

# Overview

## Goals

### Measureable goals

- Increase current patient appointments by 5 percent.
- Increase new patient appointments by 5 percent.
- Increase sign-ups for quarterly e-blasts by 30 percent.
- Increase web appointment requests by 10 percent.

### Timeline

- One year from launch date.

### Purpose

- Plastics is customer focused and should have a customer facing Facebook page on its own.
- We seek to educate current patients on other services and potential patients to engage.
- So much more than a place to get a plastic procedure, there are a lot of other services as well.
- This is for overall health care, not so you can look like a celebrity.

### Measuring success

- We will review Google analytics to measure how many people are visiting our pages from Facebook and of those people, how many request an appointment, sign up for our quarterly e-blast and any that ultimately make an appointment or have a new procedure.
- Results will be assessed and refined on a quarterly basis.

## Audience

- The primary audience for this account is females age 25-65 in Alachua County, who may or may not already be patients.
- The secondary audience is females ages 25-65 in our 13 surrounding counties.
- No formal research has been done but anecdotally, we've have many current patients ask about a Facebook page and say they'd be interesting in following us, hearing about upcoming promotions and new procedures if we did.

## Voice and tone

- The voice will be similar to the main UF Health Facebook page which is described as empathetic, warm, customer focused, welcoming and knowledgeable.
- Language can use both industry and lay person terms, but caution should be taken in using lay person terms. For example, do not use the term "boob job", instead use breast plastic surgery.
- The voice & tone should be similar to the American Society of Plastic Surgeons, <https://www.facebook.com/PlasticSurgeryASPS>

## Why should we use social media?

### The relationship between social media and healthcare

- More than 40 percent of consumers say that information found via social media affects the way they deal with their health.
- 1 percent of people said social media would affect their choice of a specific doctor, hospital, or medical facility.
- 30 percent of adults are likely to share information about their health on social media sites with other patients,
- 60 percent of social media users are most likely to trust social media posts and activity by doctors over any other group.
- 40 percent of people said information found on social media affects how someone coped with a chronic condition, their view of diet and exercise and their selection of a physician.
- Of more than 1,500 hospitals nationwide that have an online presence, Facebook is most popular.
- Healthcare organizations that use social media are seen as more cutting edge and more patient friendly to consumers than those that don't.

### The relationship between social media and plastic surgery

- The American Board of Cosmetic Surgery recommends having an emotional connection with the surgeon, as well as paying attention to customer service.
- Reviews play an important role in choosing a plastic surgeon. It is common to read online reviews on Facebook and Google+ from previous patients who have had surgery at the clinic.
- In 2013, a survey by Plastic and Reconstructive Surgery reported that half of U.S. plastic surgeons market their practice via social media. Additional findings included:
  - ✦ Facebook was by far the most popular platform, followed by LinkedIn, Twitter and YouTube.
  - ✦ They noted it is a useful forum for patient education.
  - ✦ It provides an effective, low-cost means of advertising and increases exposure of their practice.
  - ✦ They believe it led to increased patient referrals and positive feedback.
  - ✦ Few plastic surgeons, 1.5 percent, reported negative effects of social media on their practice.

### ***What does this all mean?***

Social media is important. If statistics showed half of U.S. plastic surgeons used social media in 2013, it has without a doubt increased. Facebook continues to be the most popular platform in both general health care and plastic surgery communication and this platform should be the focus. Frequent activity is also necessary and while it may not be possible for the physicians to post directly themselves, hearing from them in some form, such as Q&A, will be beneficial. While testimonials may be difficult to obtain at first, with a presence on social media it will be easier to engage patients and give them an open forum to discuss their experiences. Overall, with a customer-facing clinic, a devoted social media account would be incredibly beneficial.

## Competitor social media analysis

### John Tyrone, MD (North Florida Plastic Surgery)

Facebook

Likes: 1,635

Visits: 109

- Posts typically promote specials.
- Casual tone.
- A few links to blog posts which are primarily focused on procedures.
- They participate in holidays such as Memorial Day and Nurse's Week.
- Photos of staff, such as introducing new staff and celebrating current staff.
- Very few patient posts which consist of mostly thank you baskets and gifts.
- Links to email blast landing pages.
- Posts frequently, sometimes several times a day.

### Surgery Center of North Florida (Dr. Brill)

Facebook

Likes: 137

Visits: 49

- Does not post frequently.
- A lot of posts focus on job openings at the clinic.
- The posts look to be written by him directly.



**John W. Tyrone MD PLLC**

2 hrs · 🌐

You won't want to miss this special!



**The summer of fun: Save big and live large**

You won't want to miss this special!

CONTA.CC



**Dr Roger Brill**

April 11 · 🌐

Hello everyone, we will be opening my new operating suite in the next two or three weeks and I am looking for a part time RN and a full time scrub tech. We are open Monday thru Friday and there is no call. I pay well and have full time benefits including Profit Sharing. Please call Joy at 352-331-7987 as soon as possible to apply for either position. New grads welcome.

👍 Like

💬 Comment

➦ Share

## Jason Rosenberg, MD, FACS

Facebook

Likes: 26

Visits: 12

- Very few posts in general, only four items from 2016 and three were images.
- One post was a link to a trending Time magazine article.
- Older posts show photos from events.

## Poser Plastic Surgery Center

Facebook

Likes: 495

Visits: 46

- Very fun tone with a lot of exclamation points.
- Specials have Facebook events created.
- They post contests frequently.
- Not a lot of original content with a lot of links to othersites.

Jason J Rosenberg, MD FACS shared TIME's post.  
February 25 · 🌐

One of the procedures that we perform commonly, and one in which we see very high patient satisfaction. Thank you Ariel Winter for sharing your story with other women considering this surgery.



TIME  
February 24 · 🌐 Like Page

"I chose surgery because of how I felt, not because of what anyone else thought."



Ariel Winter: Breast Reduction Surgery Changed My Life  
"Having so much weight on my frame was affecting me psychologically"  
TIME

Like Comment Share

Poser Plastic Surgery Center  
May 8 · 🌐

Check out SkinMedica HA5 in the new issue of StyleWatch!!! Come by Poser Plastic Surgery for your bottle!!



StyleWatch  
MAY 2016  
FIND YOUR PERFECT DRESS

Skin Care Simplified  
The pros have spoken. Here are the three products your complexion can't live without.

HYDRATING CLEANSER	HYALURONIC ACID SERUM	SPF MOISTURIZER
SANITIZING ACID CLEANSER	GENTLE TONER	REPAIRING MOISTURIZER
FOAMING CLEANSER	PORE MINIMIZING SERUM	DIG-FREE/EGG MOISTURIZER

broken: Here are the three product  
plexion can't live without

HYALURONIC ACID SERUM  
SkinMedica HA5  
Rejuvenating Hydrator, \$178; skinmedica.com

Beauty Steals Under \$10

Like Comment Share

## Accent Facial Plastic Surgery & Aesthetics Center

Facebook

Likes: 153

- A majority of posts are for promotions.
- Very few holiday and customer posts.
- Utilize emojis.
- Playful and feminine tone.

## Gainesville Dermatology Aesthetic Center

Facebook

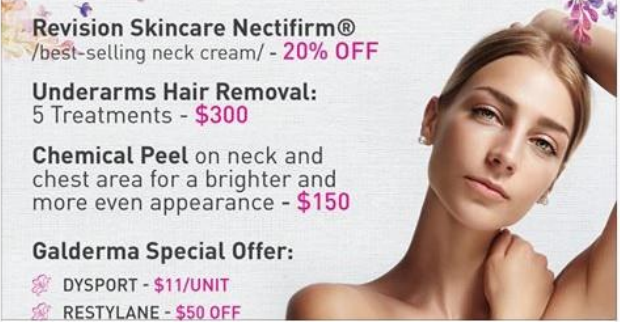
Likes: 1,106

Visits: 305

- Majority of posts are promoting specials, products or new treatments.
- A few external links on topics such as exercise and skin care.
- Posts with photos of staff.
- Tone is playful and feminine.

**Accent Aesthetics**  
April 1 · 🌐

Spring Into Action!  
With spring finally on its way, it's time to show off your silky, smooth, radiant skin!  
<http://gainesvilleaesthetics.com/april-specials-spring-int.../>



**Revision Skincare Nectifirm®**  
/best-selling neck cream/ - **20% OFF**

**Underarms Hair Removal:**  
5 Treatments - **\$300**

**Chemical Peel** on neck and chest area for a brighter and more even appearance - **\$150**

**Galderma Special Offer:**  
🌸 **DYSPORT - \$11/UNIT**  
🌸 **RESTYLANE - \$50 OFF**

**APRIL SPECIALS: Spring into Action! Beauty Deals at Accent!**  
With spring finally on its way, it's time to show off your silky, smooth, radiant skin!  
Check our Beauty Specials and Deals and Accent Aesthetics in Gainesville, FL  
[GAINESVILLEAESTHETICS.COM](http://GAINESVILLEAESTHETICS.COM)

👍 Like    💬 Comment    ➦ Share

**Gainesville Dermatology Aesthetic Center**  
May 31 at 3:48pm · 🌐

We are excited to announce we are now offering Silkpeel! SilkPeel - ENVY Medical brightens, clarifies, and hydrates the skin without irritation or discomfort! Call us today for more information. 352-333-3223  
#loveyourskin #hydrating #antiaging #acne #obsessed #gainesvilledermatology



👍 Like    💬 Comment    ➦ Share



## Sadove Plastic Surgery

Facebook

Likes: 150

- Post very often with an average of once a week.
- Mixture of their own promotional items and external links to articles.
- They participate in scattered holidays.
- They have videos of their practice and of employees.
- Most professional tone out of competition.

### **Key takeaways**

Overall, the competitor Facebook pages do not have an apparent strategy as each seems jumbled and sporadic with postings. There is also very little original content, such as linking to blogs written by the clinic. There is very little focus on the team or team bios. As for patient stories, none that were original to the clinic were posted in 2016. A lot of the clinics posted to external links, such as trending news or topics that linked to larger news sites. The tone was similar among pages that had a lot of activity and tended to be playful, casual and feminine.

### **Opportunities**

There is not one individual page that serves as an overall resource. Some pages post original content, some pages link to trending topics and the majority promote their own specials. There is a major opportunity to create a social media and online campaign that positions UF Health Plastic Surgery and Aesthetics Center as a trusted, reliable resource not just for patients to get treatments and surgery, but as a trusted resource for beauty and health related news and tips.



**Sadove Plastic Surgery**  
May 24 at 9:44am · 🌐

Here's an interesting story about what happens when celebs need plastic surgery done in secret:



**Meet the Woman Who Has Every Plastic Surgeon on Speed Dial**

Lynda Barens is the woman the rich and famous call when they need cosmetic surgery done in total secrecy.

HARPERSBAZAAR.COM | BY MEGAN O'BRIEN

👍 Like    💬 Comment    ➦ Share

## Strategy

### What to post

Promotional posts should be kept to a minimum. In the book “Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World” by Gary Vaynerchuk, promotional posts should be no greater than 25-30 percent of all posts. He explains that you need to emotionally invest in your customers for them to care about you. If you sell too hard on social media, people will ignore you, but if you support your community, they will want to do business with you. Jabbing is another term for engaging, where the right hook is when you finally ask them to purchase.

Jabbing in the case of UF Health Plastic Surgery and Aesthetics Center can be education and information about treatments and procedures. Jabbing can also be participating in social media holidays, sharing physician bios and wellness tips. The detailed plan of posts below has a combination of just jabs, just right hooks and a combination of both.

## Detailed plan

### Organizing content

When beginning to plan for a monthly calendar the following process is suggested to fill with content:

- Start with a base of a monthly theme (if one is possible and relatable to clinic). This monthly theme can be an awareness month that relates closely with the clinic. If there is a month that works, a campaign for this particular topic could be featured and posted per week.
- Add in any social media, national and health care holidays to the calendar. Decide if the posts need a corresponding blog post.
- Once a monthly theme is decided, specific hashtags per day of the work week should be decided. Below several are suggested per day and each depend on content availability.
- Even though the month is filled in, it is important to check for news about UF Health each day and share if relevant. The main UF Health Facebook and other UF Health clinics and hospitals should serve as a resource.
- In addition, trending topics outside of UF Health can prove to be a resource for content. Checking what is trending on Facebook, Twitter, Buzzfeed, etc. should assist with finding stories.
- If filler posts are needed, use posts promoting email blast subscriptions and scheduling an appointment online.

### Monthly theme

National Cleft and Craniofacial Awareness and Prevention Month

- A post and blog can be dedicated to this awareness month
  - *Topic pending since doctor is leaving*

## National Grilling/Picnic Month

- A custom graphic and a link to a blog post promoting sun safety will be created.

## Weekly

### Monday

- #MeetOurTeamMonday
  - For the first month that Facebook is introduced, Monday will be used to introduce bios of the physicians and PA's.
  - *Why this works: This will be used to connect with patients on a personal level and give personality to the clinic.*
- #MotivationMonday
  - Typically used to share a motivational image or saying.
  - Motivation Monday can also be used to share a particularly motivating story or article from the main UF Health Facebook page or any UF Health clinic and hospital.
  - *Why this works: This does not ask anything from the user, instead the post allows the clinic to participate in Motivation Monday with an inspirational quote, tip or story. This is used to build the brand personality and enhance engagement.*
- #WeeklyWisdom
  - Share tips that relate back to procedures and care offered by the clinic.
  - *Why this works: This will be used to share popular and trending tips that will link to blog posts. It allows the clinic to participate in popular topics and offer information to the user, proving the clinic is knowledgeable in their field.*

With over 30 years of experience, Dr. Mast has won prestigious awards, taught hundreds of students and has helped each patient achieve their goals. #MeetOurTeamMonday

*(link to blog post)*

#MotivationMonday



Start off your week with some new knowledge. Here's 10 ways to fight aging. #WeeklyWisdom

*(link to blog post)*

### Tuesday

- #TransformationTuesday
  - Since finding patient transformations will be difficult, Transformation Tuesday will be used to highlight procedures and treatments offered by the clinic accompanied by a Q&A with a physician. The purpose is to discuss a treatment and the transformations you should expect from it.
  - *Why this works: The clinic's specialty is transformations and current patients and future patients want to know what those transformations look like, what they can expect from the procedures and treatment, and if it is the right fit for them.*



*Transformation Tuesday will provide information on clinic offerings that gives the clinic transparency, which makes them trustworthy.*

- #TuesdayTip
  - Tuesday Tip will be similar to Weekly Wisdom. The purpose is to share information on a trending topic and add in insight from physicians, procedures and care offered by the clinic.
  - *Why this works: A blog post with original content and relation to a trending topic allows the clinic to participate trends while remaining professional.*

Eyelid surgery is chosen by over 230,000 men and women every year. Check out a Q&A with Dr. Mast to discover what you need to know about this procedure. #TransformationTuesday  
*(link to blog post)*

With hundreds of skin care brands promising younger, healthier skin, we want you to know the top 5 brands recommended by our physicians to transform your skin. #TuesdayTip  
*(link to blog post)*

We are dedicated to confidence after cancer and are honored to be included in the lives of our brave patients. Dr. Mast answers questions about breast reconstruction surgery. #TransformationTuesday  
*(link to blog post)*

## Wednesday

- #WellnessWednesday
  - This post is flexible and can be used in a variety of ways. It can link to original blog content or link to an article from the main UF Health Facebook page or any UF Health clinic and hospital.
  - *Why this works: As a plastic surgery clinic, promotion of overall wellness and not just outside appearance will be important in cutting through the clutter. Current patients and potential patients will look to the clinic for not only being experts in the field, but experts in overall wellness and health. Sharing tips for personal wellness helps remove the stigma attached to plastic surgery clinics.*

Diet and exercise is crucial to a healthy mind and life. Our physicians share their own wellness habits and suggestions for developing your own. #WellnessWednesday  
*(link to blog post)*

Healthy skin is more than the lotion you put on. We share our top 5 tips for maintaining glowing, radiant skin. #WellnessWednesday  
*(link to blog post)*

Eating healthy and having a busy schedule is hard to maintain, even our physicians understand the struggle! They explain their tips for healthy eating and their favorite recipes. #WellnessWednesday  
*(link to blog post)*

## Thursday

- #ThrowbackThursday
  - Throwback Thursday will be used to highlight physicians, PA's and clinic staff and their personal stories.

- This can also be used to share the history of plastic surgery.
- *Why this works: This accomplishes several goals. First, when using a personal story from a clinic team member transparency and personality is added to the clinic. Second, when using a historical reference a display of where plastic surgery has been and where it is today can be showcased, particularly how the clinic has evolved and offers the newest technology in treatments and procedures.*
- #ThursdayThoughts
  - Thursday Thoughts allows the team to share an interest of theirs, perhaps research or a particular procedure.
  - *Why this works: Similar to Throwback Thursday, the online strategy is showing a different side of the physicians and staff that is not often seen in the health care field.*
- #ThankfulThursday
  - Thankful Thursday will highlight thank you notes written by patients. Ideally a picture of the actual note will be posted for an added personal touch. This will be possible after signed consent paperwork.
  - *Why this works: Testimonials are powerful and build trust. Real patient success stories are the best way to earn new patients.*

"It is an honor to be included in the lives of these patients." Dr. Mast takes us through his own personal journey and shares what he has learned along the way. #ThrowbackThursday  
(link to blog post)

In 1899, the first injectable materials used for breast implants include paraffin, beeswax and vegetable oil. Read about what we use today for breast implants. #ThrowbackThursday  
(link to blog post)

"The smiles on their faces make my job worthwhile." P.A. Anne Marie Staples describes her goals and predictions for the future of plastic surgery. #ThursdayThoughts  
(link to blog post)

## Friday

- #FridayFeature
  - Friday Feature will focus on a specific service, patient story or special by the clinic.
  - This will likely link to a blog post.
  - *Why this works: Feature Friday is flexible in what is posted and allows for multiple aspects of the clinic to be highlighted. By providing original content, the clinic continues to be a resource for current and potential patients.*

Happy Friday! Our featured procedure is chosen by more than 100,000 men and women a year. Read about facelifts and why it is considered a long lasting solution. #FridayFeature  
(link to blog post)

This Friday we are featuring Latisse, an effective topical treatment for making eyelashes longer, thicker and darker. This month, buy a 5 ml of Latisse and receive a \$40 rebate! #FridayFeature  
(link to blog post)

Dull and damaged skin is a fact of life, but this Friday we are featuring a solution to this dilemma. Learn more about Microdermabrasion and if it is the right solution for you. #FridayFeature  
(link to blog post)

## Specific holidays

Recently, social media has made everyday a reason to celebrate. The holidays below were chosen due to their relevance to the clinic, as well as an opportunity for the clinic to lend to the discussion. Hashtags should be added to the posts and can be found by checking trending topics on Facebook on the day of the holiday.

### July 3: Stay Out of the Sun Day

- A blog will be created with original content that discusses sun precautions and how to stay safe in the summer, particularly highlighting the holiday weekend.
- Some additional topics for this blog include:
  - How to check moles.
  - Best sun screen brands.
  - Removing skin cancer.
- *Why this works: With the clinic offering skin cancer surgery, it is important for the clinic not to just be a part of the solution, but also a part of prevention.*

July 3<sup>rd</sup> is National Stay Out of the Sun Day. Here are 10 things you need to know about sun exposure and how you can enjoy the outdoors without damaging your skin.

[\(link to blog post\)](#)

### July 4: Independence Day

- Post with holiday message and graphic.
- No blog post is needed for this holiday.

### July 5: Bikini Day

- It is likely competitors will participate in this holiday, however, the UF Health Plastic Surgery and Aesthetics Center can participate in an unexpected way with a blog post dedicated to reviewing the transformation of the bikini body and what it means today.
- *Why this works: While the clinic can certainly use this holiday to promote body contouring, by contributing to the conversation rather than promoting a service, we are continuing the theme of being a resource with interesting, meaningful content.*

Happy National Bikini Day! Through the years, we have seen a transformation of the bikini body. Here are 10 things that contributed to the change of the bikini body.

[\(link to blog post\)](#)

### July 21: Get to Know Your Customers Day

- If able, this holiday can be celebrated several ways:
  - Feature a patient.
  - Feature a special.
  - Have a raffle where customers tell post what they love about the clinic and get entered to win a discounted service or bag of products

Happy Get to Know Your Customer's Day! Enter to win a free bag of Revision Skincare products by posting what you love about the clinic below.

[\(link to blog post\)](#)

**July 24: National Parent's Day**

- There are two potential ways to celebrate this holiday:
  - Repost from Children's Hospital Facebook page.
  - Create custom content about the Mommy Makeover using a blog post.

**July 25: Christmas in July**

- If able, run a Christmas in July special.
- Create a post with a custom graphic.
- No blog post needed.

**July 26: Americans with Disabilities Day**

- With permission, feature a blog post on the quadriplegic patient.

**July 29: National Lipstick Day**

- With large lips being a huge sensation, in large part to Kylie Jenner, the focus of the blog will be on lip enhancement surgery and what people need to know.
- A focus on how to safely plump lips with and without surgery.

On this National Parent's Day, Dr. Mast answers questions about our Mommy Makeover procedure and the solutions it provides.

*(link to blog post)*

As we celebrate National Lipstick Day, our physicians discuss lip enhancement surgery, how to safely plump your lips and the Kylie Jenner Lip Challenge.

*(link to blog post)*

## Other online content

### Blog

The blog will serve as the home of original content while the Facebook page will link to it. While it ultimately depends on scheduling per week and the chosen hashtag of the day, an overview of the suggested blog schedule is below:

July 1: Friday Feature	July 18: Meet Our Team Monday
July 3: Stay Out of the Sun Day	July 19: Transformation Tuesday
July 4: Meet Our Team Monday	July 20: Wellness Wednesday
July 5: National Bikini Day	July 21: Throwback Thursday
July 6: Wellness Wednesday	July 22: Friday Feature
July 7: Throwback Thursday	July 24: National Parent's Day
July 8: Feature Friday	July 25: Meet Our Team Monday
July 11: Meet Our Team Monday	July 26: Americans with Disabilities Day
July 12: Transformation Tuesday	July 27: Wellness Wednesday
July 13: Wellness Wednesday	July 28: Throwback Thursday
July 14: Throwback Thursday	July 29: National Lipstick Day
July 15: Friday Feature	

**Summer 2016 Newsletter**



**Plumping that Pout: What you need to know about the lip trend**  
Another Kardashian just "broke the internet." This time it's Kylie Jenner, whose photos showing plumper, poutier lips set off pandemonium this week on social media.  
[Learn more >](#)

**Summer Spotlight**



**Current Special**

Receive a \$40 rebate with your purchase of a 6 ml kit of Latisse!



**Dr. Bruce Mast**

Our chief of plastic and reconstructive surgery shares his story.



**Featured Treatment**

Rejuvenated, healthy skin is possible with our chemical peels.

**Enter to win \$50 worth of products!**

All you have to do is email [plastics@surgery.ufl.edu](mailto:plastics@surgery.ufl.edu) with your name and phone number by July 15th!

**Wellness Roundup: Our top ten tips from July**

Each week we populate our blog with tips, trends and suggestions from our physicians. We compiled a list of our top ten most popular tips to make this summer your best summer yet.

[Read more >](#)



Have you liked us on Facebook yet?

**Contact Us**

352.265.8402 | 4037 NW 86 Terrace, 3rd floor Gainesville, FL 32606

[Click here to make an appointment online](#)

**Email Blast**

**Proposed strategy**

Email marketing is not about making a sales pitch; it is about providing value and resources to the consumer. As with social media, it is important the email blasts do more than just advertise. The email blasts will serve as a resource for patients and have more gives than right hooks.

In the example to the left and on the second page, there are two options with these content sections. The sections were created to accomplish the following:

- Inform subscribers of specials and contests.
- Educate subscribers on physicians and treatments the clinic offers.
- Engage subscribers with useful, relevant and entertaining content.
- Establish relationship with subscribers to keep subscription
- Encourage subscribers to share content with friends.

For content sections, the two highlighted stories can be links to blog posts already created or, as exemplified with the Wellness Roundup story, new blog posts that are created specifically for the email blasts. These two highlighted stories should be on the blog as original content and should fall into one of these categories:

- FAQ's.
- Bio or article about physician or clinic team member.
- Survey and results.
- Blog recaps from week or month.
- News round up.
- Personal spotlight or profile.
- Seasonal tips or advice.
- Announce upcoming events.
- Checklists or lists.
- Instructions or How-Tos.

A majority of these categories are already covered by the suggested blog topics, so repurposing can be done.



The three spotlights can link to content already written as well. In the social plan, physician bios and featured treatments are already slated to become original content and posted on the blog, so new content will not have to be created for a majority of emails.

### Overall tips for email content

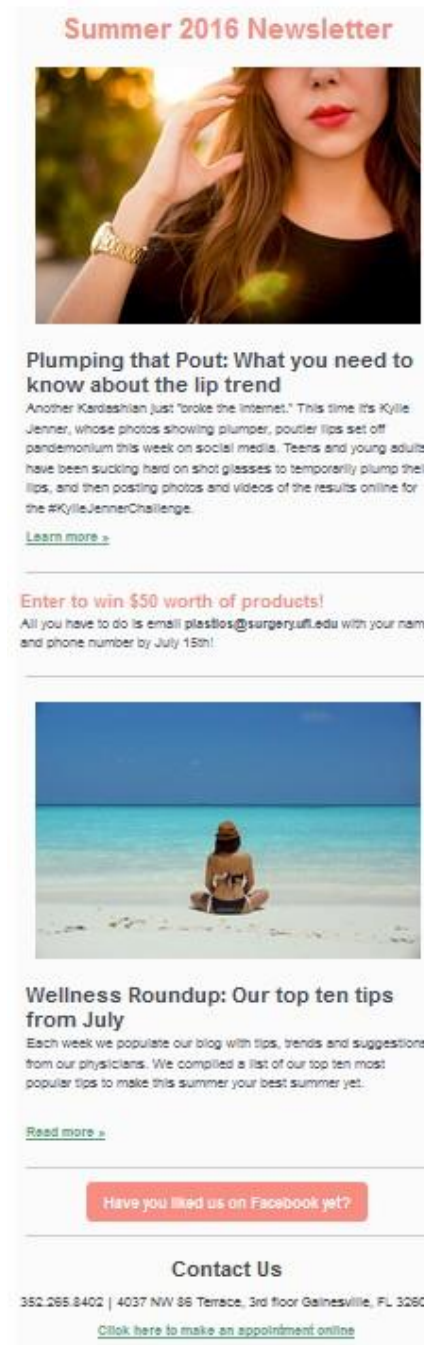
- Write as if you're emailing one person only.
- Don't just email when you need something from your readers.
  - Be helpful. Be generous. Be friendly. Be like real friend.
  - Make sure thought goes into the email subject line, it should be intentional.
  - Keep it short.
  - Ask questions.
  - Use the word you.
  - Add personality.
  - Keep the design clean and minimal.

### Why this works


This quote from Forbes ties it all together, "Email marketing is simultaneously your gateway drug—which leads new customers to your other, more substantial marketing efforts—and your mortar—which ties all your other campaigns together."

In addition, email marketing is measurable. We can measure what subject lines had the most open rate, which content in the email had the most click through, how many individuals clicked on make an appointment online link and so much more.

By making the email blasts as engaging as the social media campaign, we build upon the area of opportunity seen within the competition which is to become a trusted resource for current patients and potential patients.




**Summer 2016 Newsletter**



**Plumping that Pout: What you need to know about the lip trend**  
Another Kardashian just "broke the internet." This time it's Kylie Jenner, whose photos showing plumper, poutier lips set off pandemonium this week on social media. Teens and young adults have been sucking hard on shot glasses to temporarily plump their lips, and then posting photos and videos of the results online for the #KylieJennerChallenge.  
[Learn more >](#)

**Enter to win \$50 worth of products!**  
All you have to do is email [plastics@surgery.ufl.edu](mailto:plastics@surgery.ufl.edu) with your name and phone number by July 15th!



**Wellness Roundup: Our top ten tips from July**  
Each week we populate our blog with tips, trends and suggestions from our physicians. We compiled a list of our top ten most popular tips to make this summer your best summer yet.  
[Read more >](#)

**Have you liked us on Facebook yet?**

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352.265.8402 | 4037 NW 86 Terrace, 3rd floor Gainesville, FL 32606  
[Click here to make an appointment online](#)

CURRENT SPECIAL



Buy a 5 ml kit of Latisse and receive a \$40 rebate!  
\*for and 750

PHYSICIAN SPOTLIGHT



**Bruce A. Mast, M.D.**  
It is an honor to be included in the lives of these patients.  
[About Dr. Mast >](#)

TREATMENT SPOTLIGHT



**Chemical Peels**  
Chemical peels consist of a topical treatment that removes damaged outer layers of your skin, encouraging rejuvenation of healthy cells.  
[Is this the right solution for you? >](#)

## Infographics

### What are infographics?

Infographics are a way to present complex data typically explained through a lot of text through an organized, visually digestible image. This can include graphics, charts, maps and visual stories. It is a way to grab the attention of the user while also allowing them to easily understand the topic.

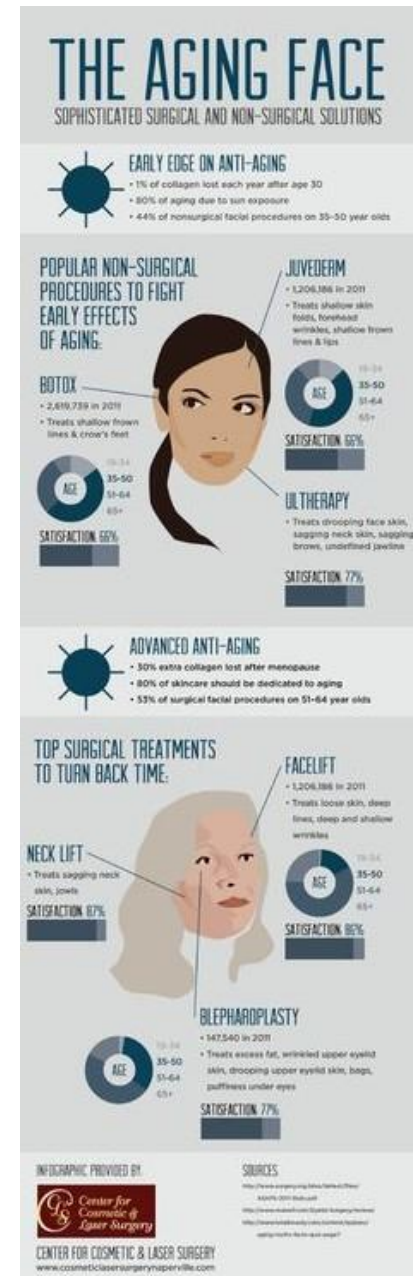
The infographics for UF Health Plastic Surgery and Aesthetics Center will be shared on Facebook and posted on the blog once a month. The infographic should accompany a blog post.

### Why use infographics?

- We have shorter attention spans, so looking at captivating images beats out reading large amounts of text.
- Human beings are highly visual and especially in a clinic that focuses on treatments that are meant to be seen.
- It is a great way to showcase the clinic's knowledge on the topic, continuing with the theme of being a trusted resource for patients.
- It has the potential to go viral and well created infographics generate more likes, comments and shares than any ordinary text updates.
- The success is measurable with an embed code that can be created to track views and shares.

### Why this works

According to the Newspaper Research Journal, "By combining text and graphics allows communicators to take advantage of each medium's strengths and diminish each medium's weaknesses." In a clinic that specializes in treatments and procedures that are highly visual, it makes sense that the marketing techniques should be catered towards visual content as well.



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Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1	2	3
4 Independence Day	5	6	7	8 UF Health Peds Tioga OH National Blueberry Day	9	10
11 #MotivationMonday	12 Different colored eyes day #TransformationTuesday	13 #WellnessWednesday	14 #ThrowbackThursday	15 #FridayFeature	16 Fresh Spinach Day	17 National Ice Cream Day
18 #MeetOurTeamMonday <i>Blog post</i>	19 #TransformationTuesday <i>Blog post</i>	20 #WellnessWednesday	21 Get to Know Your Customers Day #ThankfulThursday	22 #FridayFeature	23	24 National Parent's Day <i>Blog post</i>
25 #MotivationMonday	26 Americans with Disabilities Day #TransformationTuesday <i>Possible post</i>	27 #WellnessWednesday <i>Blog post</i>	28 World Hepatitis Day #ThrowbackThursday	29 National Lipstick Day #FridayFeature <i>Blog post</i>	30 Heat/Heart/Head Symposium #FridayFeature	31



The list below is the potential posts sent to Amanda for the main UF Health social media page. Of those listed, she was able to post three (highlighted) due to the amount of content she already has planned, as well as the type of content. For example, a direct call to action post about spider vein treatments isn't something she is able to post on the main UF Health page due to her content strategy.

The types of posts we provided that are not able to go on the main UF Health Facebook page would be of interest to current patients of plastics or those who may be interested and choose to follow a page specific to our plastic surgery practice versus such a broad page as UF Health.

### **Monday July 11: Motivation Monday**

- Facebook post: yes
- Blog post: no

Post text: Have members of plastics team give reasons for their own personal and career motivation. An example of this would be:

“My passion for providing exceptional results is my motivation,” says our chief of plastic surgery, Dr. Bruce Mast.  
[photo of Dr. Mast]

### **Tuesday July 12: Transformation Tuesday**

- Facebook post: yes
- Blog post: no

Post text: Don't hide behind spider veins this summer. Learn about sclerotherapy and schedule a consultation today. [link to webpage]

### **Wednesday July 13: Wellness Wednesday**

- Facebook post: yes
- Blog post: no

Post text:

- Have a physician or staff member from plastics give wellness tips. An example would be:

#WellnessWednesday Dr. Mast has overnight oats every morning with bananas and chia seeds to give him a boost of energy. His recipe includes:

- 1 banana
- 1 cup of oatmeal
- 1 ½ cups of soy milk
- 1 cup of chia seeds

Instructions for recipe would be listed here.

### Thursday July 14: Throwback Thursday

- Facebook post: yes
- Blog post: no

Post text: In 1899, the first injectable materials used for breast implants include paraffin, beeswax and vegetable oil. Read about what we use today for breast implants. #ThrowbackThursday [link to webpage]

### Friday July 15: Friday Feature

- Facebook post: yes
- Blog post: no

Post text: Make a ZO purchase over \$100 and receive a FREE item! #FridayFeature [link to webpage]

*Specials will be decided upon later in the month. This is just an example.*

### Monday July 18: Meet Our Team Monday

- Facebook post: yes
- Blog post: yes

Post text: Likely a quote from the interview. An example of this would be:

“Working with patients to boost their confidence is so rewarding”, says Dr. Bruce Mast. Learn more about our chief of plastic surgery on our blog, including his take on the future of plastic surgery. #MeetOurTeamMonday [link to blog]

Blog title: Meet Bruce Mast, MD, chief of plastic surgery.

Resources for blog:

- What is your favorite summer activity in Gainesville?
- Favorite restaurant in Gainesville?
- Was there a defining moment that made you choose this career?
- What is your motivation?
- Personal wellness tip to share?
- What is the future of plastic surgery?
- What trends do you see emerging in plastic surgery?
- If you weren't doing what you do today, what other job would you have?
- What “lesson from mom” do you still live by today?
- What's the most unusual thing in your desk drawer?
- Pretend your parents aren't your parents. Which cultural icons, historical figures, rogues, rebels or reverends would you be the child of? Why?
- Who would play you in a movie? What would the movie be called?

- What are some productivity tips?

Blog post items:

- Request an appointment text:
- Related providers:
- Related topics:
- Picture:

### **Tuesday July 19: Transformation Tuesday**

- Facebook post: yes
- Blog post: yes

Post text: The rhinoplasty procedure makes entertainment headlines with celebrity and business woman NeNe Leakes. Here's what you need to know about the procedure. #TransformationTuesday [link to blog]

Blog title: A rhinoplasty is more than just a headline, here's what you should know about the procedure.

Resources for blog:

- <https://www.yahoo.com/beauty/cheers-to-nene-leakes-for-owning-her-plastic-145142557.html>
- <http://www.inquisitr.com/3270921/nene-leakes-explains-why-she-is-so-successful-beyond-rhoa-embraces-plastic-surgery-after-unrecognizable-nose-job/>
- <http://www.plasticsurgery.org/cosmetic-procedures/rhinoplasty.html>

Blog post items:

- Request an appointment text:
- Related providers:
- Related topics:
- Picture:

### **Wednesday July 20: Wellness Wednesday**

- Facebook post: yes
- Blog post: yes

Facebook post: Our physicians give their top wellness tips for the summer, including some that are applicable all year long. #WellnessWednesday [link to blog]

Blog post: Our physicians give their top wellness tips for the summer.

Resources for blog:

- Have a physician or staff member from plastics give wellness tip and build on that.

- 1 blog post a month for wellness Wednesday.

Blog post items:

- Request an appointment text:
- Related providers:
- Related topics:
- Picture:

#### **Thursday July 21: Get to Know Your Customers Day/Thankful Thursday**

- Facebook post: yes
- Blog post: no

Post text: A patient describes their experience at UF Health Plastic Surgery and Aesthetics Center and why they will always be thankful for Dr. Mast. #ThankfulThursday [show image]

*Holiday hashtag will be decided based on trending Facebook topics.*

#### **Friday July 22: Friday Feature**

- Facebook post: yes
- Blog post: no

Post text: Now through July 31, our skin care products are BOGO! #FridayFeature [link to webpage]

*Specials will be decided upon later in the month. This is just an example.*

#### **Sunday July 24: National Parent's Day**

- Facebook post: yes
- Blog post: yes

Post text: More than ever, new mothers are looking towards cosmetic procedures to improve their bodies after childbirth. On this National Parent's Day, we share what procedures are typically performed in a Mommy Makeover and why popularity has increased. [link to blog]

Blog title: The Mommy Makeover Takeover

Resources for blog:

- <http://plastics.ufhealth.org/plastic-surgery-procedures/mommy-makeover-procedure/>
- <http://www.plasticsurgery.org/news/2015/mommy-makeover-combines-procedures-for-postpartum-body-contouring.html>
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- <http://aestheticplasticsurg.org/asps-statistics-show-rise-in-mommy-makeovers/>
- <http://www.plasticsurgeryportal.com/articles/mommy-makeover-trend>

Blog post items:

- Request an appointment text:
- Related providers:
- Related topics:
- Picture:

*Holiday hashtag will be decided based on trending Facebook topics.*

### **Monday July 25: Motivation Monday**

- Facebook post: yes
- Blog post: no

Post text: Have members of plastics team give reasons for their own personal and career motivation. An example of this would be:

“My passion for providing exceptional results is my motivation,” says our chief of plastic surgery, Dr. Bruce Mast.  
[photo of Dr. Mast]

### **Tuesday July 26: Americans with Disabilities Day [tentative]**

- Facebook post: yes
- Blog post: yes

Post text: This post will depend on the quadriplegic patient and if we have time to conduct an interview and write an article. If so, another scheduled blog article will be removed, perhaps a Wellness Wednesday blog article, to make room for this story.

*Holiday hashtag will be decided based on trending Facebook topics.*

### **Tuesday July 26: Transformation Tuesday [alternative to Americans with Disabilities Day]**

- Facebook post: yes
- Blog post: no

Post text: Summertime means a breezy wardrobe full of skirts, dresses and shorts. Plucking, shaving, waxing and bleaching are messy, temporary solutions for removing unwanted hair. Laser hair removal technology offers a longer term solution that's cleaner and more comfortable than traditional hair removal methods. Learn about our state-of-the-art system and optimal results for laser hair removal.  
#TransformationTuesday [link to webpage]

### **Wednesday July 27: Wellness Wednesday**

- Facebook post: yes

- Blog post: no

Post text:

- Have a physician or staff member from plastics give wellness tips. An example would be:

#WellnessWednesday Dr. Mast has overnight oats every morning with bananas and chia seeds to give him a boost of energy. His recipe includes:

- 1 banana
- 1 cup of oatmeal
- 1 ½ cups of soy milk
- 1 cup of chia seeds

Instructions for recipe would be listed here.

#### **Thursday July 28: Throwback Thursday**

- Facebook post: yes
- Blog post: no

Post text: In the 1930's, plastic surgeons approached windshield developers with concern over the growing rate of facial lacerations from automobile accidents. Their efforts resulted in the development of shatterproof windshields. #ThrowbackThursday [photo of windshield]

#### **Friday July 29: National Lipstick Day/Friday Feature**

- Facebook post: yes
- Blog post: yes

Post text: As we celebrate National Lipstick Day, our physicians discuss lip enhancement surgery and safe alternatives to plumping that pout. #FridayFeature [link to blog]

Blog title: UF plastic physicians weigh in on the lip trend.

Resources for blog:

- <http://www.aol.com/article/2016/04/18/more-americans-are-getting-lip-surgery/21346162/>
- <http://www.cbsnews.com/news/lip-augmentation-the-plastic-surgery-trend-thats-skyrocketing-in-the-u-s/>
- [http://www.aafprs.org/media/stats\\_polls/m\\_stats.html](http://www.aafprs.org/media/stats_polls/m_stats.html)
- <http://www.independent.co.uk/life-style/fashion/news/kylie-jenner-lip-filler-confession-leads-to-70-rise-in-enquiries-for-the-procedure-10232716.html>
- <http://www.nydailynews.com/news/national/selfies-caused-huge-increase-lip-augmentation-2015-article-1.2605286>
- Get quotes and feedback from physicians on this trend.



Blog post items:

- Request an appointment text:
- Related providers:
- Related topics:
- Picture:

*Holiday hashtag will be decided based on trending Facebook topics.*

#### **Additional posts**

- Share relevant posts from other pages including main UF Health page and other UF and UF Health social media accounts
- In between scheduled posts, we will have posts that drive users to call and schedule a consultation.
- Examples of the post would be:

We have last minute opening for a consult. Call 352.265.8402 to schedule your free nonsurgical cosmetic consult now!

Have you been thinking about a nonsurgical treatment? Today we have a last minute opening for a consult! Call 352.265.8402 to schedule your free nonsurgical cosmetic consult now!