

Social Media Checklist



WHY USE THIS CHECKLIST?

Our goal is to show you:

How to build a powerful social media profile.

Showcase you and ClearCorrect as trusted experts in the field.

Connect with the right people and the right patients.

Build your personal brand by sharing our content, posting your content, and engaging back with your audience.

Instagram

You use an Instagram account to promote your services

Pick a name that reflects your professional profile. Make sure it's easy to find.

Add "ClearCorrect Partner" beside your profile name.

(I.e **Dr. John Appleseed | ClearCorrect Partner**)

Your contact information should include a phone number, e-mail and physical address

Use a similar profile picture to your LinkedIn; professional, clean, presentable.

Follow other businesses and doctors in your industry. It's a terrific way to network and build a following!

Use Linktree in your Instagram bio to maximize your marketing and content efforts. You can add as many links as you like and it's a fantastic way to provide more information and a personal touch to your profile.

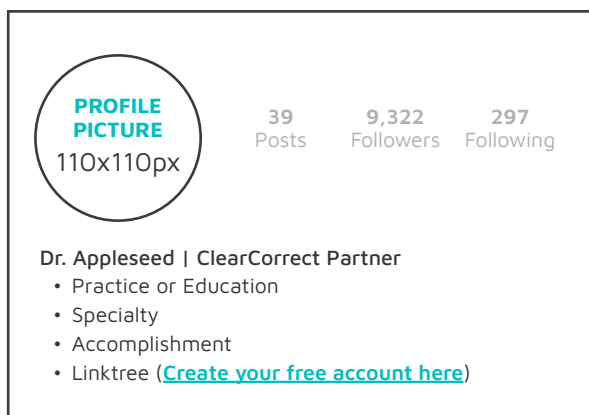
Engage with your followers regularly. Ideally, do this daily!

Stick to an 80:20 ratio of updates. 80% "for your fans" and only 20% promotion/sale.

Decide on 3 content pillars you would like to base your content on.

Stick with it and be consistent.

ASSET SIZES & INFO RECOMMENDATION



A diagram illustrating the layout of an Instagram profile. It features a circular profile picture placeholder on the left, followed by statistics for posts, followers, and following. Below these is the profile name and a list of bio items, including a link to create a Linktree account.

| | | | |
|---|-------------|--------------------|------------------|
| PROFILE PICTURE 110x110px | 39 Posts | 9,322 Followers | 297 Following |
| Dr. Appleseed ClearCorrect Partner | | | |
| <ul style="list-style-type: none">• Practice or Education• Specialty• Accomplishment• Linktree (Create your free account here) | | | |

Facebook

BASIC SETUP:

Use this if you are a provider

Your contact information should include a phone number, e-mail and physical address.

Link to your practice website and/or your "request an appointment" form from your bio.

Your description should provide easy to understand information about your business/practice & should include a "call to action" or a specific next step you want your followers to take.

BONUS POINT: Mention ClearCorrect or that you're a Provider in your description.

Make sure Relevant Categories are selected (i.e., dentist).

Use a custom username for your page creating your unique Facebook URL ([more info here](#)).

Your profile picture should represent your brand or company (size: 170px x 170px).

Your profile picture should be professional looking, clear and easy to see when small.

Cover page should use high quality images (size: 820 px wide by 312 px tall) and should be fully utilized.

Ex: Showcase your practice!

Try sharing a photo of you in action giving a consultation, or perhaps a photo of your operatory. Make sure to keep it clean, tidy and bright.

Invite all of your Facebook friends to be friends (just do it!).

Do not post personal matters or opinions on your professional page. Keep it professional.

Do not post anything you do not know for certain to be true.

Share photos and articles using the share button, and be sure to credit original publishers (i.e. tag @ ClearCorrect posts).

Stick to an 80:20 ratio of updates. 80% "for your fans" and only 20% promotion/sale.

Engage with your followers regularly. Ideally, do this daily!

Facebook

If you have a business, add these:

Businesses should be set up as page NOT a person.

Invite all your Facebook friends to like the page (just do it!).

Hours of operation should be included if relevant.

Engage with your followers regularly. Ideally, do this daily!

Do not post personal matters or opinions on your business page.
Keep it professional.

Give fans a reason to like your page.

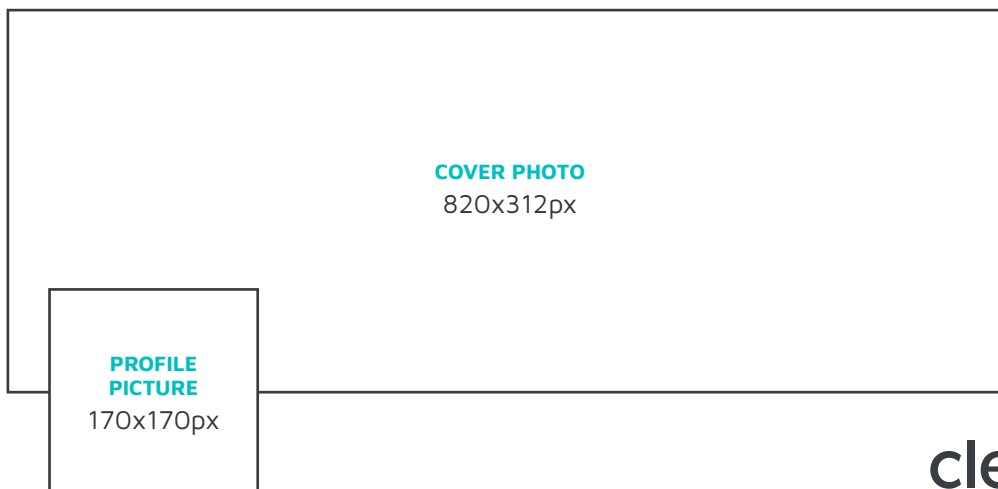
Your profile picture should represent your brand or company
(size: 170px x 170px).

Use your business logo as a profile picture.

Cover page should use quality images (size: 820 pixels wide by 312 pixels tall) and should be fully utilized:

- a. Showcase your business.
- b. Showcase your practice.

ASSET SIZES (Personal/Professional and Business pages)



LinkedIn

You should have a personal account and a company profile (if you own a business. [See company page example here](#)).

Your personal account should be kept up to date with current information including your current role and your employment history ([see example here](#)).

Join relevant LinkedIn industry Groups and actively participate in discussions (once a week is a good amount to start off).

Your personal account should have a profile picture with a clear head and shoulders image representing your personality. Dress according to your profession, smile, and use a recent photo.

Your company profile should include contact details and a link to your website (if you own a business).

Get in touch with people who “view your profile” and see if you can be of assistance. Send them a message!

Utilize the cover image on your business profile to display your branding and a clear “call to action” or a specific next step you want your followers to take.

Check all of your spelling, and ensure that your profile is free of typos (CRITICAL).

Encourage people to connect with you in your profile description and give them an email to do so if you offer services.

ASSET SIZES

