



Wellhaven

Social Media Best Practices

“If people believe they share values with a company, they will stay loyal to the brand”

– Howard Schultz –

Social Media Marketing

81% of consumers' purchasing decisions are influenced by their friends' social media posts

- **78% of consumers** say companies' social media posts **impact** their purchases
- Conversions **increase 133%** when mobile shoppers see positive reviews before buying
- Millennials are **1.6x** more likely to use **digital channels** to learn about new products

...decisions are influenced by their friends social media'...

The key takeaway here is that your brand champions will do free advertising for you...

Know Yourself

- Services
- Location
- Staff
- Clients
- Ownership




Know Your Competition

Banfield Pet Hospital 17h · 🌐

Your dog would like us to remind you that today is [#NationalTakeAWalkInTheParkDay...](#) so get out there and celebrate! 🐾👤

👤 @hojcha.akk

[#Petgathering](#) [#bhera](#) [#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

[#Bhera](#) [#BanfieldPetHospital](#) [#dogstagram](#) [#dogsofinstagram](#) [#banfieldlife](#) [#banfield](#)



👍❤️👍 76

7 Comments 7 Shares



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



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



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Know Your Goals



Brand Awareness



New Employees



New Clients

Know Your Audience

Vet looking for a
new position?

2



3

Pet parent in need
of specialized
services?

New pet parent?

1

4

People who love
animals?

Know Your Social Platforms

A

Demographics

B

Capabilities

C

Content

D

Time

Facebook

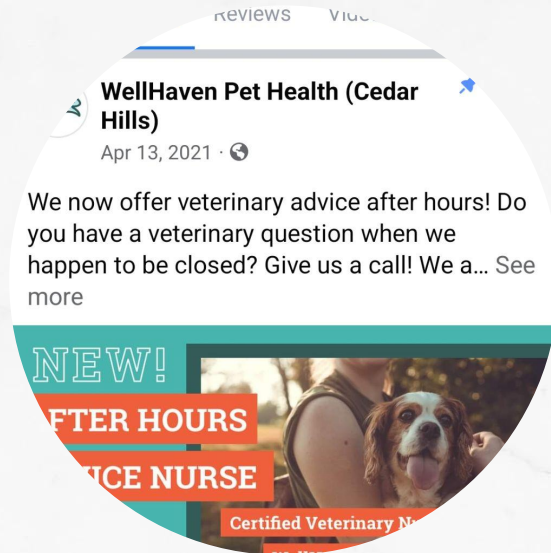


Majority of users 25 - 35 years old

A

Page insights, events, publishing tools

B



C

Webpages, images, long & short videos, stories

D

Tues, Wed + Fri 9 am - 1 pm

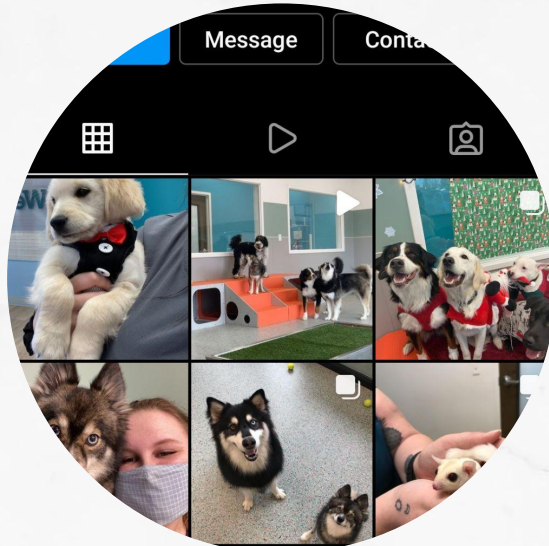
Instagram



Majority of users 18 - 35 years olds



Insights, Reels, IGTV



Images, long & short video, stories



Tues + Wed
10 am - 1 pm

Others

Tiktok



LinkedIn



Youtube



Twitter



Gathering Content

Finding the right quality content that fits both your brand & goals is highly important

Types Of Content

Images

- Informative Graphics
- Fun Facts
- Pets
- Staff & Community

Videos

- Informative
- Pet Health Tips
- Interviews
- Pets

Articles

- Website
- Industry
- Blog posts
- News Articles

Internal

Staff

Staff stories, experiences, “day in the life of-”, etc

Clients

Pics of pets being treated

Hospitals

Content from other hospitals

Website

Service pages, testimonials, etc

External

**Vet
Industry**

Relevant articles/informative
videos

Clients

Pics/videos of pets from owners

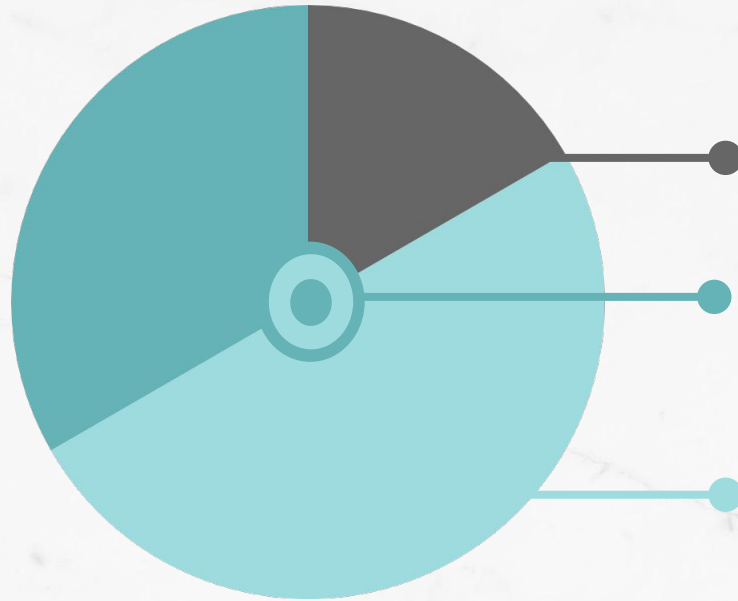
**Viral
Stories**

Recent + popular stories/posts
about animals/pets

Community

Events, important information,
etc

Utilizing Content



TikTok

12 pm, Tues - Fri, Short Video

Instagram

12 pm, Tues, Short Video

Facebook

10 am, Wed - Fri, Short Video

Engagement



- Likes
 - Comments
 - Shares
 - DMs
-

Slow & Consistent Progress



Week 1

1 post a week
on one
platform



Month 1

2 posts a week
on one
platform



Month 6

2 posts a week
on two
platforms



Year 1

3 posts a week on
two platforms -
active
engagement

THANK YOU

Questions?
Comments?

CREDITS: This presentation template was created by [Slidesgo](#), including icons by [Flaticon](#), infographics & images by [Freepik](#)



RESOURCES

- <https://www.nosto.com/blog/how-does-social-media-influence-customer-behavior/#:~:text=81%25%20of%20consumers'%20purchasing%20decisions,based%20on%20social%20media%20referrals.>
- <https://blog.hootsuite.com/instagram-demographics/>
- <https://sproutsocial.com/insights/best-times-to-post-on-social-media/>