

**Medical Device Company**  
**Social Media Content Strategy 2021**

**Work Product Sample**  
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**Work Product Sample****Marilyn Heywood Paige****August 2021**

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## Overview

### How to Use This Strategy

This social media content strategy details how Medical Device Company can leverage what we learned in the competitor analysis and target market research on social media. It outlines how to execute the social media campaigns to maximize ROI and advance the company's goals.

What follows are specifics about the

- [Social Platforms](#)
- [Target Markets](#)
- [Content Strategy](#)
- [Content Topics](#)
- [Content Distribution](#)
- [Content Calendar](#)

for Medical Device Company's 2021 social media campaigns. Use this strategy to inform all your social media tactics.

## Social Platforms

Medical Device Company's social media outreach is on:

- Facebook
- Instagram
- LinkedIn
- YouTube
- Twitter

There are company pages on each platform and the personal profiles of employees on LinkedIn that will be used for this strategy.

### Recommendation

Add social buttons to the header and footer of the Medical Device Company website.

## Target Markets

### Solo Owners of Dental Practices

Solo dental practice owners juggle multiple priorities while running their business and treating patients. Their time is at a premium. They need trusted resources for information about how to raise the level of care while gaining efficiency and profitability. Their top three goals are to sell the practice and retire, increase revenue, and expand services. Anything that helps them do those three things is relevant and compelling to them.

### Owners of Multi-Partner Dental Practices

Dental practice partners are leveraging the skills and time of each other to raise the level and scope of, increase the number of patients they can serve in a week, and decrease their time in the office. They want to boost the efficiency and productivity of the entire staff while building the value of their practice. Content that helps them manage their staff and practice while educating them on the latest dental innovations is their sweet spot.

### Owners of Orthodontic Practices

Orthodontic offices are taking on sleep and airway<sup>1</sup>. Since many focus on treating children, they have an audience of parents who are typically more concerned about their children's health than their own. While adults may not see sleep apnea as life threatening for themselves, they are not so dismissive when it comes to their children's wellbeing.

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<https://orthodonticproductsonline.com/practice-products/software/treatment-planning/airway-orthodontic-s-obstructive-sleep-apnea-louis-chmura/>

<https://www.oralhealthgroup.com/features/airway-orthodontics-argument-early-orthodontic-treatment/>

<https://orthodontics-endodontics.imedpub.com/role-of-orthodontist-in-obstructive-sleep-apnea--an-orthodontic-review.php?aid=17749>

## Content Strategy

For 2021, **we position Medical Device Company as the solution to improving patient care and increasing practice revenue.** That means that social posts are not all about Medical Device Company and what it offers. Posts are customer-centric and focus on what is important to the audience first, and Medical Device Company offerings second.

To gain trust, you must meet the needs of your audiences, delivering what is most compelling and relevant to them. We know from our research that dental practice owners' top four practice challenges are:

1. Managing People
2. Running A Business
3. Insurance
4. Difficult Patients

Their top three goals are:

1. Sell The Practice & Retire
2. Increase Revenue
3. Expand Services

Their top five aspirations are:

1. Retire
2. Travel
3. Spend Time with Family
4. Work Less
5. Help Others

**These insights will fuel our content strategy by directing the types of content we post.**

## Content Topics

Given the goals, challenges, and aspirations of the target audience, these are the topics we will focus on in social media posts for the next 12 months:

- [Sleep & Airway Education](#)
- [Tools, Tips & Techniques for Managing People](#)
- [Dentistry Tools & Techniques OR Travel](#)
- [Practice Management](#)
- [Motivation & Inspiration](#)

Below, we explain what each topic encompasses and how each relates to our brand positioning and content strategy.

## Sleep & Airway Education

Who better to teach the target audience about sleep and airway management than Medical Device Company? Social posts will share Medical Device Company education blogs as well as articles from these sources:

- [Journal of Clinical Sleep Medicine](#)
- [International Journal of the Science and Practice of Sleep Medicine](#)
- [Journal of Sleep Disorders and Management](#)
- [Journal of Sleep Medicine](#)
- [Journal of Sleep Medicine and Disorders](#)
- [Science Direct: Sleep Medicine](#)

### Goal of Sleep and Airway Education Posts

These posts will educate and leverage the authority of these scholarly sources to build trust with the audience. These leverage the audience goals of increasing revenue and expanding services.

## Tools, Tips & Techniques for Managing People

Frustration with handling diverse employee personalities and difficult patients was a consistent pain point in our research interviews. These posts focus on communication best practices, employee management techniques, and tips for improving relationships at work.

### Goal of Tools, Tips & Techniques for Managing People Posts

Medical Device Company offers not just sleep apnea medicine, but also practice solutions. These posts associate Medical Device Company with total practice solutions and address the pain of managing people and difficult patients.



## Dentistry Tools & Techniques

Dentistry is highly competitive, so practice owners want to keep up with the latest tools, techniques, and innovations. They suffer from fear of missing out, (FOMO) not wanting a competitor to outdo them. We will create social posts about the latest tools and techniques across dentistry, not just sleep and airway medicine. The goal is to be a trusted resource for all information that is relevant to managing their practice.

Some potential resources for dentistry tools, and techniques are:

- [Dental Products Report](#)
- [Journal of Dental Materials and Techniques](#)
- [Advanced Dental Technologies and Techniques](#)
- [Oral Health](#)
- [Practice Update](#)

We defer to the expertise of Medical Device Company to provide additional, credible resources for these posts.

## Goal of Dentistry Tools & Techniques Posts

These posts convey that Medical Device Company understands and supports dentists' need to continuously improve their level of care. They link to the audience's goal of expanding services.

**Note:** These posts require subject matter expertise (SME). Articles that are shared should be carefully curated to ensure value to the audience. In the absence of a subject matter expert, the topic should be shelved, and travel posts put in their place.

## Travel

These posts remind followers why they work as hard as they do. Designed to be eye candy, they feature sunsets, beaches, domestic landscapes and exotic locales. In these posts, we tell stories of friends and families going to cool places and having memorable adventures.

## Goal of Travel Posts

As we position Medical Device Company as a solution for increasing practice revenues, we tie in the rewards of all that hard work. Travel and spending time with family are top aspirations of the target audience.

## Practice Management

Some of the dentists we spoke to in our market research interviews spent as much time learning ways to better manage their practice as researching the latest dentistry innovations. By aggregating information on best practices of dental practice management, Medical Device Company can become identified as a provider of business intelligence.

Resources for Practice Management intelligence:

- [Academy of Dental CPAs](#)
- [ADA Beyond the Mouth Podcast](#)
- [ADA Center for Professional Success](#)
- [American Association of Endodontists](#)
- [Connecticut State Dental Association](#)
- [Data Driven Dentistry](#)
- [Dental Care Practice Management](#) (P&G/Crest)
- [Dental Economics](#)
- [Dental Practice Success \(ADA.org\)](#)
- [Dentistry IQ](#)
- [The Pankey Institute](#)
- [Spear Education](#)

## Goal of Practice Management Posts

These posts align the Medical Device Company brand with practice efficiency, productivity, and profitability. They mitigate the audience's pain point of running a business.

## Motivation & Inspiration

It's hard to run a business and manage people, all while treating patients. These posts are purely motivational and inspirational. They can be quotes, photos, words of encouragement, or funny "we get what you're up against" types of messages. Funny posts about the labyrinth of insurance are appropriate in this category.

## Goal of Motivation & Inspiration Posts

These posts humanize Medical Device Company, build camaraderie with the audience and say, "We get you," without saying it. They acknowledge and ameliorate the audiences' pain around running a business and insurance.

## **Taboo Topics**

It's ill advised to associate Medical Device Company with any political viewpoint. Therefore, in social posts, we do not make any political statements whatsoever. We do not comment on anything in the current media news cycle unless it is related to dentistry, sleep and airway medicine or orthodontics. Our social engagements stay out of any discourse on political and social movements (Metoo, Black Lives Matter, climate control, etc). Medical Device Company neither supports nor opposes any political ideologies, remaining neutral and abstaining from any political or social commentary on all social platforms.

## Content Distribution

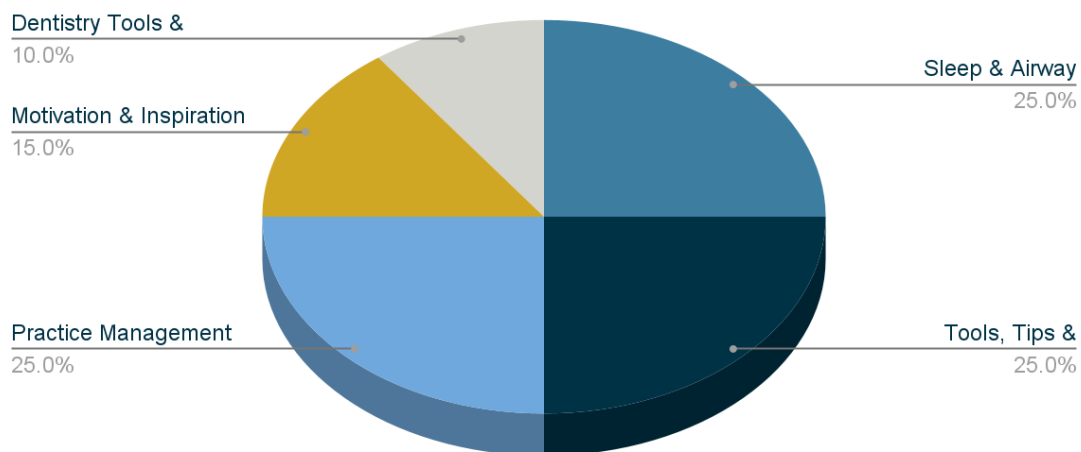
### Cadence

The cadence of our messages will be one post per day, per platform, Monday through Friday. The scheduling software advises us on when the optimal time of day is to post. For example, the software often publishes to LinkedIn on Saturdays instead of Fridays because there are more eyes on the platform on Saturdays.

### Topic Frequency

The frequency with which we post on each topic is important to delineate. The content distribution prioritizes topics by which are most important to the target audience and how we want Medical Device Company to be perceived.

The pie chart below illustrates how frequently each topic will appear in the monthly content calendar by percentages.



## Content Calendar

Depending on the number of workdays in each month, the exact number of posts for each topic will vary. The content calendar breaks down the frequency percentages into specific quantities of posts to create for each topic in each month.

August 2021	# of Posts	September 2021	# of Posts
Sleep & Airway Education	6	Sleep & Airway Education	6
Tools, Tips & Techniques for Managing People	6	Tools, Tips & Techniques for Managing People	6
Dentistry Tools & Techniques OR Travel	4	Dentistry Tools & Techniques OR Travel	4
Practice Management	4	Practice Management	4
Motivation & Inspiration	2	Motivation & Inspiration	2
<b>Total August Posts</b>	<b>22</b>	<b>Total September Posts</b>	<b>22</b>
October 2021	# of Posts	November 2021	# of Posts
Sleep & Airway Education	6	Sleep & Airway Education	6
Tools, Tips & Techniques for Managing People	5	Tools, Tips & Techniques for Managing People	6
Dentistry Tools & Techniques OR Travel	4	Dentistry Tools & Techniques OR Travel	4
Practice Management	4	Practice Management	4
Motivation & Inspiration	2	Motivation & Inspiration	2
<b>Total October Posts</b>	<b>21</b>	<b>Total November Posts</b>	<b>22</b>

December 2021	# of Posts	January 2022	# of Posts
Sleep & Airway Education	6	Sleep & Airway Education	6
Tools, Tips & Techniques for Managing People	6	Tools, Tips & Techniques for Managing People	5
Dentistry Tools & Techniques OR Travel	4	Dentistry Tools & Techniques OR Travel	4
Practice Management	5	Practice Management	4
Motivation & Inspiration	2	Motivation & Inspiration	2
<b>Total December Posts</b>	<b>23</b>	<b>Total January Posts</b>	<b>21</b>
February 2022	# of Posts	March 2022	# of Posts
Sleep & Airway Education	5	Sleep & Airway Education	6
Tools, Tips & Techniques for Managing People	5	Tools, Tips & Techniques for Managing People	6
Dentistry Tools & Techniques OR Travel	4	Dentistry Tools & Techniques OR Travel	4
Practice Management	4	Practice Management	5
Motivation & Inspiration	2	Motivation & Inspiration	2
<b>Total February Posts</b>	<b>20</b>	<b>Total March Posts</b>	<b>23</b>

April 2022	# of Posts	May 2022	# of Posts
Sleep & Airway Education	6	Sleep & Airway Education	6
Tools, Tips & Techniques for Managing People	5	Tools, Tips & Techniques for Managing People	6
Dentistry Tools & Techniques OR Travel	4	Dentistry Tools & Techniques OR Travel	4
Practice Management	4	Practice Management	4
Motivation & Inspiration	2	Motivation & Inspiration	2
<b>Total April Posts</b>	<b>21</b>	<b>Total May Posts</b>	<b>22</b>
June 2022	# of Posts	July 2022	# of Posts
Sleep & Airway Education	6	Sleep & Airway Education	6
Tools, Tips & Techniques for Managing People	6	Tools, Tips & Techniques for Managing People	5
Dentistry Tools & Techniques OR Travel	4	Dentistry Tools & Techniques OR Travel	4
Practice Management	4	Practice Management	4
Motivation & Inspiration	2	Motivation & Inspiration	2
<b>Total June Posts</b>	<b>22</b>	<b>Total July Posts</b>	<b>21</b>

## Measurement & Reporting

The metrics of these social media campaigns will be measured and reported quarterly. Key performance indicators (KPIs) by platform are as follows:

### LinkedIn

- Followers' Demographics - *Where do my followers come from?*
- Number of Followers - *Is my business influential enough?*
- Impressions & Reach - *How many people have seen my page?*
- Engagement Rate - *What kind of content engages most?*
- Company Update Stats - *How are my updates received?*
- Viewer Information - *Who viewed my profile and updates?*
- Profile Views by Job Title - *How is my profile performing over time?*
- Post Views & Engagements - *How is my engagement developing?*

### Instagram

- Engagements per follower - *How often do unique followers engage with you?*
- Follower growth - *How have the number of followers changed?*
- Comments received - *How many people comment on your posts?*
- Reach growth - *How many people view your posts and how has that number changed?*
- Engagement on Reach - *Of the people who saw a post, how many of them engaged with it?*
- Referral traffic
- Impressions - *How many times your campaign has been viewed?*

### Facebook

- Impressions - *How many times has any content from my page entered a person's screen?*
- Reach by post type - *Which post types are most popular?*
- Video engagement - *Are people watching my videos?*
- Follower Demographics - *Where does my audience come from?*
- Page Views by Sources - *How many people have seen my Page?*
- Actions on Page - *What are people exactly doing on my Page?*
- Reach by Post Type - *Which post type works best on Facebook?*



- Post Engagement Rate - How vital is my Average Engagement rate?
- Click-Through-Rate (CTR) - *How many people clicked on a linked post?*

## YouTube

- Total Watch Time - *How long have users watched my videos?*
- Total Amount of Video Views - *Which videos are particularly interesting?*
- Viewer Retention - *Are my videos captivating viewers?*
- Video Engagement - *How do viewers react to my videos?*
- Number of Subscribers - *How many subscribers have I gained or lost?*
- Daily Active Users (DAU) - *How many people are watching daily?*
- Traffic Source - *Where do my viewers come from?*
- Subscribers' Demographics - *Where do my subscribers come from?*
- Top 5 Videos by Views - *Which kinds of videos resonate most?*

The report will conclude with the actionable insights we learned from the metrics and how we will tweak our social media efforts going forward.

## Summary

Our 2021 social media campaign will position Medical Device Company as a vital means to improve patient care and increase practice revenue. The associated messages align with the audience's goals and aspirations and help to mitigate their most frustrating practice challenges. By executing this strategy, Medical Device Company will achieve its goals by helping dentists achieve theirs.