

Top 5 Social Trends to Watch in 2021

For Medical Professionals



1. Create a Digital Patient Experience

The most important social media goal for 2021 is filling your schedule with new patients. **The pandemic increased the need for digital content**, making social ads the new trend for finding new patients.

Social experiences should build relationships with patients and increase brand loyalty.



1200%

Social videos generate up to 1200% more shares than texts and images combined, making it the perfect way to share your practice virtually.



48%

Social media posts with video have **48% more views.**

2. Social Listening

Your patients want to
connect with you.

**Remember to engage with your
audience and get to know them!**



68%

68% of people **don't think**
brands share interesting content.

*In 2021, find creative ways of fitting
into the conversation.*

3. Don't Forget Boomers!

Boomers are fully onboard with marketing trends. Remember to engage with and market to your older patients as they also enjoy interactive content!

A donut chart with a white center and a black outer ring. The ring is 70% filled with a grey material, representing the percentage shown in the text.

70%

70% of users aged 55-64
bought something online
in the past month.

A donut chart with a white center and a black outer ring. The ring is 37% filled with a grey material, representing the percentage shown in the text.

37%

37% plan to purchase
more frequently.

**Boomers are discovering more brands through social
media, especially on Facebook!**

4. Gear Your Content to Your Patients

Understand your social media
demographics & your niche audience.
Are they the same?

***Create and maintain relationships with
your patients online.***

5. Have Purpose

- *Set a monthly theme for your content to educate your audience.*
- *Be purpose-driven and show how you care for your office team and patients!*



Contact Us

*Fill your schedule with the support
of Firm Media's social media
marketing team!*

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