

# How to Avoid Social Media Burnout –



and Keep Your Practice Ahead of the Pack

Has your Facebook feed lost its appeal?

Feeling like your Twitter isn't interesting anymore?

Wondering how you'll ever keep up with Google Plus?

If so, you aren't alone.

It seems about every six months or so, social media goes through a shift. The latest shift seems to be social media overwhelm. Princeton University researchers even released a study which claimed Facebook would lose 80% of its users by 2015-2017. The study was quickly debunked by Facebook who claimed the study was based on "Who's Googling Facebook" versus studying actual engagement trends.

Regardless of which side of the Facebook usage argument you stand on, Facebook has indeed gotten crowded. In order to keep our Facebook flame alive, we need to change too. In fact the way we use Twitter and other social networks can all benefit from usage facelifts. Below are a few tips to help you get more from social media on a personal level — and in turn keep the flame alive from a professional standpoint as well.

### CLEAN YOUR FACEBOOK FEED

No. Really. Thoroughly clean your feed. There are a number of ways you can entirely transform what you see in your news feed. For starters, when was the last time you went through your friends list? Did you allow some "friends" in your network early on that you might not want there now? If so, you can review your friends list and un-friend as needed. The people you un-friend will not receive a notification of your de-friending activity.

Want to keep your friend, but just eliminate their incessant, odd or simply disinteresting posts? No problem.

#### From your Facebook News Feed:

- Scroll over the right hand corner of your friend's name in their posts and you'll see a downward arrow appear. On mobile devices the arrow appears automatically.
- Click the downward arrow and a menu will pop up.
- Click on "Unfollow".

This will stop your friend's posts from appearing in your feed. From desktops, you can also visit your friend's Facebook profile to change the setting and un-follow their posts from there. Visit your friend's profile. To the right of your friend's name you'll see the option "Following" shown with a checkmark. Following is the default setting upon friending someone. Simply click on the word "Following" and the setting will change to "Follow" which means you have un-followed that person.

These adjustments allow you to remain friends with

someone, but you no longer have to see their posts in your feed. Even if you don't have time to go through your entire friends list, remember to remain present when scrolling through your feed. If you aren't smiling or finding things that peak your interest, it's time to refine what you allow in your feed.

On the other hand, if you have close friends and family that you don't want to miss posts from, you can choose "Get Notifications" from a desktop and the setting's areas described above. This setting will allow you to receive subtle notifications in the globe icon in the top section of your Facebook account. Each time your friend or family posts, you will receive a notification.

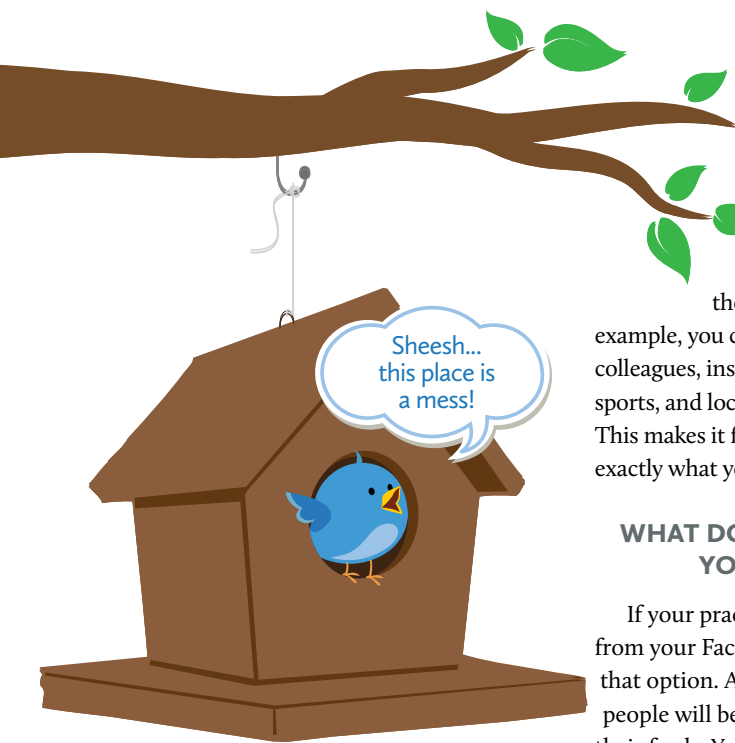
### WHAT DOES THIS MEAN FOR YOUR PRACTICE

If social media burnout is affecting you, it may be affecting your patients as well. Now is a great time to revisit your posting strategy. Make sure you are honoring your followers newsfeed space. You can honor your followers by being thoughtful about the amount and type of posts you share. After all, your patient's may love you, but they probably love their friends and family more. Facebook savvy people know it's easy to "like" your page and then simply hide your posts by un-following.

To see if your page likers are still following you, you can check your Facebook business page statistics, called "Insights". You can find your page Insights from the Admin Panel of your business page. Once in the Insights section, you'll find reports on a variety of data, including the option to see if people are hiding your posts, reporting spam or unliking your page. On a positive note, you can also track how your likes have grown, what type of posts are getting the most engagement (for example, are photo, text or video posts more engaging? Note the type of posts that are most engaging vary from page to page). If you are actively marketing on Facebook, you need to familiarize yourself with this data to ensure you're keeping your followers happy.

### TWEAK YOUR TWITTER FOLLOWING

If you can't seem to get beyond the clutter of Twitter, chances are you may be following too many people. I am guilty of this. In the beginning, I followed a lot of dental professionals back, simply as a courtesy. Now I wish I'd better scrutinized who I reciprocally followed and also wish I'd begun using "lists" to categorize who I followed. The good news for Twitter newbies is you can learn from mistakes of mature Twitter users to make



your experience better from the start.

To clean your Twitter feed, start by un-following any accounts that have become over automated, disinteresting, or unappealing. At the top of my list are those accounts that are auto-linked to Facebook. If you review someone's Twitter profile and all you see are automated posts from Facebook, it implies there is no real person behind the account. Why waste time, energy and news feed space on automated

messaging. No one has time for that.

If you find you are following a variety of different topics on Twitter, you may want to segment those tweets into lists. For

example, you can segment your dental colleagues, inspirational messaging, sports, and local news into separate lists. This makes it fast and easy to keep up with exactly what you want from Twitter.

### WHAT DOES THIS MEAN FOR YOUR PRACTICE

If your practice is automating tweets from your Facebook posts, disconnect that option. As Twitter usage matures, people will become more protective of their feeds. Your practice is better off tweeting a few customized tweets per week, rather than many truncated robot messages via Facebook. You can easily preschedule tweets using a tool like Hootsuite if prescheduling is a necessity. Taking time to customize your posts for Twitter will require a bit more time (say 30 minutes per week give or take), however you will find your account more likely to attract, interest, and keep followers.

As new options become available, people consume content differently and preferences change. Twitter's recent expanded in-line images options has

created new opportunities for attention and engagement through photos. For example, @Buffer's recent experiments with image tweets showed tweets with images received 89% more favorites and 150% more retweets. Images are hot on Twitter.

### DON'T PANIC — ENLIST HELP

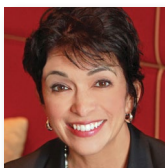
At this point, you may be worried you'll never find time for Google Plus, Instagram or LinkedIn. All of which have their place in a social media marketing plan. While these tools can provide business value, it doesn't mean you personally have to use them all.

If you haven't already implemented an internal social media champion to represent your practice and help protect your online reputation, do so. Ensure your team member has time to perform their social media duties, and also has time to keep up with related education and new opportunities.

The key to avoiding social media burnout and keeping your practice ahead of the pack is adjusting your use as the platforms evolve and enlisting capable team member/s to help. Pay attention to your thoughts when using social media. Remember the main purpose of these tools is to establish and grow relationships — when that becomes an unpleasant chore, it's time to make adjustments.



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**RITA ZAMORA**  
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Rita is an authority in social media marketing for dental professionals. She has successfully trained and motivated dentists, teams, consultants, as well as corporate clients. Her clients are located across the US, as well as internationally.

Rita is a highly sought-after consultant and speaker and has been published in numerous professional publications. She graduated magna cum laude from the University of Colorado with a bachelor's degree

in business and marketing and is a member of the Academy of Dental Management Consultants. She also served as Honorary Vice President to the British Dental Practice Managers Association where she assisted the BDPMA executive team with social media marketing, as well as offered advice to BDPMA members.

Rita has over 17 years experience working hands-on in dental practice marketing, case presentation and consulting. She developed her referral marketing expertise working in specialty and general dental practices. Rita honed her patient relations and communication skills by personally presenting hundreds of complex periodontal and dental implant treatment plans. [www.DentalRelationshipMarketing.com](http://www.DentalRelationshipMarketing.com)

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