear mold impression made? This my seem silly but this is very entertaining for those who have never witnessed an impression before.



#4 Charity Spotlight

Give and you will receive. A lot of business give at least once a year. Few post on social media about it. It may seem silly to do so- or like your gloating, but the truth is seeing this generosity inspires others to do the same. It also shows your audience that you care about the communities you serve.

#5 Share a review.

You know all those glowing reviews that are sitting on Yelp and Google? Re-purpose that content and share it! You worked hard for those reviews! Screen shot the review and call it a day! You can also use a graphic design platform (Canva) to spruce it up a bit!

