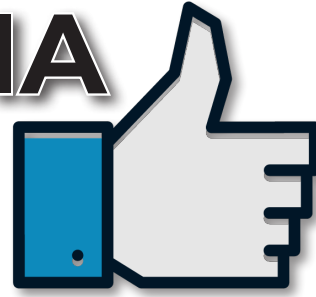


CAFP TOOLKIT: SOCIAL MEDIA FOR FAMILY PHYSICIANS

PUBLISHED: July 2022

Toolkit for Family Physicians and their practice teams to get on and get engaged with social media.



STEP 1: Follow CAFP on Social Media

- [CAFP on Twitter](#)
- [CAFP on Facebook](#)
- [CAFP on Instagram](#)
- [CAFP on LinkedIn](#)

STEP 2: Get to Know Each Social Media Platform

Background and Strategy for each Platform

You don't have to be on all channels - start small, make it manageable for yourself.

Facebook

Facebook has remained one of the top social media sites. The site offers posting a variety of content, such as images, videos, polls, offers, events, giveaways, and advertisements. All these options allow viewers to like, react to, share.

Instagram

Instagram is all about visuals. On this app, you can post pictures, videos, stories, reels, or live stream videos as part of your Instagram marketing strategy. You can also add captions, tag locations or people, and glam up every post with emojis or stickers, allowing you to get creative.

Twitter

Twitter is similar to Facebook in that you can post a variety of content. However, on this platform, your messages are limited. Twitter only allows up to 280 characters per post. Though your space for text may be shorter, you can still make use of the social media app by posting blurbs or short pieces using links. Content on Twitter moves quickly so you can post more often than Facebook or other platforms to stay visible in user's feeds.

LinkedIn

LinkedIn is about connecting with professionals. Businesses network with other professionals in their field and discuss industry-related topics. Users of LinkedIn can follow each other and react to posts much like other social media sites and apps. The best LinkedIn strategies involve, posting long articles on your industry that can lead to thought-provoking discussions.



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TOP 10

THINGS TO MAXIMIZE YOUR IMPACT ON SOCIAL MEDIA:

1. Understand Each Platform's Best Practices
2. Don't Be Overly Promotional
3. Give Credit to Sources
4. Don't Engage with Trolls
5. Assume that Everyone Can and Will See Everything You Post
6. Don't Post Personally Identifiable Information
7. Go Easy with Hashtags
8. Follow Experts In Your Niche
9. Reply to Comments
10. Post a Video if You Can

STEP 3: Learn How to Use Your Voice on Social Media

Resources you can use to learn more about social media and using your voice on social media:

WEBINARS

Social Media Basics for Family Physicians

https://education.familydocs.org/Social_Media

Social Media as an Advocacy Tool: A Look at #ThisIsOurShot, Using Your Voice to Build Vaccine Trust

<https://education.familydocs.org/content/social-media-advocacy-tool-look-thisisourshot-using-your-voice-build-vaccine-trust>

AAFP Resource: Navigating the Hazards of Social Media

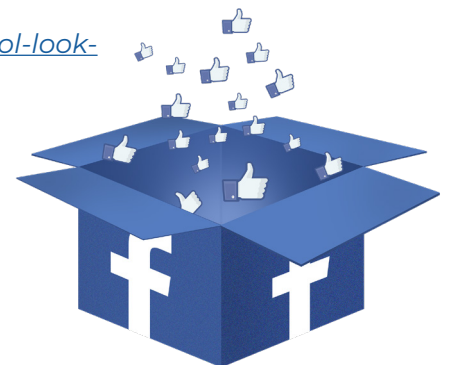
<https://www.aafp.org/pubs/fpm/issues/2022/0500/p15.html>

7 Ways To Increase Twitter Engagement

<https://ladybossblogger.com/increase-twitter-engagement>

How to Get Verified on All Social Media

<https://fanbooster.com/blog/how-to-get-verified-on-social-media>



STEP 4: Respond to Misinformation

You are the expert when it comes to health care. You know first-hand what your patients experience in your communities. Responding to misinformation on social media is right in your wheelhouse.

It may not always be the right idea to respond to someone, especially if they are looking to start an argument. If you don't feel comfortable responding to someone's post, you can share that post directly with CAFP.

Here is some language you can use when you see a story on pediatric care that doesn't include family physicians. Specifically to share that family physicians provide a significant amount of pediatric care in CA:

Thank you for your wonderful reporting in XXXXX.

In today's article/story/segment "XXXX" you identify pediatricians as being the physicians who take care of kids. Certainly pediatricians are a cornerstone of children's care in California. However, I wanted to make sure you are aware that Family Physicians provide a significant amount of pediatric care in the state. It is estimated that Family Physicians provide anywhere from 16 to 20 percent of pediatric visits and are the named usual source of care for as many as a third of the child population. This number increases as children get older or live in underserved areas. As you know, Family Physicians are specialists in providing primary care across the life spectrum. Family physicians have a tremendously important role in making sure children are vaccinated, leaving them out of the conversation may limit the public's understanding of opportunities and resources available to help fight this pandemic.

We at CAFP are always happy to be a resource on this and other issues.



STEP 5: Engage with Your CAFP Leaders & Colleagues

Follow these family physicians who are active on social media, setup notifications to receive alerts when they post, and tag them when you are sharing information:

Start following these family docs on Twitter:



Alex McDonald, MD, FAAFP
[@alexmmtri](#)



Jay W. Lee, MD, MPH, FAAFP
[@familydocwonk](#)



Shannon Connolly, MD, FAAFP
[@drsconnolly](#)



Kim Yu, MD, FAAFP
[@kimyumd](#)



David E.J. Bazzo, MD, FAAFP
[@dbazzomd](#)

STEP 6: Reach out to CAFP for questions or more information

If you have any questions about social media or other needs, reach out to CAFP, cafp@familydocs.org or (415) 345-8667.



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