



The Importance of Social Media Presence for Doctors

Dr Marya Ahmad *¹, Zain Ahmad ²

1. General Dentist, Sr Clinical Support Specialist, Align Technology, India.
2. Final Med Student, Al Falah School of Medical Science & Research Centre, India.

Corresponding Author: Dr Marya Ahmad, General Dentist, Sr Clinical Support Specialist, Align Technology, India.

Copy Right: © 2023 Dr Marya Ahmad, This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Received Date: May 31, 2023

Published Date: June 15, 2023



Social media network has created a wave around the world market and the world of healthcare is no exception to it. The social media networks such as Instagram, Facebook, Twitter, Google Plus, and LinkedIn present an extraordinary marketing opportunity for doctors who are looking to promote their independent practices. Potential patients are increasingly embracing social networks as an integral part of their everyday lives. Almost 23% of the time an average user spends online is on social networking. These numbers are compelling a growing number of small businesses and professionals, including doctors, to consider leveraging the immense power of social media to their marketing advantage. Independent practitioners have a clear advantage, like most other small businesses, in shifting their marketing strategies toward social media i.e, high visibility to a large number of people, personalized connectivity with potential clients and personal image enhancement and self-promotion. Results can be achieved without spending much on social media.

However, it is not only a social media presence that brings doctors new patients; search engines do the same job and sometimes even more efficiently by working with a good online marketing company, the doctor can benefit a great deal at low cost. Through search engine optimization, the practitioner's website is ranked higher in Google searches, increasing the likelihood that it will be clicked. If the website is appealing and easy to navigate, the doctor will acquire new patients.

Active social media networking can help a doctor maintain a good online reputation. Perhaps the best endorsement for a doctor comes from patients. No amount of paid advertising and marketing can match the impact that a positive testimonial can have on a new patient.

To boost the business prospects of their practices through social media marketing, doctors can partner with professional social networking experts or companies with experience in social media promotions to manage highly successful social networking campaigns.

