

## 0084 Successful Social Media Strategy

You're listening to the Abundant Practice Podcast. Where we work through the stuck places folks hit while building their private practices. Each week we dive into a practice building through different lenses. You'll get trainings, listen in on mini-consultations and conversations with other consultants. Each month there is a niche deep dive where we flush out a niche from a marketing perspective. Plus every now and then we throw in a "Where are they now" episode, and check in on the clinicians who were on before to see how the advice played out. When relevant, the show notes will include a worksheet for you to bring the content into your practice or life. Because I love you listening, but I want you to take action, too.

This podcast is sponsored by the Abundance Party, where for only \$39 a month you get courses on honing your niche and marketing your practice, scripts for the business side of things, monthly trainings, a chance for a one on one with me, and a much more intimate Facebook group. Where I currently respond to every post. You can check that out at [Abundanceparty.com](http://Abundanceparty.com). Alright, onto the show.

If you want to keep your practice organized, Responsive Therapy Notes can help. They are simple, secure, EHR platform that you manage notes, claims and schedules as well as share documents and request signatures. Plus, you get great unlimited customer support for help whenever you need it. To get two months free, visit [therapynotes.com](http://therapynotes.com), create an account and enter the promo code Abundant.

Welcome back to the Abundance Practice podcast. I'm your host ALLISON Puryear of [AbundancePracticeBuilding.com](http://AbundancePracticeBuilding.com) and [AbundanceParty.com](http://AbundanceParty.com). and I'm actually here with one of our Abundance Party Members, JENNIFER Rollin. Rolling, like rollin on the river. I will never forget it. You can check her out at the [eatingdisordercenter.com](http://eatingdisordercenter.com). I've invited JENNIFER on because she is a master at social media. And I want you guys to learn from her. She's also doing a training later this month that the Abundance Party folks will get to be a part of. So, if you are not yet in the Party and you want to join us, [AbundanceParty.com](http://AbundanceParty.com). but first, JENNIFER, thank you so much for coming. And I really appreciate it because I know you are a crazy busy person.

**JENNIFER:** Thank you so much for having me. I'm super excited to share about this topic.

**ALLISON:** Yippee. So, okay, I hear a few different things from people about social media. And there are one million different ways to do it. I'm wondering if you have a specific strategy that you use? And if so, what? Could we start there?

**JENNIFER:** Yeah. So, there is so much. I'm going to try and keep it succinct. But I think the number one thing to do is to pick your platforms. And I think that a lot of people fall into the trap of trying to be on every social media site. And you are not able to do 10, even myself, I can't do ten things well. So, what I've focused on, and again, you need to know your client. And where your ideal and target audience is hanging out. But, for me, I use Instagram and Facebook. Which are actually if not my number one, my number two source of referrals. And I've actually booked all of my TV appearances through Instagram directly.

**ALLISON:** Wow. Okay.

**JENNIFER:** So, number one is choosing your platform. And then deciding, do you actually want to be the one doing social media or not. Which is a big question. So, some people, its not their jam. Or they are super busy. And so, one recommendation I have for clients I work with on marketing is if its not your jam or you're busy, looking for somebody who understands the services that you're providing. So, for me it would be somebody with eating disorder recovery who is good with social media. So, I do my own

personal Instagram, but the Eating Disorder Center, I outsource to somebody else. So that's just an important consideration. And then, the next thing is really trying to build your brand. So, thinking of yourself kind of beyond your business. Because I think it's easy to get really overwhelmed with social media. And so, really thinking about what are a handful of things that are unique to you. And including some personal stuff as well. So, for me, people think of me it's like eating disorder therapist. I'm very introverted. I love donuts, like I help in every side. Because we want to build that know, like and trust factor. And I think there's data that it usually takes like 7 touch points before someone will actually reach out. And I think for therapists it probably takes a bit longer. So again, what I usually have people do is create like a branding board. So, kind of like a mood board with colors, inspiration, and then again, the things that make you unique. So, from there, once you have your brand established, you really want to think about the content that you are posting. You may think there are ways to do this well and there are ways to do this that turn people off. So, it's really thinking about your ideal client and what their pain points are. And what's keeping them up at night, picking up the phone. And so, I'll do a lot of quotes. And honestly, I'll pull a lot from sessions or things that trends I'm noticing that my clients are all struggling with. And people have said to me, I feel like you're speaking directly to me. And then, the other thing I recommend is really, again, infusing your personality into it. Because people connect with people not brands. So, I would not, this is just my personal thing, I don't recommend that businesses just put their logo. Because, again, it feels weird to interact with a logo versus a person. So, for my group practice Instagram, I have a picture of three of myself and two associates and our logo underneath. But really trying to make sure that like you are in your feed as well. Pictures of you. So that people get to know who's the face behind the business.

**ALLISON:** Yes. Absolutely. I love that. And I love that its your number one and number two source of referrals. Because I hear a lot from people like oh, you don't actually get clients from social media. You can only build brand awareness. So, I love that your kind of like well, if you're doing it really well, you can get clients. And you post a lot. Can you talk about the frequency of posting?

**JENNIFER:** Sure. And quick aside, I met someone when I was first starting my practice, who was like a practice building coach, like a few times, and she was like people don't look for their therapists on social media. She was very wrong.

But anyway, in terms of frequency or posts, so, there's a lot of factors to consider. So, for Facebook, I try to look at, I don't know, maybe three to four days a week. And honestly my perception is that Facebook business pages are kind of dead at this point. So, I keep mine up, but I what I have chosen to do, which not everyone's going to feel comfortable with, is I kind of use my personal Facebook for building that brand awareness. But people could create a separate Facebook page if that makes sense. Like they are more professional page. But again, I think they changed the algorithm and the Facebook business pages don't seem to be doing as well as they have for me in the past.

**ALLISON:** And that's true. You do have to pay to play for the Facebook business pages. Otherwise two people are going to see what you post.

**JENNIFER:** Yes. Exactly. And then, in terms of Instagram, which is like the platform where I get the most traction. Which is interesting, because I thought like parents wouldn't be on there. But, I get parents reaching out to me through Instagram. So anyway, I try to do one post a day. Because I know when you don't post, engagement can go down. But I don't want to like flood people's feeds with multiple posts. I try to do one. But, I'm very intentional about what it is that I'm posting. Making sure its timely. And again, is really going to resonate with my ideal client. So, before I post something, I always ask, how is this going to benefit someone in recovery. And if it's not, I don't post it.

**ALLISON:** Right. And you do lives as well. How do you choose what to do as a live versus a post?

**JENNIFER:** Those are like super spontaneous. It's usually like I wake up and I'm going to do a live today. But, I think if you are introducing something new, so when one of my associates launched her body image group, we did a live together. I think a lot of people watched them. And what I kind of like to do, and again, I do this maybe like once a month, maybe a little more. Is to do kind of a Q & A and advertise it. Because I just think it really helps people to connect with you and feel like again, like you're a good friend. Or they know, like and trust you. And then they feel more comfortable to reaching out to you.

**ALLISON:** Yes. I'm wondering, too, like you were talking about doing it yourself versus outsourcing. The outsourcing piece. How did you find this ideal person who gets your brand, gets your message, and also isn't going to cost a thousand dollars a month?

**JENNIFER:** Definitely not. So, I got super lucky. But what I did is I actually posted a job in advertisement. And at the time, I was looking for a social media intern. I got a bunch of applications. And I ended up interviewing two people and couldn't decide. So, they both became interns. And again, one of them did such a good job that I ended up promoting her where she is now my executive assistant. She runs the Eating Disorder Instagram. And what I was really looking for is not like a traditional marketing person. Because I've seen colleagues pay a traditional marketing person. And I'm not saying this is always bad, but to do their social media. And I just find having somebody who gets social media, someone generally who is a millennial. Very comfortable with the medium. And who really understands your message. So, for me, both of the people who work helping me with social media have either had eating disorders in the past or one of them is in recovery. So, they really know, if that makes sense, more than a marketing person would know, what is helpful to post.

**ALLISON:** Yeah, because this is an area where your branding could go haywire really quickly if somebody posted something that was not congruent with what you believe, about what you put out there. So yes, I totally get that.

**JENNIFER:** Then, in terms of fee, I'm more than happy to say what I pay her, yeah. So, I pay \$20/hour and I have, this is just for the person who is doing social media. I also have another assistant helping me with administrative stuff. But she does about 5 hours a week. And sometimes it's a little more, sometimes it's a little less. So, it ends up being \$80 a week, which is not bad.

**ALLISON:** Yeah. That's part of one session.

**JENNIFER:** And it's so worth it. Because me trying to manage two separate Instagram accounts was crazy making.

**ALLISON:** Yeah. So, it's interesting, when we say that, when we say, just focus on one or maybe two. And I preach this a lot in the party of like, social media is about relationships. And it's kind of like trying to maintain one million relationships if you've got multiple platforms going. And you've got people DMing you or PMing you. And you've got people commenting. And you want to respond to them, and all of that. It's a lot more work than just posting something and calling it good. Right?

**JENNIFER:** Absolutely.

**ALLISON:** You and I recently talked about, sometimes you just can't answer all the DMs and that's ok.

**JENNIFER:** Yeah, I had to set limits with myself around that. I know some people who try to answer every DM and comment. And I would not have a life if I did that. It's just not possible. So, there are many that are reaching out for clinical stuff, which is not appropriate, or just like random things. If I can, I will

provide resources, but there are definitely a lot of DMs I don't always respond to. Or comments I don't always, again, I'll respond to some of them. But in terms of work/life balance, I think it's important not to feel like you have to respond to every little thing.

**ALLISON:** Yes. And we have also had conversations about work/life balance. I just finished a course on work/life balance in the Abundance Party. So, I feel even more submerged in the necessity of taking some time and not trying to be everything to everyone on social media especially. So, for people who are listening and hate social media. I would love for us to just give them permission to not do it. Because it's a lot of work. And if you hate social media, there are other ways to build your practice. If you like social media, and you want to use it to help build your business, then do it right. Don't be slipshod. Like, if anyone follows me on Instagram, they would know what slipshod looks like. Because it's not my platform. And I'm okay that it's not my platform. Facebook is. And it works for me. But your Instagram is very, I mean anybody can just glance at it and know who you are, what you stand for and if you're going to be a good fit for them. You do a great job with that. And we'll make sure we put JENNIFER's Facebook and Instagram in the show notes, so you guys can follow her and see how to do it right.

Are there any things that have happened since your social media has really been hoping that you didn't anticipate, either good or bad?

**JENNIFER:** Yeah. So, the first thing I was just going to comment on what you said. And I do think, in my opinion, every therapist should be on social media. Because I think it's such a missed opportunity. So, if it's not your thing, definitely just outsource it. So, since things have taken off, I don't know, it's just crazy. I always thought people aren't really on Instagram a lot. People aren't looking for their therapist in there. But again, it's been a huge source of referrals for me. And I've gotten a lot of like media opportunities and things through Instagram. So yeah, when I started out, I was just kind of doing it for fun. And then, I was like, wait a minute, this is actually helping me to fill my groups. And to help my associates get clients. And to land like certain media appearances. So, I think it's really important and again, I'm biased, but personally, I just love Instagram. And I think there are so many things you can do with it.

**ALLISON:** I'm thinking, too, about part of the reason that you are so successful on social media. You talked about infusing your personality. You're not just your logo. You are you. And I think what most people who do Instagram right in our space, what they are doing is that pain point piece you spoke about earlier. It's not just like, here's a quote from Aristotle that's really interesting. It's juicy stuff. It's stuff that people can be like, yeah, I realize I've been sucked into diet culture. Or, whatever. And I was trying to think how that works for somebody who specializes in anxiety or somebody who specializes in depression. Would it work as well? And I think that it does, because if you're talking about this cultural pull to do everything or be everything, or to succeed over anxiety, then, that's a great thing to talk about, those pain points.

**JENNIFER:** Absolutely. And I kind of see it as a public service, too. Because I can't work with everyone. But people have reached out and said it has been so helpful to see my posts. Another thing, just to comment on, is to really pay attention to your captions. Because those are so important. Like you said, we don't just want to be posting a quote with a bunch of hashtags. So, when I'm thinking about captions, I kind of want them to tell an engaging or inspiring story. Or do some psycho-education. Kind of explain the concept as it relates to recovery. And often, what I'll do, which I think everyone should do, is a call to action at the end of every post that I do. And sometimes like a prompt for them to do. So, I really want to feel like, I want them to feel like they are taking something away. Because that's going to help a lot of people and also make them feel like more comfortable reaching out in the future. And my post is something like tag a friend who you think needs to see this message. Or what's your favorite kind

of donut. Because engagement, again, Instagram has also changed the algorithm, which actually is really, really important. It doesn't matter if you have a lot of followers, if you have low engagement. Not a lot of people will see it. So, I think really trying to make it a conversation on there. And again, it's not that I'm responding to every message, but really helping people to feel apart of your social media.

**ALLISON:** That makes total sense. And those call to actions. People get all like wibbly about it. They get concerned about, especially a call to action of, if you need support with this, feel free to give us a call, blah, blah, blah. But, otherwise, people who want more from you, whether it's to link their friend up with your account, or to call you. They haven't been invited to. And I think that inviting people to join in some way or to share or to get in touch is a really helpful thing for folks, especially many of our clients who feel lost. And they are struggling. Sometimes just being a little bit directive can helpful in them getting the help they need.

**JENNIFER:** Definitely. And I was just going to say, I think you want to be cautious, too. I've seen a lot of pages that kind of look like a sales pitch. And that is a huge turn off for people. If it looks like an advertisement. So, I really think about give give give, and then, pitch. Or share my service. So, it's not like, that would annoy me personally if every day it was like click the link in my bio to see how I can help. So, I really don't do that super frequently.

**ALLISON:** Yes. And I think even the question of tag a friend, or the directive to tag a friend can be really helpful. Because they can be, which friend would really benefit. Oh, so and so would really benefit from seeing this. So, it's also, like you said, an act of service in general. All good marketing in my mind is an act of service. And, being able to have an Instagram account that your ideal clients, whether or not they are in your state, whether or not you ever see them, if they can kind of hold on to some things in your account to keep them going when times are tough, like that's a beautiful thing to be able to provide the world. And you're doing it, and I appreciate that.

**JENNIFER:** Aw, thank you.

**ALLISON:** So yeah, is there anything else, maybe that you didn't expect when you started building your social media presence?

**JENNIFER:** Yeah. I just started it, honestly, I started it years ago. Before I even had my own business. I was working at a residential program. And so, I was really just doing it for fun. And I think I didn't realize how strategic you can be on there. So, I think I definitely changed the way I do things. So right now, I'm trying to pay attention to my grid. And how it looks in terms of being visually appealing. Again, thinking about the call to actions. Thinking about what I'm sharing. So, I do think a lot of strategy goes into it. Because, again, we don't want to just be throwing something out there into the abyss. We want to make sure everything is very intentional and purposeful. And that there's a helpful meaning behind it. I think another thing that really helps me in terms of my social media is that I think I do come across as a human. Again, as therapists we don't want to share everything. But I do disclose that I've had an eating disorder in the past. And certain other things on my feed. Because I think people connect with real people. And that alone gives people some inspiration and hope and just not feeling so alone.

**ALLISON:** Absolutely. Yes. And how much time would you say you spend on social media, like for business, each week?

**JENNIFER:** Yeah. So, in terms of actually doing stuff on there, it takes me about 15 minutes every morning. Sometimes I'll just share a picture. I use Canva to create quotes and then I'll write the caption. I definitely spend a lot of time on my personal page, which is also kind of a business page. But I think in terms of the actual content I'm putting out, it doesn't take me very long. The other thing is I manage,

with a colleague, a Facebook group. Which I know people have mixed feelings about that. But personally, I think they are brilliant. I think ours has over like 3000 at this point. So, yeah. I do that as well. But I've made it, so I don't have to do a ton in that group. I have a bunch of other admins. It's pretty self-sustaining. And I just post like a weekly prompt.

**ALLISON:** is there anything else that you can think of that people need to know to be able to do this successfully.

**JENNIFER:** There's a lot.

**ALLISON:** And I know you are going to do a more thorough training for the party people, but...

**JENNIFER:** Yeah. I don't know if you had a specific direction you wanted to go. But we could talk about hashtags, we could talk about liking, commenting. Instagram stories. Getting people off social media and onto your email list. Because we don't own our followers. A lot of [unknown 20:15] but if you had a specific direction to go, I'm happy to do that.

**ALLISON:** Yeah. I would love to talk about those things in the training. So, how are people finding your social media accounts?

**JENNIFER:** So yeah. I think there's a few ways. Again, when I'm having people tag a friend, that helps. When you are creating content that really resonates with people, often they will share it with their community. And I also will strategically use hashtags. I use hashtags I know my ideal client is probably looking up. Some of them like eating recovery, or trying to think of some of the others. How can I resize. I put a lot of hashtags under it. So that way if people are searching for those things, my stuff comes up. The other thing is like anything, you want to be building relationships on social media. So, you don't just want to go on there, post and never like or comment on anyone's stuff. So, one thing that can be super helpful is to maybe pick a few people you really resonate with, or other professionals and reach out to them. Or even just like and comment on some of their posts. And I've actually had the side benefit of making really good friends on Instagram. Really focusing on building that relationship because again, it's also great for professional networking. And I've done a lot of that through social media as well. As well as building that relationship with your target audience and your ideal client.

**ALLISON:** Yes. So, I feel like you just used the word relationship several times. And that's for good reason, right? Social media is about, and I know we just said this, but social media is about relationships. It's not just about posting something and leaving it and not engaging with people in any other way. So, I love that. I love that there's kind of a reciprocity that can happen on social media through relationships in a way that benefits everyone.

**JENNIFER:** Absolutely.

**ALLISON:** So, JENNIFER, you are doing a training for the party on social media October 30<sup>th</sup>. So, I'm psyched about that. Because you are going to be able to kind of get into more of the nitty gritty. And, talk to us about some things that have really, really worked. I'm psyched about that. And folks, you can check her out at [theeatingdisordercenter.com](http://theeatingdisordercenter.com). you can get in touch with her there if you are interested in being trained by her in any way. If you want her to help you as you build your beautiful business. And JENNIFER, thank you so much for being here. I really appreciate it.

**JENNIFER:** Thank you so much for having me!

**ALLISON:** Absolutely. Have a great day!

If you are looking for an EHR with great unlimited customer support, get two free months of therapy notes by visiting [therapynotes.com](https://therapynotes.com). Creating an account. And entering the promo code Abundant.

Thanks for joining us on the Abundance Practice Podcast. Check out this week's show notes for relevant links, resources and homework. If you're new to private practice, check out the free checklist you need to get started at [Abundancepracticebuilding.com/checklist](https://Abundancepracticebuilding.com/checklist). And if you need more support, check out the Abundance Party at [abundanceparty.com](https://abundanceparty.com). See you next week!