



Social Media 101

Setting up a Facebook business page

Social media can often be a minefield to navigate and managing a Facebook page for your practice may be low down on your priority list! But engagement through social media can have a positive impact on your practice and the patients. This is the first in a series of guidance documents to help you get to grips with using social media in your practice. First up, setting up a Facebook for business page:

Getting Started Guide

1. Create Page

Go to facebook.com/business to create your business page (you must have a personal page login to create a business page). In the top right-hand corner, hover over the tab and click 'create a page'. Register your details i.e. practice name, email address, password then sign up. You will be given several options to describe your business type. If you are a GP practice, select local business or place or the box that best represents your page purpose to create your account. Your selection will provide you with a drop-down box for you to choose your practice's specific area of expertise.

2. Design Page

Now it's time to design your new Facebook Business page. It is important to set a good impression from the start by uploading an effective profile/cover image that represents your organisation's values, mission or brand. If you are a GP practice, this could be your practice logo or an eye grabbing image of your practice building or reception area. This image will accompany your business name, making it easier for users to locate your page in search engines. Facebook will automatically crop your photo from a square to a circular frame, so ensure all important details are central and not on the outskirts. Your display picture is what acts as a backdrop behind your profile image. You can be a bit more adventurous with this image, but it must still relate to your brand. For example, if you are a GP practice based in Salisbury, you can use the image of Stonehenge which is a well-known historic monument in that area. The image should be at least 400 pixels wide and 150 pixels tall.

3. Business Description

Your page is finally created but looks a bit bare, its now time to start adding some much-needed text. The best way to do this is to start with a short and snappy description about your business. It should be no longer than 155 words and should capture your core offering. If you are a GP practice, this could include your practice location, the services offered and your practice list size. Once this is done, you can create a username also referred to as a vanity URL. This is what you will provide when telling customers how to find you online, so you want it to be easy and memorable like [@LMCBGF which stands for LMC Buying Groups Federation](#). It can be your business name if not too long or some variation of it as indicated above.

4. About Section

Now is a good time to navigate through your new page and fill out each section with information about your business. It is extremely important to ensure all the necessary details are up before people start following/searching for you online. If you are a GP practice, your followers will be looking on your profile for practice opening hours, alternative contact information, registration forms, practice community events, flu clinics and details information about your PPGs. To add these important details, click on the [About](#) tab in the left-hand menu of your page. You can also extend your business description with details about how your practice can support customers and why they will benefit from following your Facebook Business page by clicking on [Edit Story](#) on the right side of your page.

5. Sharing Content

Your Facebook business page is up and looking rather promising however, you will need content to bring it to life. Consistency is key when it comes to managing a social media page for your business and it's a good idea to put together a generic content bank and calendar of generic messages i.e. [posts relating to flu clinics will be posted twice a week on Tuesday and Thursday from August through till January](#). This will ensure consistency of message and leaves time for you to post more time specific messages like practice closures, phone system issues or sudden access restrictions. Remember, your Facebook business page is an online extension of your practice and must have engaging content that adds value for patients.

For more information or advice on setting up a social media business profile, email: zenaida.morrison@lmcbuyinggroups.co.uk.