

Social Media Marketing Guide 2025



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We Understand...



As a professional in the **medical field**, whether you're a private **doctor**, **dentist**, or part of the **wellness industry**, we understand the challenge of managing your practice while trying to maintain a strong online presence.

With **Pew Research** showing that **70% of adults** are using social media in 2024, it's more crucial than ever for medical businesses to stay active and engaged online. This guide is designed to help you navigate **marketing strategies** that will boost your visibility and connect with patients in today's digital world.



Where is your demo online?

Social Media Usage Percentage (Pew Research)

Before starting your marketing strategy, it's essential to understand the **demographic** in your **local area**. Knowing who your **audience** is will help you target them more effectively. Once you've identified your demographic, focus on where they spend their time online. The following **statistics** from **Pew Research** highlight the **percentage** of how different **age groups**, **genders**, **income**, and **geographic locations** use major online platforms.

	Ages 18-29	30-49	50-64	65+
Facebook	67	75	69	58
Instagram	78	59	35	15
LinkedIn	32	40	31	12
Twitter (X)	42	27	17	6
Pinterest	45	40	33	21
Snapchat	65	30	13	4
YouTube	93	92	83	60
WhatsApp	32	38	29	16
Reddit	44	31	11	3
TikTok	62	39	24	10

	Men	Women
Facebook	59	76
Instagram	39	54
LinkedIn	31	29
Twitter (X)	26	19
Pinterest	19	50
Snapchat	21	32
YouTube	82	83
WhatsApp	27	31
Reddit	27	17
TikTok	25	40

	Less than \$30,000	\$30,000-\$69,999	\$70,000-\$99,999	\$100,000+
Facebook	63	70	74	68
Instagram	37	46	49	54
LinkedIn	13	19	34	53
Twitter (X)	18	21	20	29
Pinterest	27	34	35	41
Snapchat	27	30	26	25
YouTube	73	83	86	89
WhatsApp	26	26	33	34
Reddit	12	23	22	30
TikTok	36	37	34	27

	Urban	Suburban	Rural
Facebook	66	68	70
Instagram	53	49	38
LinkedIn	31	36	18
Twitter (X)	25	26	13
Pinterest	31	36	36
Snapchat	29	26	27
YouTube	85	85	77
WhatsApp	38	30	20
Reddit	29	24	14
TikTok	36	31	33



Organic Content

What Is Organic Content?

Free, non-paid content shared on social media platforms. This can include **posts**, **photos**, **videos** and **stories** shared by individuals or businesses without paying for advertising.

How Often Should I Post?

As a business with under **10,000 Followers**, the goal should be to post **3-5 times per week** on the top **3-4 most used platforms** used by your local demographic. Once you surpass 10k, follow this strategy...

- **Facebook**: 1–2 posts/day
- **Instagram Stories**: 2 Instagram Stories/day
- **Instagram in-feed posts (carousels, Reels, etc.)**: 1–2 posts/day
- **TikTok**: 1–4 posts/day
- **Twitter (now X)**: 3–4 posts/day
- **LinkedIn**: 1 post/day
- **Pinterest**: 15–25 pins/day
- **YouTube**: 1 video/week
- **YouTube Shorts**: 1–3 videos/week

Best Organic Content in Medical

- **Patient-focused education**: Share relevant health information related to common conditions, and treatment options.
- **Visual appeal**: Utilize images, infographics, and short videos to make information engaging and easy to understand.
- **Interactive elements**: Ask questions, run polls, and encourage discussions to foster engagement with your audience.
- **Behind-the-scenes glimpses**: Share photos or videos of your team, office environment, or community involvement to humanize your brand.



Organic Marketing Strategies

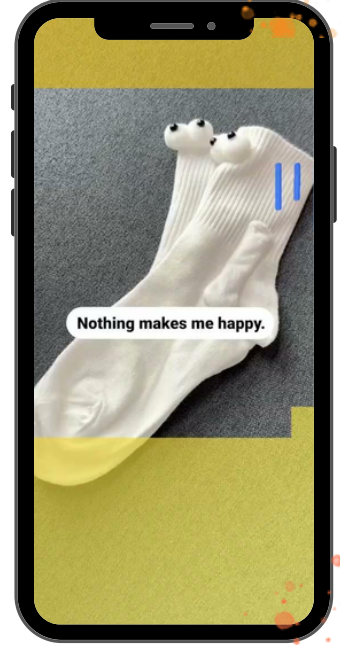
Video



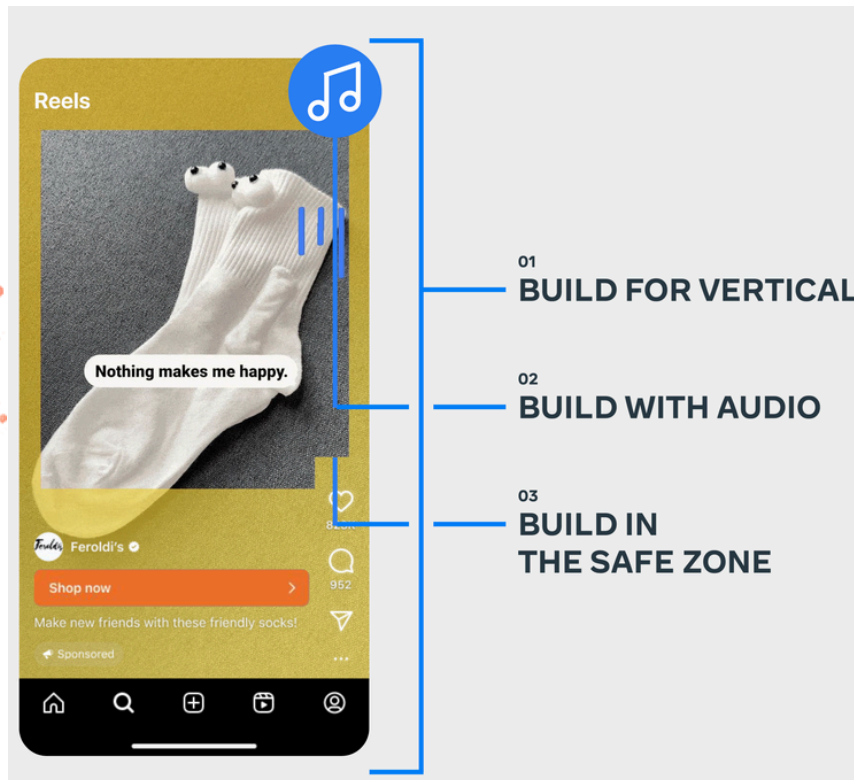
Build Vertical



Build with Audio



**Build in the
“Safe Zone”**





Organic Marketing Strategies

Single Image vs. Carousel Images

Single Image



For **medical** companies, a **single image** post on social media can be highly effective in **conveying messages** quickly and clearly. Images grab attention instantly, helping to engage viewers in a way that text alone often can't. They can highlight **key services**, **showcase patient testimonials**, or present **before-and-after results**. Single image posts are also easy to share

Carousel Image

A **carousel** post on social media can be a powerful tool for **medical** companies. It allows you to showcase multiple aspects of your services, **products**, or **information** in a single, scrollable format.

This interactive approach can help **increase engagement** by encouraging users to **swipe through** the images, which leads to **higher visibility**. Carousel posts also provide an opportunity to tell a more **detailed story**, making your content more compelling and informative for your audience.





5 Step Social Media Strategy

→ **Understand Your Local Demographic** : Identify the age, gender, interests, and needs of your target audience in your area. Knowing who they are will help tailor your content to address their specific concerns.

→ **Create a Game Plan for the Week**: Outline your social media goals and the types of content you want to post. Plan a mix of educational posts, patient testimonials, service highlights, and special offers.

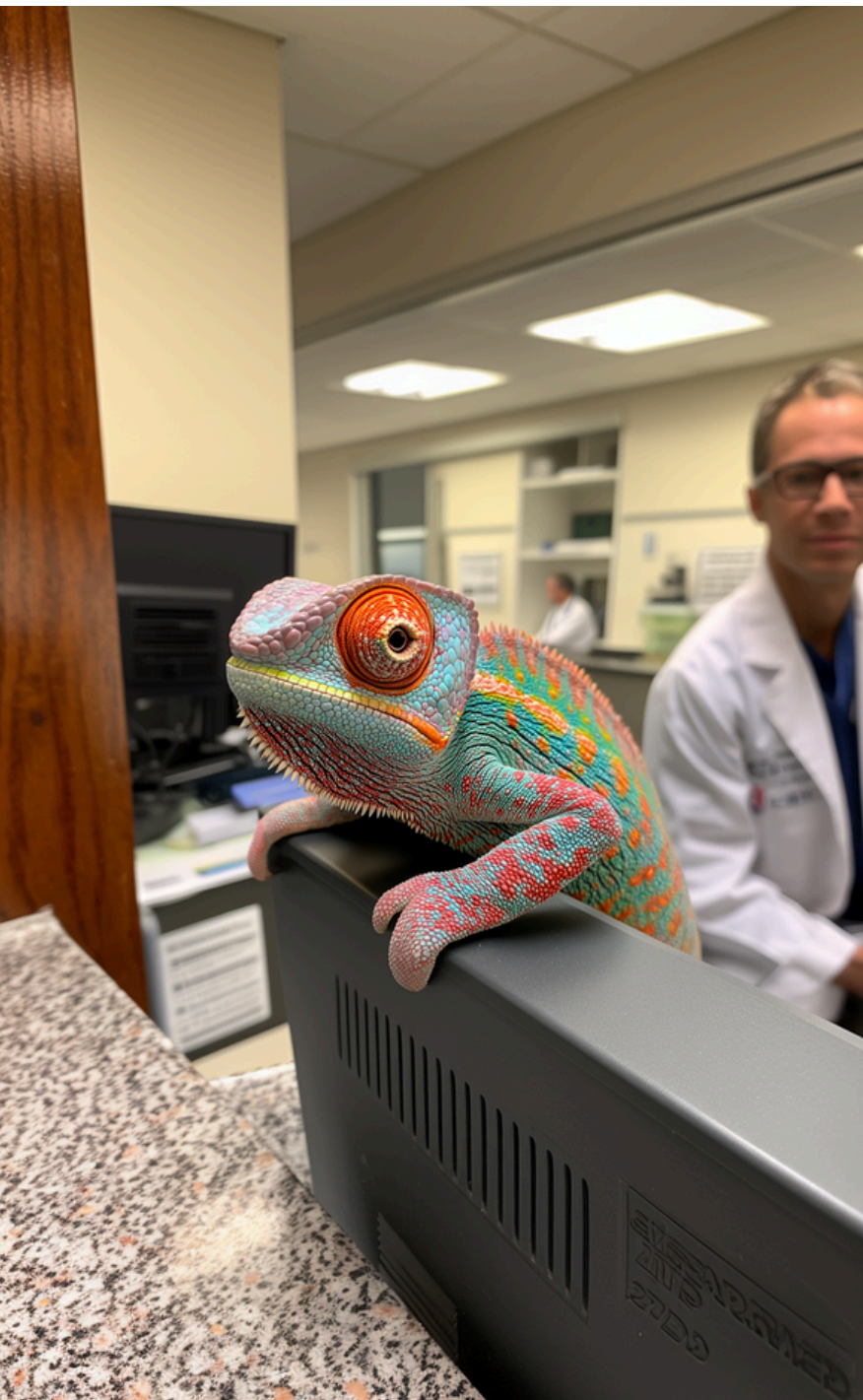
→ **Create Format-Friendly Content**: Design content that fits the platform you're using. For example, use visuals for Instagram, videos for Facebook, and brief tips for Twitter. Ensure your posts are engaging and visually appealing.

→ **Know When to Post**: Research the best times to post on each platform based on your audience's activity. Posting during peak engagement hours increases the chances of your content being seen.

→ **Schedule Ahead of Time**: Use social media management tools to schedule your posts for the upcoming week or month. This saves time and ensures a consistent presence, allowing you to focus more on patient care.

AANPAS Means “To Adapt”

Contact Us To Learn More



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