



Case Study:

What Type of Social Media Content Performs Best for Plastic Surgeons?

By Jill Messinger
Social Media Specialist

Background

Advanced Cosmetic Surgery is a plastic surgery practice led by Dr. Levi Young in Overland Park, KS that signed up for social media services from Page 1 Solutions in July 2018. Prior to our social media efforts, the practice's Facebook page received very little to no engagement on posts and had a social media following of 596 people.

Our first step was to run a Facebook Likes campaign to build the number of followers on the Facebook page. The campaign ran for two months and generated 237 page likes (the page has since increased to 1,053 page likes).

The Solution

While the Likes campaign was running, we began posting to the Facebook page in order to increase engagement. By using an assortment of content types, such as blog posts, custom images, testimonials, videos, and shared links, Page 1 Solutions was able to increase the page's engagement by 78% (as compared to the year before Page 1's social media services began).

Over the past year, it became clear that certain types of content performed better than others. In order to increase engagement across all of my plastic surgery clients' Facebook posts, I analyzed a variety of content types and how they performed on social media.

The Analysis

I began the analysis by selecting the top six most common types of content that were posted to the page over the past five months (March 1, 2019 - July 31, 2019). Those content types are: Blog posts, videos, testimonials, images (client provided), images (custom graphic), and shared articles. See examples of content types below.

In order for the analysis to be fair, I only collected data from content that was organic (not boosted) and posted on weekdays between the hours of 8am-7pm MST.

I based the performance of the content on three metrics: Shares, Reactions, and Comments, as these are the three metrics that are most commonly used to measure Facebook engagement.



Blog Post



Video



Testimonial



Image
(Client Provided)



Image
(Custom Graphic)

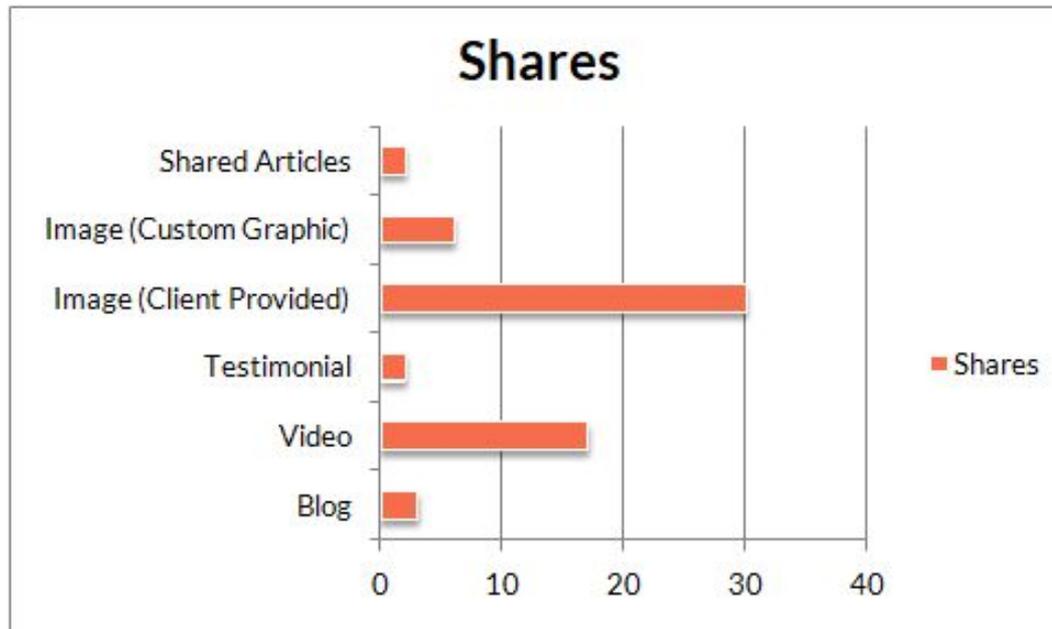


Shared Article

The Results: Shares

Facebook users have the ability to Share content that appears on their NewsFeed with their own followers. Shares tend to hold more weight than reactions or comments because they are visible to more people, encourage engagement, and can lead to increased website traffic.

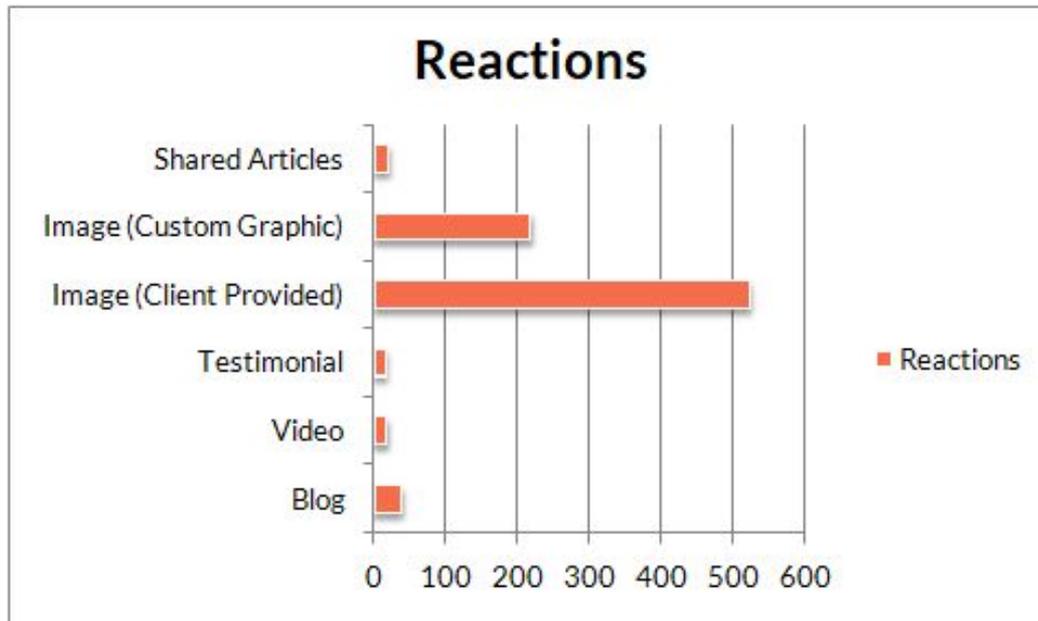
The data shows that Images (Client Provided) were most often shared on Advanced Cosmetic Surgery's Facebook page, followed by Videos. Since Images and Videos tend to be more entertaining, it makes sense that followers would be more inclined to share these types of content.



The Results: Reactions

Previously known as just a “Like,” Reactions allow users to interact with a post using one of six different emotions: Like, Love, Haha, Wow, Sad, and Angry.

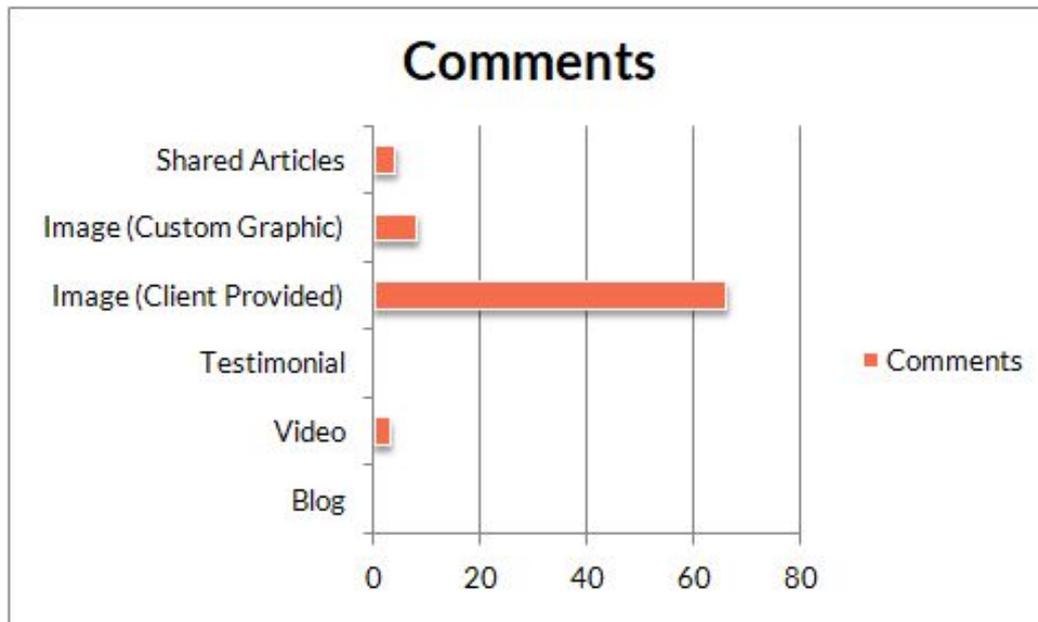
The data showed that Images (Client Provided) generated the most reactions among the content posted, followed by Images (Custom Graphic). Images, especially those that are candid or offer a behind-the-scenes look into a practice, tend to capture the audience’s attention more than just text or a shared link, which in turn generates increased engagement.



The Results: Comments

Comments are one of the most effective ways to increase engagement on a Facebook post. Users are especially likely to leave a comment when they see an already active discussion on the post.

Images (Client Provided) unsurprisingly generated the most amount of comments. As previously mentioned, candid photos tend to be more engaging than other types of comments, so users feel more inclined to leave their opinion on the post.



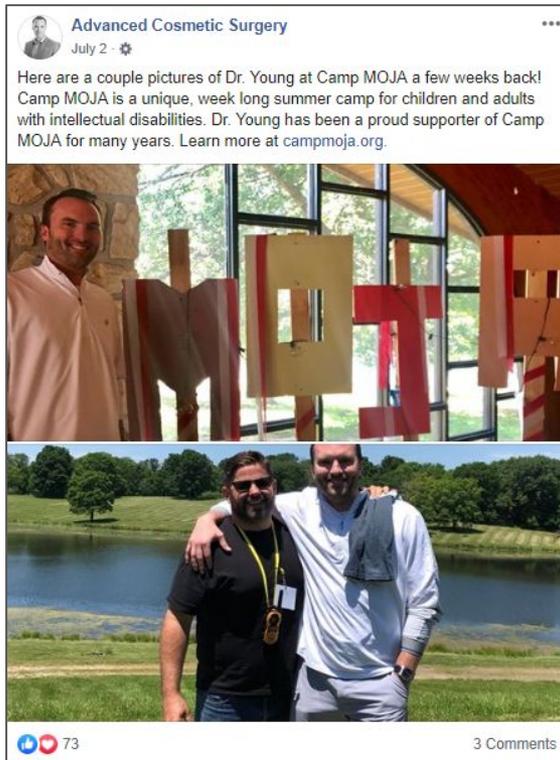
Conclusion

After analyzing all organic posts on Advanced Cosmetic Surgery's Facebook page over the past five months, it was clear that Images (Client Provided) were the most engaging type of content in terms of Shares, Reactions, and Comments.

For many reasons, this outcome was foreseeable – images that are provided by the client are authentic and show off the true personality of the practice. After all, isn't that the whole point of social media? Hootsuite said it best: As users, "we connect most with content that is real, and people are catching on to content that isn't authentic."

At Page 1 Solutions, we are constantly encouraging clients to send us photos from their day-to-day lives so we can utilize them on social media. These type of photos include: Photos with patients, company outings, volunteer work, hobbies, local events, vacations, and behind-the-scenes images from the practice. By focusing on posting more genuine content to your Facebook page, the engagement metrics on your posts will vastly improve, which will ultimately benefit your social media presence and plastic surgery practice as a whole.

Client Provided Image Examples:





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