

# Social Messaging in the Age of Social Distancing



Karol H. Clark, MSN, RN



# Learning Objective #1:

- Understand why social messaging to current and prospective patients is more important now than ever.

# Learning Objective #2:

- Experience crash course on the what, where, when & why of social media posting for optimal engagement, support and (yes) sales during this difficult time.

# Learning Objective #3:

- Identify helpful (free) resources for creating engaging written, graphic & video posts

A person wearing a dark hoodie is shown from the chest up, with their hands covering their face in a gesture of distress or despair. The background is a bright sunset or sunrise, with the sun low on the horizon, creating a lens flare effect. The overall mood is one of struggle and emotional pain.

# Reality Check!

Everyone is struggling!



# Why is this important?

- Patients are online (current & new)
- They are stressed, and struggling
- Social media is low/no cost
- Online 'assets' create higher organic reach
- Your posts create engagement, build a stronger relationship & can be fun!
- Never been a better time to systematize your online strategy

The background features a row of five colorful blocks (orange, yellow, green, blue, and dark blue) with social media icons: a speech bubble, a Wi-Fi symbol, a speech bubble, a Twitter bird, and a Facebook 'f'. The text is overlaid on a semi-transparent dark band across the middle of the image.

3.5 Billion People  
Use Social Media

# Of those 3.5 Billion...

- 68% use Facebook
- Baby boomers @48.2%, Gen X@77.5% & Millennials@90.4% (2019 stats)
- Spend average of 3 hours a day
- 54% use social media to research products
- 91% access social media via mobile device



BEST

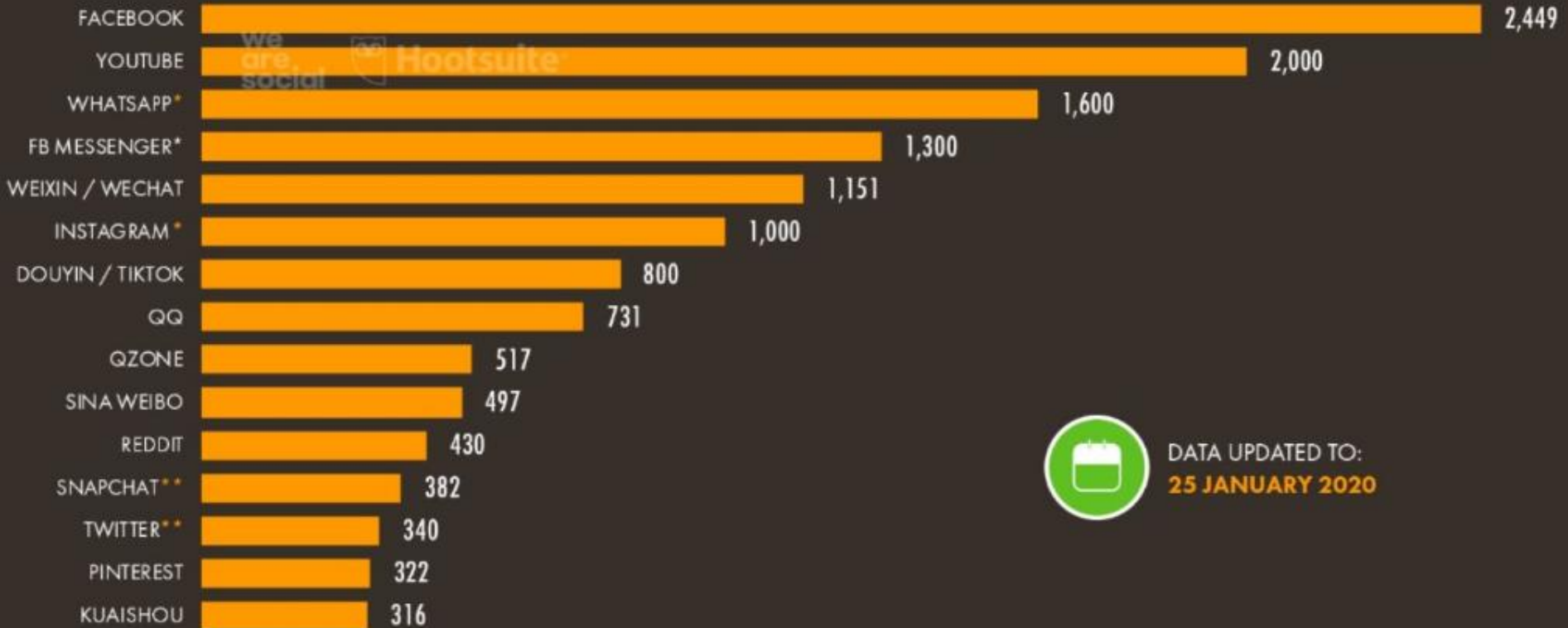
Where are YOUR ideal  
patients hanging out?



JAN  
2020

# THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, ADVERTISING AUDIENCES, OR UNIQUE MONTHLY VISITORS (IN MILLIONS)



DATA UPDATED TO:  
25 JANUARY 2020

**SOURCES:** KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS (ALL LATEST AVAILABLE DATA). **NOTES:** PLATFORMS IDENTIFIED BY (\*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS. PLATFORMS IDENTIFIED BY (\*\*) DO NOT PUBLISH MAU DATA; FIGURES FOR TWITTER AND SNAPCHAT USE EACH PLATFORM'S LATEST ADVERTISING AUDIENCE REACH, AS REPORTED IN EACH PLATFORM'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020).

we  
are  
social

Hootsuite

JAN  
2020

## SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS IN DECEMBER 2019

MOBILE  
PHONES



**53.3%**

DEC 2019 vs. DEC 2018:

**+8.6%**

LAPTOPS &  
DESKTOPS



**44.0%**

DEC 2019 vs. DEC 2018:

**-6.8%**

TABLET  
COMPUTERS



**2.7%**

DEC 2019 vs. DEC 2018:

**-27%**

OTHER  
DEVICES



**0.07%**

DEC 2019 vs. DEC 2018:

**-30%**



we  
are  
social



# So where should YOU show up?

- Facebook/Facebook Messenger
- Youtube
- Instagram
- Pinterest
- Twitter
- Podcast
- LinkedIn



# When to post?





What to post?

# Working Now (& in past)

- Education/Tips for Success
- Research/In the News
- Recipes
- Testimonials
- New & Existing Services
- Inspiration
- Fun Happenings/Events
- ALWAYS - Call to Action (CTA)







# Online Assets Increase Your Reach

assets

# What do you need?

- Computer
- Cell Phone/Camera
- Your Knowledge/Creativity
- Internet/Social Media Accounts
- Your Product/Service

## April 2020 Social Media Ideas & Posts

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
			<p><b>It's No Joke!</b></p> <p>Share an update about average weight gain during Pandemic</p> <p>#YourNameHere #AprilFools</p>	<p><b>Stress Buster</b></p> <p>Share your favorite meditation or deep breathing routine.</p> <p>#StressBuster</p>	<p><b>Bariatric Recipe</b></p> <p><a href="#">Share a link to an easy, low-carb recipe</a></p> <p>#BariatricRecipe</p>	<p><b>Gratitude</b></p> <p>Share something you are thankful to have in your life or practice</p> <p>#YourPracticeName</p>
5	6	7	8	9	10	11
<p><b>Weekly Mantra</b></p> <p><a href="#">Post a graphic with inspirational quote</a></p>	<p><b>Behind the Scene...</b></p> <p>Show the public your casual side</p> <p>#BehindTheScene</p>	<p><b>Bariatric Recipe</b></p> <p><a href="#">Share a link to an easy, low-carb recipe</a></p> <p>#BariatricRecipe #EasterEggs</p>	<p><b>The Doctor Is In...</b></p> <p>Share a pic of yourself &amp; write about the fact that you are open for Telemedicine Visits!</p> <p>#YourNameHere</p>	<p><b>Course Correct</b></p> <p>Link to a blog or resource about how to create a new fitness routine</p> <p>#CourseCorrect</p>	<p><b>Weekend Planner</b></p> <p>Share what you are up to for the weekend &amp; ask your followers the same!</p> <p>#Weekend</p>	<p><b>Fitness Focus</b></p> <p><a href="#">Post a graphic with a fitness quote</a></p> <p>#nationalpetday</p>
12	13	14	15	16	17	18
<p><b>Weekly Mantra</b></p> <p><a href="#">Post a graphic with inspirational quote</a></p> <p>#Easter</p>	<p><b>In the News...</b></p> <p>Link to article or blog post on recent trend in weight loss – along with your thoughts on the trend</p>	<p><b>Testimonial</b></p> <p>Post a before &amp; after of a successful patient</p> <p>#TransformationTuesday</p>	<p><b>The Doctor Is In...</b></p> <p>Post a video or write briefly about simple ways about healthy foods that promote satiety.</p> <p>#YourNameHere</p>	<p><b>Stress Buster</b></p> <p>Write a paragraph or record a video about ways to avoid stress eating</p> <p>#StressBuster</p>	<p><b>Bariatric Recipe</b></p> <p><a href="#">Share a link to an easy, low-carb recipe</a></p> <p>#BariatricRecipe</p>	<p><b>Announcements...</b></p> <p>Highlight team member</p> <p>#YourPracticeName</p>
19	20	21	22	23	24	25
<p><b>Weekly Mantra</b></p> <p><a href="#">Post a graphic with inspirational quote</a></p>	<p><b>Behind the Scene...</b></p> <p>Show the public your casual side</p> <p>#BehindTheScene</p>	<p><b>Bariatric Recipe</b></p> <p><a href="#">Share a link to an easy, low-carb recipe</a></p> <p>#BariatricRecipe #TransformationTuesday</p>	<p><b>The Doctor Is In...</b></p> <p>Do a Facebook live about the importance of a healthy morning routine to set yourself up for success!</p> <p>#YourNameHere #EarthDay</p>	<p><b>Course Correct</b></p> <p>Share a post about how to avoid mindless eating.</p> <p>#CourseCorrect</p>	<p><b>Weekend Planner</b></p> <p>Post a picture of your yard and great outdoor activities along with avg. calories burned.</p> <p>#ArborDay</p>	<p><b>Fitness Focus</b></p> <p><a href="#">Post a graphic with a fitness quote</a></p>
26	27	28	29	30		
<p><b>Weekly Mantra</b></p> <p><a href="#">Post a graphic with inspirational quote</a></p> <p>#PretzelDay</p>	<p><b>In the News...</b></p> <p>Link to article or blog post on recent trend in weight loss – along with your thoughts on the trend</p>	<p><b>Testimonial</b></p> <p>Post a before &amp; after of a successful patient</p> <p>#TransformationTuesday</p>	<p><b>The Doctor Is In...</b></p> <p>Ask your patients what their biggest struggle is when it comes to social distancing.</p> <p>#YourNameHere</p>	<p><b>Stress Buster</b></p> <p>Create a post or video about a calming nighttime routine for optimal sleep.</p> <p>#StressBuster</p>		

# Create a Content Plan

When you're willing to see your life differently, then you invite your life to show up differently.

Shari Alyse



www.CFWLS.com

**There is no elevator to success. You have to take the stairs.**



www.cfwls.com



**IT'S WEIGH-IN WEDNESDAY!**

#WeightLossWithDrClark

**Selfie Shots**  
with *Dr. Clark*



Enter & Win a Free Mini Jump Start with 2 B12 injections

**IF NOTHING CHANGES, NOTHING CHANGES.**

DR. CLARK

# Create Graphics

**PERFECT IN A PUMPKIN**

A Fabulous Fall Flavor

Nutrition Store Event  
**SEPTEMBER 19TH**  
4 - 7 pm



... realize that the weight and burden of weight you carry isn't just on the body. It's hundreds of pounds on your soul. There's a million ways weight loss has changed my life."



**Allen Fabian**  
Weight Loss: 132 Pounds

**WHAT YOU DO EVERY DAY MATTERS MORE THAN WHAT YOU DO EVERY ONCE IN A WHILE**

LOOKING FOR MORE THAN ANOTHER FAD DIET?  
WWW.CFWLS.COM 757.873.1880

Center for Weight Loss Success

**Weight Loss Surgery Support Group**



CFWLS.COM

# Graphic Creators



- Canva
- Crello
- Adobe Spark
- Gravit Designer
- Snappa
- Pablo by Buffer
- Desynger

# Size of Graphics

2020  
EDITION

## social media cheat sheet

min, optimal, and max photo sizes

minimum    optimal    maximum

### Facebook Page Photo Sizes

- Cover Photo    400 x 150    1200 x 675    see template<sup>1</sup>
- Group Cover    not specified    1640 x 859    see template<sup>1</sup>
- Event Cover    not specified    1200 x 675    see template<sup>1</sup>
- Profile Picture    170 x 170    340 x 340    crops round
- Link Image    600 x 315    1200 x 630    (1.91:1 ratio)
- Photo Post Widths for quality 720, 1200, 2048    (up to 2:3 ratio)
- Photo Viewer max    2048 x 2048

### Pinterest Photo Sizes

- Profile Photo    180 x 180    600 x 600    600 x 600
- Pins (recommended)    600 x 600    1000 x 1500    1000 x 2100\*
- Board Cover    340 x 340    600 x 600    (1:1 ratio)

\*Taller will be cropped in feed. Wider will be scaled. Clicked Pins 564 wide.

### Instagram Photo Sizes

- Profile Photo    110 x 110    180 x 180    crops round
- Story Image    1080 x 1920    (9:16 ratio)
- Photo Post    1080 x 566    1080 x 1080    1080 x 1350<sup>5</sup>

<sup>5</sup>larger sizes will work - these are sized to the feed

### Twitter Photo Sizes

- Header    1500 x 500    see template
- Profile Photo    400 x 400    400 x 400    crops round
- Tweeted Image    600 x 335    1200 x 675    any height when clicked
- Twitter Card (link)    600 x 314    1200 x 628    (1.91:1 ratio)

### LinkedIn Photo Sizes

- Profile Banner    1584 x 396    (4:1 ratio)
- Profile Avatar    400 x 400    20,000 any side
- Update/blog post    600 x 314    1200 x 628    (1.91:1 ratio)
- Company Cover    1192 x 220    1536 x 768<sup>1</sup>    2 MB
- Company Logo    300 x 300    300 x 300    4 MB

### YouTube Photo Sizes



Some *sweet* thoughts...

Blood glucose = 100 mg/dL  
OR  
About 5 grams in your entire blood volume...  
OR  
Just one teaspoon...



# Create Videos



## A little about us...

- Dr. Thomas W. Clark is Board Certified in both Surgery and Bariatrics and is the most experienced Bariatric Surgeon in the nation
- Dr. Clark is a 5x Best-Selling Author
- Bariatric Center of Excellence
- Comprehensive programs to meet your Weight Loss Needs
- Voted "Best Weight Loss Center" in Coastal Virginia's Best of Readers' Choice Awards year after year



**QUICK & EASY Low Carb Meals**

CFWLS Surgical Support Group  
Center for Weight Loss Success  
645 J. Clyde Morris Blvd.  
Newport News, VA 23601

Dawn Olson, Nutritionist

- Recipes
- Cooking Tips
- Low Carb Substitutions
- Healthy Dining Methods
- Low Cost Plan
- Menu Plans
- Meal Prep

Bariatric Recipes



# Mobile Video Editors

- Quik
- Adobe Premiere Rush
- Horizon
- Promo.com
- GoPro





# Video Hosting

- Youtube
- Vimeo
- Google Drive
- Facebook



## Meal Planning Tips and Menu Ideas

Posted on March 24, 2020 by Dawn Olson

Now, more than ever, it's important to plan your meals and snacks. If you're working from home, the kitchen & pantry are just too close for comfort! Really, the last thing you want to get out of your time in quarantine is a larger waistline.

Take the time you're saving by not commuting and plan your next week or 2 of meals and snacks. It's easier than you may think. Use this handy template or create your own on a whiteboard - whatever works for you! [CFWLS Weekly Meal Planner](#)



Where to start?

1. Consider how much protein you need for your day. What is your carbohydrate cap? These are the first 2 things you need to think about.
2. Make a list of all of the proteins and vegetables in your freezer, refrigerator & pantry. These are things you won't need to add to your grocery list and a good start for your menu plan.

3. Find recipes that use the primary ingredients that you have place to start is our [Blog page](#) or [Pinterest page](#). Pick one recipe a week. Most of them are quick & easy to use ingredients that are easy to find. The nutritional information is provided so you can adjust for serving size if you're eating less than the recipe indicates. You can also use our [Food Loss](#) - substantially enough, it's a good one to try with your meal plan.
4. You will want to use the personal notes at the bottom of the planner to track your progress.

## Could It Be My Thyroid?

PUBLISHED ON 03.25.2020 BY CFHHW

I routinely hear from patients in the office, "Could it be my thyroid?" It could be. But usually that's not the real blame for weight problems. It is however, something to try and understand. It's commonly a problem, especially in women. When it gets treated people feel so much better.

With all hormones, balance is absolutely key! If you balance one hormone, potentially you can throw off another hormone. You don't want one working too well and the other not working well enough. Hormones come from endocrine glands. There are lots of different endocrine glands. They all produce different hormones. The endocrine glands are found throughout the body. There are lots of different glands in the body: pancreas, testis, ovaries, and more. A hormone is simply a chemical messenger. They communicate between one part of the body and another. The tissue that makes the hormone releases the hormone into the bloodstream. Subsequently the hormone goes

B A L A N C E

## Fiber and the Facts

Posted on January 27, 2020 by CFWLS

Fiber is good. There's no doubt in my mind. Is it as good as some people claim? The best thing about fiber is all the nutrition that it carries with it. The best fiber comes from food. The best fiber foods have no fat in them. Basically it's the vegetable/salad stuff we eat. It's good for you.



Most people don't get enough fiber. It can help with bowel function. The best fiber foods are from salad and colorful vegetables. A lot of nutrients in there like vitamins and minerals. Eating clean is basically

## Cauliflower Cheese Soup

Posted on March 13, 2020 by Dawn Olson

### Ingredients

1 small head cauliflower, broken



## Mentally Preparing for Weight Loss Surgery

Posted on March 02, 2020 by CFWLS

Getting your mind in the right place before undertaking any weight loss plan is a good idea but it is especially important when considering a surgical weight loss procedure. Awhile ago, I interviewed Dr. Dawn Reese for one of my podcasts. We've transcribed the recording to post for you today.

Dr. Clark: "Dr. Reese, tell us a little bit about your background and how you got involved with me."



Dr. Reese: "Thanks for having me back. I love being here. I love talking with you. We've been together now about 10 years. I met you in the hospital and we talked about doing this. I have a PhD in clinical psychology. My specialty is behavioral health (health psychology). I try to help

people live healthier lives and do more with their lives than what they want. When you and

## Magnesium Help With Weight Loss?

July 23, 2018 by CFWLS

mineral and it is a "magic

bullet!" Maybe not quite but just about everyone can benefit from taking it. Most people don't get enough magnesium. It's very likely that if you got your blood levels checked your magnesium would be normal. It's not your blood that needs

12

24.31

Mg

MAGNESIUM

Wendy Scinta M.D., M.S. • 1st  
 Immediate past president - Obesity Medicine Association, Founder - One Stone T...  
 6d • 🌐

Now more than ever, telemedicine visits are crucial. Don't worry about coming into the office, just call 315-445-0003 to set up your telemedicine visit! So easy and a great way to stay in touch with your weight loss journey. We're here for you during this time! [WeightLossCNY.com](https://www.WeightLossCNY.com)

#DrWendy #Telemedicine #HereForYou #ContinueYourJourney #WeightLossCNY #MedicalWeightLossNY #CommunityStrong #CNYSupport



Dr. Clark's Center for Weight Loss Success  
 37 followers  
 now • 🌐

We want to do our part to help everyone create or maintain healthy habits so we have decided to take our online My Weight Loss Academy program that is normally \$49 and slash that price in half - yep, only \$24.50 with the code MWLA50 ...see more

**Pandemic Pricing for My Weight Loss Academy  
 50% Off Membership with code MWLA50**

Tired of starting a new diet every week?  
**Get results that last a lifetime!**  
 Includes 21-day challenge for fast results!

*Join the thousands who live an energetic life at a healthy weight.*

**My Weight Loss ACADEMY**

[Learn More](#)

Center for Weight Loss Success is at Center for Weight Loss Success.  
 Published by Dawn Olson | 9 | March 5 at 11:39 AM - Newport News 🌐

Looking for a light & sweet treat? Try the Strawberry-Banana gelatin mix - 15 grams of protein and only 2 effective carbs! 🍓🍌 \$12. Pick it up or order online - <https://cfwls.com/shop-online/>



# Share on Social Media

Center for Weight Loss Success  
 Published by Kari Clark | 9 | March 1 🌐

Even 28 degrees 🌧️ didn't hold Dr. Clark back from Anthony Mud Run yesterday - hard work and prepar...



Center for Weight Loss Success  
 Published by Dawn Olson | 9 | March 20 at 9:11 AM 🌐

This soup was easy and so delicious! It looks like the weekend will be a hot bowl of cheesy goodness is what the doctor recommends! Get the recipe here: <https://cfwls.com/blog/cauliflower-cheese-soup/> Order the cheese sauce online and swing by to pick up: <https://cfwls.com/shop-online/>



BHRT Pellet Therapy Special Discounts Thru June 10th

Did you know that hormone optimization (especially testosterone) boosts your immune health? During these stressful times, this is more important now than ever and treatment can help to improve sleep, depression and anxiety. As a result, we are offering a special discount for established and new patients so you can put our all-natural hormone therapy to work protecting your health.

\$75 off Therapy for Women (\$375 instead of... See More

**CENTER FOR Hormone Health and Wellness**

**There's a Safe Way to Manage Menopause!**

- About 75% of women suffer from hot flashes during menopause - do you?
- 1 in 7 women over age 50 has osteoporosis and over 1/2 will have an osteoporosis-related fracture during their lifetime

**Our identical Hormone Replacement Therapy (BHRT) - Relief & Regeneration**  
 BHRT has been shown to **increase bone density by 8.2% per year** for postmenopausal women!

There are actually 34 symptoms of menopause, but hot flashes and bone loss are the two that our patients mention the most! If you are suffering from any of the annoying (and sometimes serious) issues that accompany the "change of life", call today and schedule your lab appointment to have your hormone levels checked.

A healthy estrogen balance in women aids protection from:

- Diabetes
- Heart Disease & Stroke
- Many Cancers
- Impaired Vision
- Alzheimer's Disease & Dementia

With BHRT Both Men & Women benefit from increased mental clarity, libido, muscle mass and energy levels while reducing body fat, fatigue, depression, irritability & mood swings.

**FACT:** **menopausal women lose 3% - 10% LESS**

Link Content to Your  
Website





# LinkedIn



Michael Korcuska

Mary Haddock

# Why LinkedIn?

- 660 Million Users
- 37% US Adults between age of 30-49 use it
- 1/2 US Adults with college degree use LinkedIn
- >30 Million businesses are listed on LinkedIn

A central graphic featuring a pair of black headphones with a dark blue band, superimposed over a large, semi-transparent orange square containing a white RSS feed icon. The background is a solid orange color with a dark brown horizontal band across the middle.

# Podcasts

Over Half of Americans over Age 12

# Why Podcasts?

- Greater reach
- Make information more personal
- Easy to consume/on demand
- Low cost/convenient
- Easy to produce





**BUILD** THE  
**Weight Loss Practice**  
of Your Dreams

with  
**Karol Clark**



**Weight Loss Surgery Success**

with Dr. Thomas W. Clark


Lose More Weight • Feel Your Best • Keep It Off



**Doc Weight Loss**

with Dr. Thomas W. Clark

Your Guide to Successful Weight Loss, Nutrition & Fitness





# Messaging Apps

## Consumers prefer Messaging

# THE APP



Meal Journaling



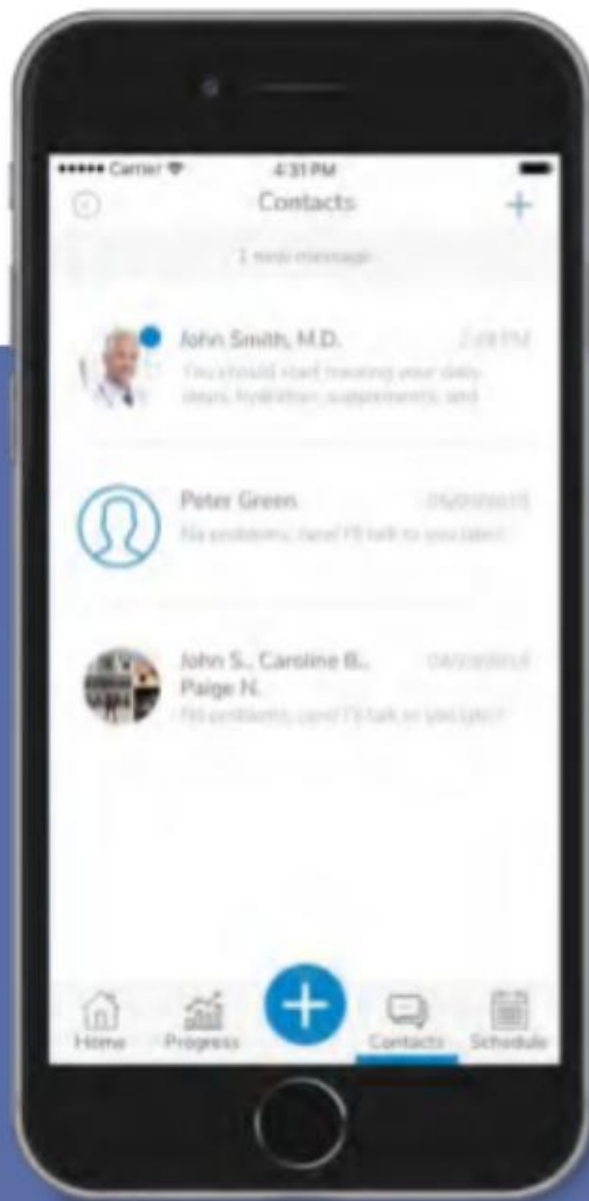
Messaging



Device Integration



Custom Content



## Core Features



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Custom branded patient app and coach dashboard



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Configurable workflow and protocol



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Full-featured meal logging and progress tracking



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Composition scale



---

HIPAA-compliant



---

Proactive alerts and notifications



---

Reporting



---

Scheduling and messaging system



jay@robard.com



# Tips for Success:

- Start small
- Be consistent
- Build an efficient system
- Batch content
- Multi-purpose

# Tips for Success:

- Lead back to your website
- Never forget your CTA
- Show your personality
- Consider all options

A woman with shoulder-length blonde hair and bangs, smiling warmly. She is wearing a black top with a lace-like pattern and a necklace with a square pendant. The background is plain white.

# Thank You!

[Karol@WeightLossPracticeBuilder.com](mailto:Karol@WeightLossPracticeBuilder.com)  
[www.WeightLossPracticeBuilder.com](http://www.WeightLossPracticeBuilder.com)