

TOP 3 Social Media Channels

Today, everything leads to a digital landscape. Professionals use social platforms to enhance their businesses, create a presence online, network with former (or new) colleagues, and ultimately to gain new leads for their products and services.

One of the first questions to ask is, "What types of platforms could help expand my massage practice?" Then, proceed to figure out an attainable goal. Are you just starting out in your career and wanting to grow a new client base, or are you an established massage therapist who is looking to gain additional clients?

The next step is to align your channels and be sure to include the links on your website. It's OK if you don't have a website. Simply mention your other channels within your created content so users are aware of them, and they can interact with all your social media accounts.

Here are the top three channels that a massage therapist could benefit from, along with tips on how to maximize your social media presence.

1



FACEBOOK

Facebook is the leader of social media, and it has many benefits for your brand image. Having a Facebook presence gives you the ability to network in a way where you can target specific page fans in your area who may be interested in massage.

The most important thing is to create a Facebook page that accurately represents your brand. Adding a custom logo and cover image adds professionalism to your page.

Facebook also has an *about us* section where you can fill in your business hours, location, website information and any specials you currently have running. Facebook also gives you the option of creating geo-targeted paid ads through the Facebook Ads Manager, which allows you to customize an audience with such options as age, location, gender, interests, income and behaviors.

If you desire more clients for your practice, you can run special-offer ads or ads that direct new clients to your website, or you can simply create boosted (paid) posts for more visibility and brand awareness.

Another great aspect of Facebook is your clients can leave reviews and rate your business on a five-star scale. This creates credibility and trust with your fan base.



2



INSTAGRAM

Instagram is a great platform to use if you are successfully able to gather content that resonates with your target audience. Photos of an actual product or service tend to perform the best over stock photos. Having a professional photographer shoot your pictures is even better.

The tone of your Instagram color scheme should remain consistent. For example, try choosing three main colors for your backgrounds, and then throw a one-off pop of color in there every five or six photos. There are also apps you can download that have editing enhancements and various filters for your photos.

Videos are also a great capability of Instagram. Try posting videos of your techniques. Having those mini-tutorials would resonate with other professionals in your industry, and it will allow clients to preview your massage style.

If you create a branded hashtag, this can solidify your brand, and you can ask other users to share content with that hashtag.

Clients can also provide feedback through Instagram with pictures of your services, products and location, and you can share those by tagging your brand. You can then use those photos down the line as user-generated content, which is extremely popular with large brands on social media.



3

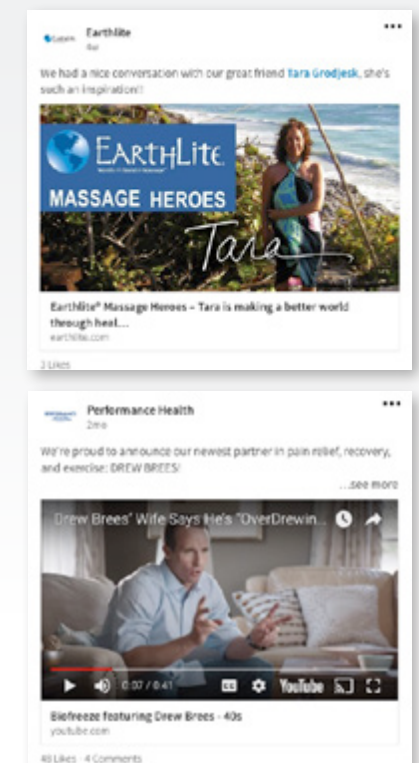


LINKEDIN

Having a LinkedIn profile is imperative for a massage therapist in today's job market. This social media channel goes hand-and-hand with your resume. It can help you find the perfect job after school, and it creates awareness of your education, experience and skills that may set you apart from other therapists.

If you are a business owner or manager of a franchise, this channel can also help you find the perfect fit for your company. LinkedIn allows you to add friends who are in your job field, and opens the door for current or former co-workers to leave recommendations, which are equivalent to a professional reference.

Friends in your network can also recommend you for certain skill sets, such as social media, massage therapy, customer service and more. When the time comes for you to move locations or begin a job search, LinkedIn is a valuable tool for making connections and promoting your experience.



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