



Social Media Best Practices

Table of Contents

Introduction	5
Overview	6
Who Will Post	6
Logins	6
Sourcing Content	6
Best Practices	8
Best Times to Post	8
Facebook	9
Create a Facebook Business Page	9
Audience	10
How To Engage	11
On Your Own Posts	11
On Posts You're Tagged In	11
On Relevant Posts	11
Content Examples	12
Recommended Posting Schedule	13
Hashtags	13
Natural	13
Clumped	13
Instagram	14
Create a Instagram Business Account	14
Audience	15
How To Engage	15

On Your Own Posts	16
On Posts You're Tagged In	16
On Relevant Posts	16
Content Examples	17
Recommended Posting Schedule	17
Hashtags	18
Twitter	19
Create a Twitter Business Account	19
Audience	20
How To Engage	20
On Your Own Posts	20
On Posts You're Mentioned In	20
On Relevant Posts	21
Content Examples	21
Recommended Posting Schedule	21
Hashtags	22
Natural	22
Clumped	22
Tools	23
Scheduling	23
Facebook Scheduler (Free)	23
Hootsuite (Paid Plans)	24
Planoly (Free + Paid Plans)	24
Photo & Video Sourcing	24
Request Images & Videos	25

Tagged Images & Videos	25
Royalty Free Stock Photos & Videos	25
Graphic Creation	25
Canva (Free & Paid Plans)	25
Adobe XD (Paid Plans)	25

Introduction

This document outlines some best practices for setting up, posting, interacting, and managing social media profiles as a WellHaven pet hospital. The document includes tips around what to post, when to post, what to post, how to manage business profile access, and more.

If you have any questions, please reach out to tricia@webfor.com

Overview

This document is to be used for recommendations on how best to utilize social platforms to effectively create a community of past and future customers.

Who Will Post

We recommend assigning 1-2 individuals to be responsible for posting on behalf of the hospitals. This allows for a seamless voice across all platforms, no overlap of content, and limits account access for security purposes.

Logins

Logins and passwords should be created and kept in a secure, central location. [LastPass](#) is a great program for securely sharing logins, and allows users to deny future access to past employees to maintain a high level of security.

We also recommend creating a general email, such as social@yourhospitaldomain.com, to use as the email for all social profiles. You can set up this email to forward to specific individuals at the company to manage the inbox, verify accounts, etc.

Sourcing Content

All employees should be able to submit pictures and videos along with context to the social media team to use for future posts. These can be submitted via:

- Email
- Facebook Direct Messages (DMs)
- Instagram DMs
- Tagged Facebook posts
- Tagged Instagram posts

Let individuals know what email they can use to submit the content (this is another area that social@yourhospitaldomain.com comes in handy!).

Best Practices

This section is used to define each platform's specific goals and purpose. It also outlines types of content to promote (and avoid promoting), frequency of posts, types of posts, and so on. This document should serve as a hub for any WellHaven team member to reference and easily schedule relevant posts.

Best Times to Post

The times outlined below offer some of the best and worst times, in general, to post on various social platforms. However, it is critical that you understand that this is across the entire user base of each platform. This is not necessarily representative of all of Wellhaven's ecosystem of followers.

You will want to look at specific platform analytics, such as Facebook Insights, to see when your followers are online. You may also use third-party tools to find out when your competitor's followers are active. Hootsuite has

Social Media Platform	Best Time(s)	Worst Time(s)
Facebook	1pm-4pm	8pm-8am
Twitter	10am-11am	9pm-11am
Instagram	11am-1pm; 7pm-9pm	3pm-4pm
LinkedIn	8am-10am; 12pm; 1-2pm	8pm-4am

General information reported by other social metric providers.

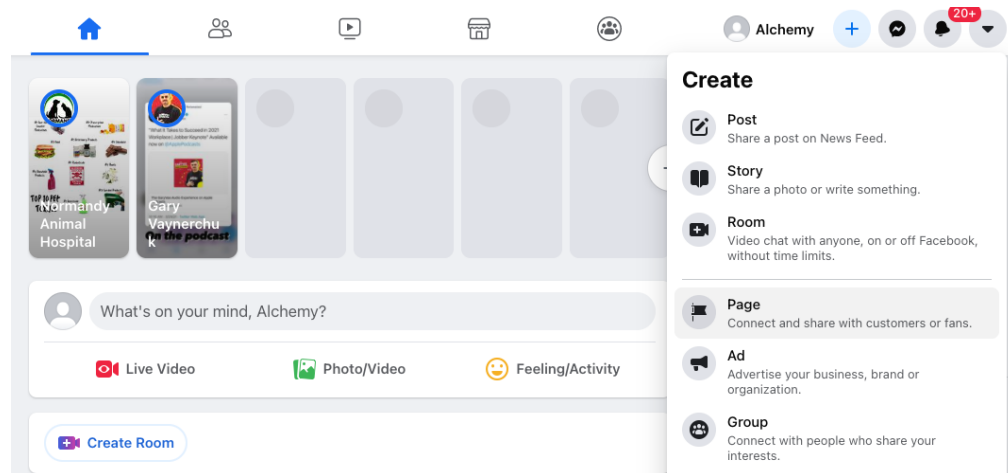
Facebook

Facebook is a great platform to reach a wide array of people. Pushing out engaging posts at the right time is imperative to superb performance. Below, we outline some suggestions for each hospital to take into consideration when managing the hospital's Facebook page.

Create a Facebook Business Page

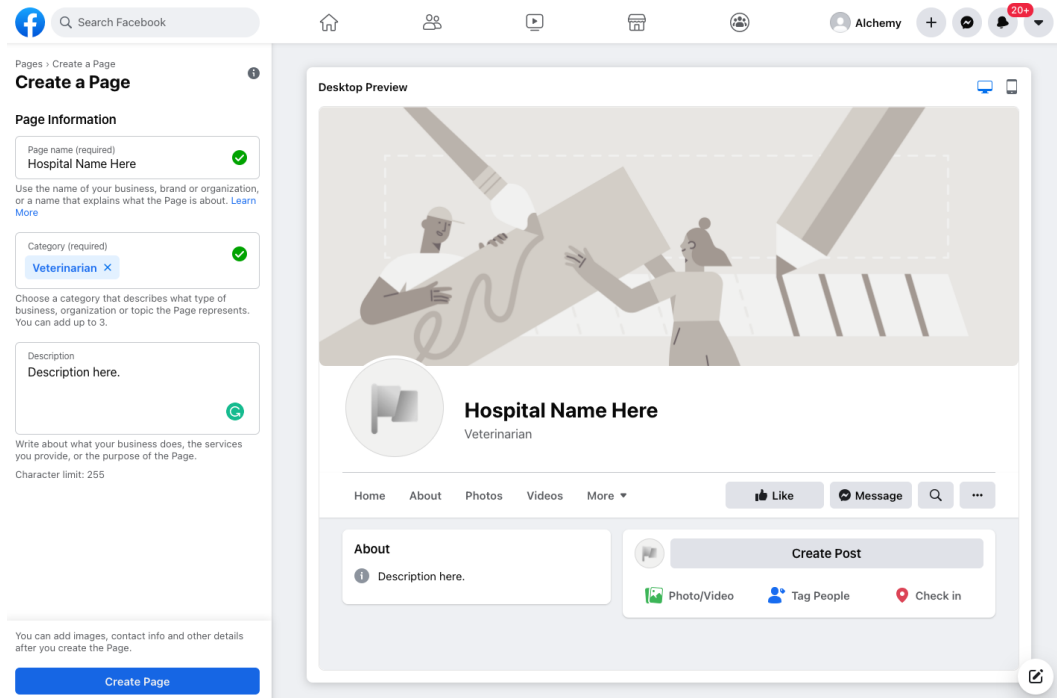
If your hospital does not already have a Facebook Business Page set up, the first thing you'll want to do is create one!

1. Go to [facebook.com](https://www.facebook.com)
2. Login with **your** personal Facebook login
3. Click the + icon in the top right corner, then select **Page** from the dropdown menu that appears



- a.
4. Enter the **Page Name**
 - a. This should be the exact hospital name
5. Choose 1-3 relevant categories for your page
 - a. We would recommend choosing **Veterinarian**
6. Enter a **business description**
 - a. This should act as a blurb about your business and include relevant keywords. For example, here is the WellHaven corporate business description:
 - i. *WellHaven PetHealth is committed to helping veterinarians and their teams grow personally and professionally.*

7. Once you fill those sections out, you'll be able to click the **Create Page** button at the bottom of the page



- a.
8. Next, you'll want to upload a profile picture and cover photo
 - a. You should use your logo or a variation of your logo for the profile photo and a relevant photo for the cover photo
9. Click **Edit Page Info** and fill out as much information as you can related to your location including your business hours, website, phone number, etc.
 - a. Search engines reference directories such as Facebook to gather information about your business, so it's important that you provide as much accurate information as possible.

Audience

While your target audience will be primarily previous customers and current employees, future customers and pet owners in general are also important. Providing universally helpful information, such as updates about events, new information about your hospital location, and tips about what's best for their pets.

How To Engage

In order to see growth and success on Facebook, it's imperative that the clinic engages with users.

On Your Own Posts

Respond to all comments on your own posts as the hospital (not as yourself as an individual). This can look like thanking the user for commenting, agreeing with them on how cute the pet you shared is, or providing more information to the user.

On Posts You're Tagged In

When someone posts directly to your page, or tags your page in their post, you should like & comment on it. Again, be sure you're interacting as the clinic page, not yourself. If users respond to your comments, be sure to follow up as well.

On Relevant Posts

In order to broaden your reach on social media, you should interact with other relevant pages. This can mean sharing content from another relevant pages (such as [ASPCA](#) or your local humane society), commenting on those pages' posts, and so on.

Content Examples

← Banfield Pet Hospital →

Home Posts Videos Photos Stores About


Banfield Pet Hospital 4d · 🌐

Everyone give a warm welcome to Amanda! 🙌
💜

What motivates Amanda in her veterinary career? Learning and teamwork.

Amanda loves that there's always more to learn in veterinary science. Combine ongoing learning with a working environment that thrives on teamwork and mentorship— it can't be beat! Thank you for being you, Amanda! We are lucky to have you in the Banfield Family. ❤️

#bHere #WomensHistoryMonth
#werisebyliftingothers
#nowrongwaytobeawoman



[Contact Us](#) [🗨️](#) [⋮](#)

www.banfield.com


← Banfield Pet Hospital →

Home Posts Videos Photos Stores About

Exciting things are on the way... our new website is almost purrfect! When it launches, there may be a few hours of downtime. OWP members, make sure you have 24/7 access to VetChat™ by downloading the Banfield app now.

We appreciate your patience. ❤️

#Bhere #BanfieldPetHospital #doggyBFF
#kittyBAE




[Contact Us](#) [🗨️](#) [⋮](#)

www.banfield.com

Banfield Pet Hospital 17h · 🌐

Your dog would like us to remind you that today is #NationalTakeAWalkInTheParkDay... so get out there and celebrate! 🐕 🌳

📍: @hojicha.akk
#Pettogethering #bhere #petsofinstagram




👍❤️ 138 8 Comments 17 Shares

Banfield Pet Hospital March 25 at 12:00 PM · 🌐

Cats when you try to convince them to do literally *anything* 🐱

📍by: @banfield_hampton
#Bhere #BanfieldPetHospital #dogstagram #dogsofinstagram
#banfieldlife #banfield



👍❤️ 76 7 Comments 7 Shares

Recommended Posting Schedule

With **258 million** active monthly Facebook users in the US, there's no doubt that your clinic needs to be active on the platform. For optimal engagement, we recommend at least one post on your page per weekday. We recommend posting from 1pm-4pm because this is when users are most active on the platform.

Hashtags

Use hashtags sparingly on Facebook. Hashtags serve to categorize your content so users can easily find relevant posts. Studies show that it's best to use 1-2 hashtags per post for the most engagement. We also recommend using hashtags naturally in your posts vs. adding them at the end of the post. See below for an example.

Natural

Shoutout to one of our
#Veterinarians, Dr. Cooley! We are
happy to have you and your hospital
as part of the WellHaven family!

Clumped

Shoutout to one of our veterinarians,
Dr. Cooley! We are happy to have you
and your hospital as part of the
WellHaven family!

#Veterinarians #Vets #VetLife
#VeterinaryLife #VeterinarianLife
#WellHaven #PetCare #PetWellness

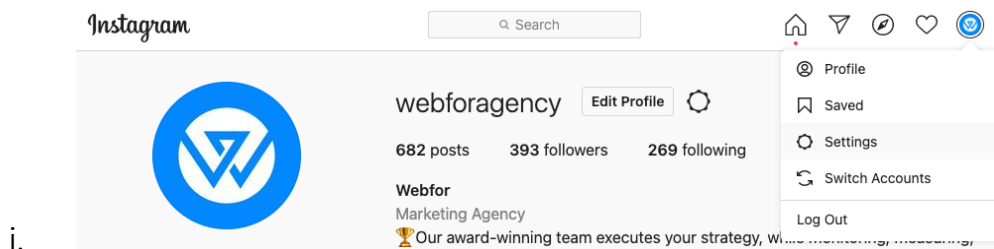
Instagram

Instagram is a great platform to capture users' attention with aesthetically pleasing images and videos. Publishing engaging posts at the right time is imperative to superb performance. Below, we outline some suggestions for each hospital to take into consideration when managing the hospital's Instagram page.

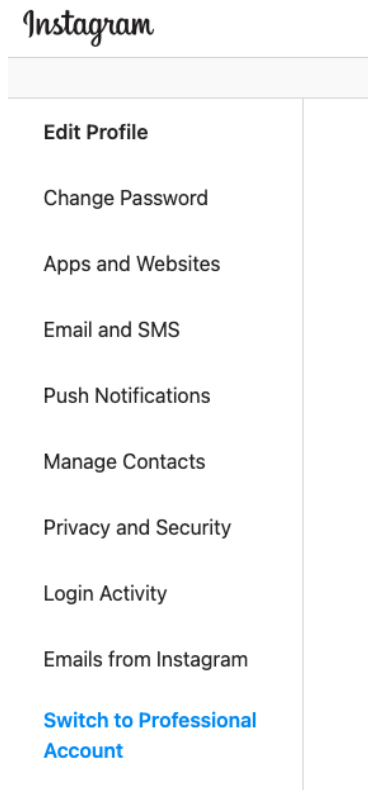
Create a Instagram Business Account

If your hospital does not already have an Instagram Business Account set up, the first thing you'll want to do is create one!

1. Go to [instagram.com](https://www.instagram.com)
2. Click **Sign Up**
 - a. You can either **Log in With Facebook** or enter the business email, preferred username, and password
3. Follow the prompts filling out the hospital's information
 - a. Add your hospital's logo as your **profile picture**
 - b. Add profile bio
 - i. This should act as a blurb about your business and include relevant keywords. For example, here is the WellHaven corporate business description:
 1. *WellHaven PetHealth is committed to helping veterinarians and their teams grow personally and professionally.*
4. Change your profile to a **Business Account**
 - a. Click your profile photo in the upper right hand corner
 - b. Choose **Settings**
 - i. Go to your profile and tap in the upper right hand corner
 - c. Click **Settings**



- d. Click **Switch to Professional Account** at the bottom of the menu that appears on the left



- i.
- e. Select **Business** on the next screen, then click **Next**
- f. Click **Next** on the following screen
- g. Select a relevant category for your account
 - i. We would recommend **Veterinarian**
- h. Click **Done**

Audience

Anyone who likes to look at cute pets will be your audience on Instagram. However, you want to cultivate a following of individuals who use your services, work for you, or want to work for you or be a client.

How To Engage

In order to reach the optimal number of users, the hospital must interact with other users on Instagram.

On Your Own Posts

Respond to all comments on your own posts as the hospital.. This can look like thanking the user for commenting, agreeing with them on how cute the pet you shared is, or providing more information to the user.

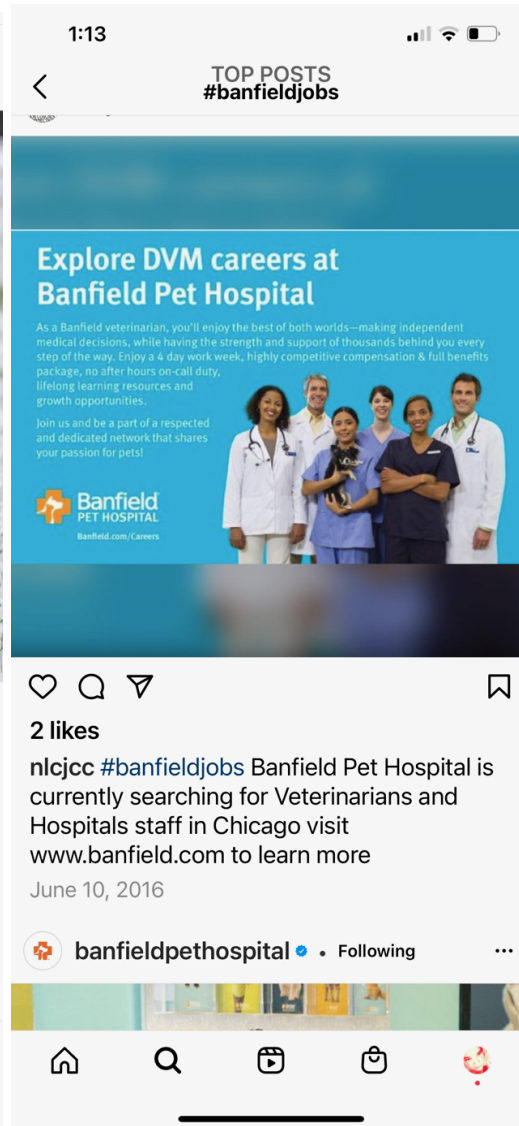
On Posts You're Tagged In

When someone tags you in a post,, you should like & comment on it and maybe even share it to your Instagram story.

On Relevant Posts

In order to broaden your reach on social media, you should interact with other relevant pages. This can mean sharing content from other relevant pages (such as [ASPCA](#) or your local humane society), commenting on those posts, sharing them to your Story and so on.

Content Examples



Recommended Posting Schedule

Instagram has **112 million** active monthly users in the US alone. In order to reach a wide audience, it's important to publish content at the right time. We recommend posting on your Instagram Feed 1-3x per weekday, between 11am-1pm and 7pm-9pm.

Hashtags

Hashtags are imperative to optimal visibility and engagement on Instagram. The hashtags you use should be relevant to your post and the community you're trying to reach. We recommend using 5-10 relevant hashtags on each post either at the end of your caption, or as the first comment on your post. You want a mix of high volume and low volume hashtags. This means utilizing hashtags that have millions of posts and followers, as well as ones that have less posts and followers but are specific, such as #WellHaven.

Some hashtags you might consider using would be [#DogsOfInstagram](#), [#CatsOfInstagram](#), [#VetLife](#), [#WellHaven](#), etc.

Twitter

Twitter serves as a great platform to engage with your audience. Publishing engaging content and interacting with users at the right time is imperative to superb performance. Below, we outline some suggestions for each hospital to take into consideration when managing the hospital's Twitter page.

Create a Twitter Business Account

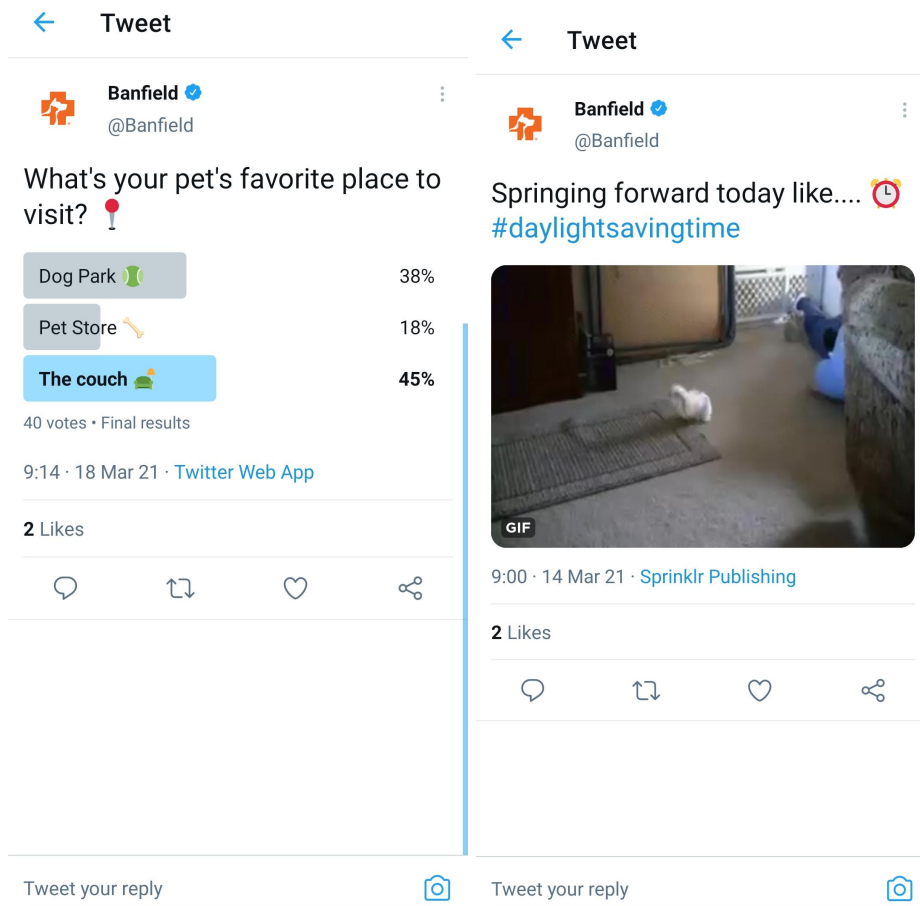
If your hospital does not already have a Twitter Business Account set up, the first thing you'll want to do is create one!

1. Go to twitter.com
2. Click **Sign Up**
 - a. Enter the name of your hospital
 - b. Enter the hospitals' email
 - c. Add date of birth (any date can be used, preferably one "older" than 21)
3. Click **Next**
 - a. Twitter will give you the option to customize your experience with personalized ads. You can use this to see what other businesses in your industry are doing.
4. Click **Next**
 - a. Update any information here
5. Click **Sign up**
 - a. Twitter will ask you to verify your email by sending a code to the email address you provided
 - b. Once you get the code in your inbox, enter the code in the prompt
6. Create your password
7. Add a profile picture
 - a. This should be your hospital's logo
8. Add your **business description**
 - a. This should act as a blurb about your business and include relevant keywords. For example, here is the WellHaven corporate business description:

On Relevant Posts

In order to broaden your reach on social media, you should interact with other relevant pages. This can mean sharing content from another relevant page (such as [ASPCA](#) or your local humane society), replying to those Tweets, retweeting their original Tweets, and so on.

Content Examples



Recommended Posting Schedule

With just under **70 million** active monthly Twitter users in the US, it's clear there are benefits to be reaped from the platform. Twitter requires ample legwork and constant monitoring in order to reap the full benefits. We recommend Tweeting 1-5x per weekday in addition to retweeting and

replying to mentions each day. You should aim to publish the bulk of your Tweets between 10am and 11am for optimal performance.

Hashtags

Hashtags will help new users discover your profile, making them crucial to success on Twitter. Due to the limited character count you have on Twitter, we recommend using 1-2 relevant hashtags with each Tweet. We also recommend using hashtags naturally vs. adding them at the end of the Tweet. See below for an example.

Natural

Shoutout to one of our
#Veterinarians, Dr. Cooley! We are
happy to have you and your hospital
as part of the WellHaven family!

Clumped

Shoutout to one of our veterinarians,
Dr. Cooley! We are happy to have you
and your hospital as part of the
WellHaven family!

#Veterinarians #Vets #VetLife
#VeterinaryLife #VeterinarianLife
#WellHaven #PetCare #PetWellness

Tools

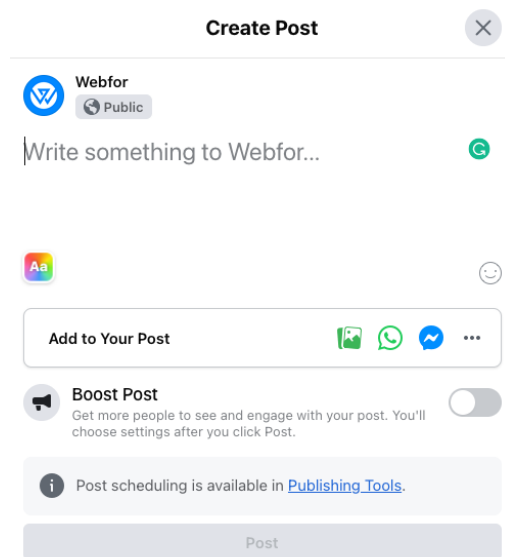
This section provides a list of recommended tools you can use to manage the hospital's social profiles effectively, find royalty-free photos, and more.

Scheduling

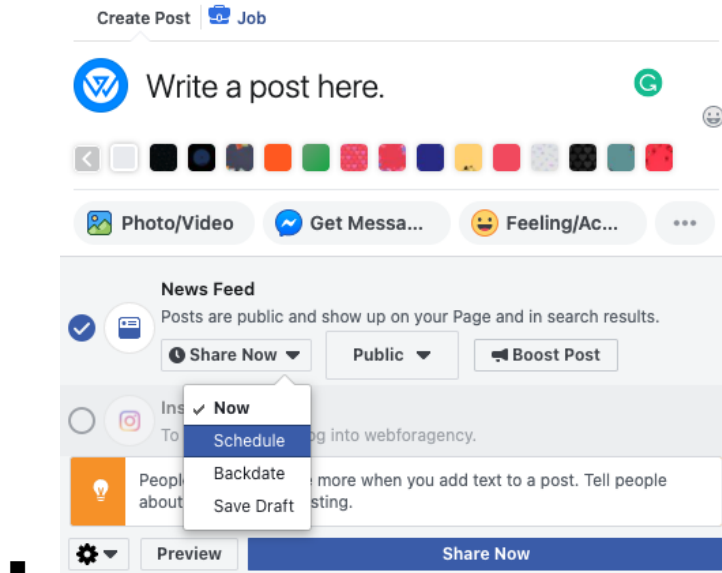
There are several social media scheduling tools out there, including free options. Below are some of the most popular scheduling tools used:

Facebook Scheduler (Free)

- You can schedule your posts directly on Facebook instead of using a third-party platform.
 - When creating a post on Facebook, you will see the option to click **Publishing Tools**.



- Next, click **Create Post**
- Write your post and upload any images/gifs/etc. that you want to go along with it
- Click the arrow next to **Share Now** and choose **Schedule**



- In the popup that appears, choose the date and time you'd like the post to be published, then click **Schedule**

Hootsuite (Paid Plans)

[Hootsuite](#) is a tool that allows you to manage multiple accounts and profiles within one hub. You can schedule posts, review analytics, and more across multiple accounts and platforms. Check out their [pricing](#) for more information.

Planoly (Free + Paid Plans)

[Planoly](#) is an alternative to Hootsuite that also allows you to schedule posts. The free version allows you to connect and schedule posts for 2 profiles, which would likely be a suitable option for the individual hospitals. You can see more details about their [pricing here](#).

Photo & Video Sourcing

There are several ways to go about obtaining photos and videos to use on your social platforms. Below, we outline some of the most common ways to do this, including how to get stock photos royalty free.

Request Images & Videos

The hospital's staff sees every single furry friend that enters the doors. It's likely they've also snapped some photos and videos of those cute visitors! Ask that hospital staff share any photos and videos with you to use on your social profiles.

Tagged Images & Videos

When a user tags you in their posts, they want you to see it and interact with it. Better yet, they want you to share it! Be sure to either reach out to the individual and ask if it's ok to use their photo or video and/or tag the creator in the post when you utilize their work.

Royalty Free Stock Photos & Videos

While you want to be careful when using stock photos on social media, [Unsplash](#) provides *tons* of images and videos to use for free. The images are submitted by photographers and tend to look more “real” than traditional stock creative.

Graphic Creation

Canva (Free & Paid Plans)

You don't have to have a graphic designer on staff in order to generate high quality graphics for social media. [Canva](#) offers thousands of templates already sized properly for each social platform for you to use. Simply swap out the text, colors and/or photos and you're done! The paid plans allow you to set up your brand colors, logo, etc. for easier and faster creation, but the free plan works well, too!

Adobe XD (Paid Plans)

Part of the [Adobe Creative Cloud Suite](#), Adobe XD allows you to create a system of assets that quickly and easily develop into beautiful graphics. Adobe XD does require a paid plan and experience with Adobe products such as Photoshop and Illustrator is beneficial.