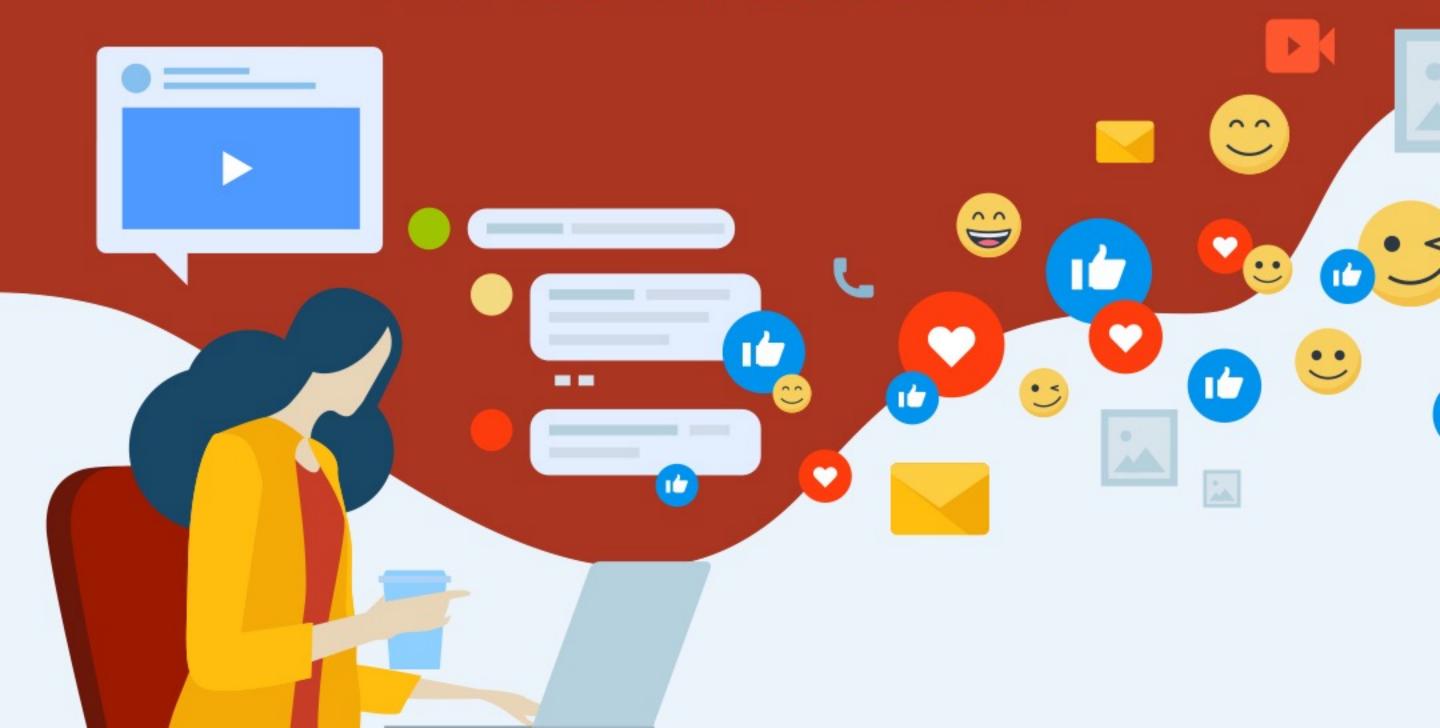


Top 5 Social Trends to Watch in 2021

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.





48%

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

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% 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!







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

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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