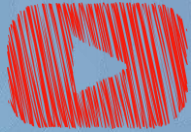




PRIMARY CARE
CONNECT



The Social Media Impact

(and how it informs
every other medium)



Prepared and Presented by:
Shara Scott

Acknowledgement of Country

In keeping with the spirit of reconciliation, I acknowledge the **Traditional Owners** of the lands where we now stand – and acknowledge that these have always been places of teaching and learning. I wish to pay my respects to their **Elders – past, present and emerging** – and acknowledge the important role **Aboriginal and Torres Strait Islander** people continue to play within the community.



For fun - social media pop quiz

Which social media platform is most popular in Australia?

TikTok

Facebook

Instagram

The fastest growing social media platform in Australia?

Instagram

Snapchat

TikTok

How many Australian's claim to have made a purchase via S/M?

TikTok

Facebook

Instagram

Connect with us



How to build impactful **Social Media** platforms - **organically**

- Understand which S/M platforms will work best for your sector and build them all at once. For Primary Care Connect, we have found that Facebook and LinkedIn, for different reasons, are the most effective in terms of reach and engagement. (We do however continue to build our Instagram page through Meta Business)
- Since commencing with Primary Care Connect, I have made the decision to only run an organic S/M strategy. Ads can and will work, but while you are establishing your S/M and online presence, you need to know what content is really resonating with your audience/local community/potential clients. This is much more difficult to do if you are running paid content as well.

How to build impactful **Social Media** platforms - **organically**

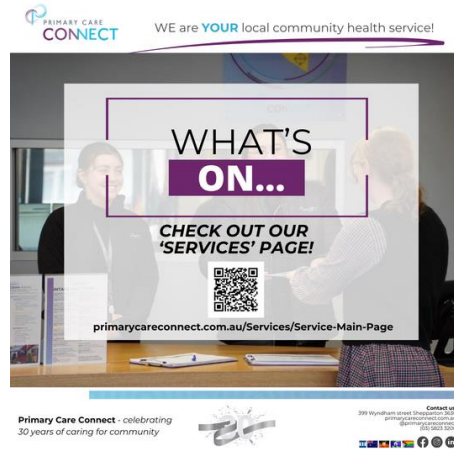
- People respond to people. And people choose your organisation based on trust. Knowing who is in your organisation, and who has used your services, will establish trust and you're more likely to see your S/M followers use your service if they know who is in it. We need to remember that our organisations are microcosms of our broader community particularly in a regional setting, where, so the saying goes, "everybody knows everybody."
- An effective and organic S/M strategy will only work if you expand your audience. PCC has an audience of 2,000 followers on Facebook, but generates an average weekly reach of over 7,000 people. This is because we have strategically targeted other local pages, service providers and community groups/neighbourhood houses to push our messaging out there.



KEY TAKE AWAYS

- PEOPLE RESPOND TO PEOPLE
- WHAT'S IN IT FOR THEM?
- WHO IS IN YOUR TEAM/WHAT DO THEY DO/WHAT DO THEY LIKE? GET PERSONAL!
- JOIN AT LEAST THREE OTHER PAGES (COMMUNITY GROUPS, STAKEHOLDERS) & **ALWAYS** SHARE YOUR CONTENT!

What's On



Testimonial Tuesday



Wellness Wednesdays



Meet OUR team!



Establishing your S/M strategy - Series of content

So what do you post, and where do you post it to?

Knowing that people respond to people, and that people establish trust - we developed a number of 'series', where we can 'bank' up posts and use Meta Business to schedule.

We actively targeted local pages including the Shepparton Community page, Mooroopna Community page, Neighbourhood and Community Houses and this year established connections with Cobram, Yarrawonga, Murchison and Violet Town community pages and neighbourhood houses.

We can now schedule one post that is shared with up to THREE different community pages at a time. Increasing our potential reach from 2,000 people to up to 200,000 individuals within the communities we are targeting!

WHY EVEN
WORRY ABOUT
SOCIAL MEDIA?

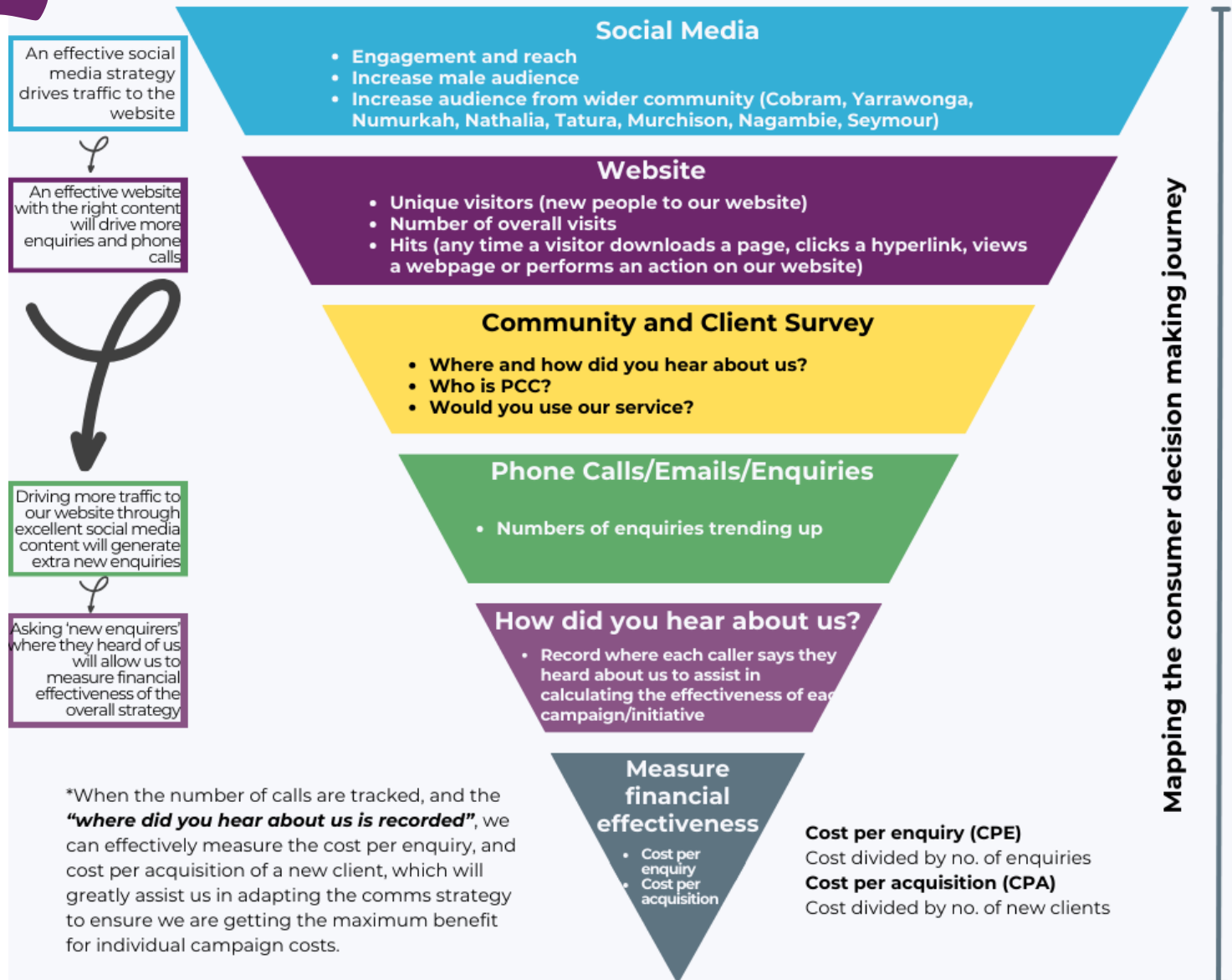
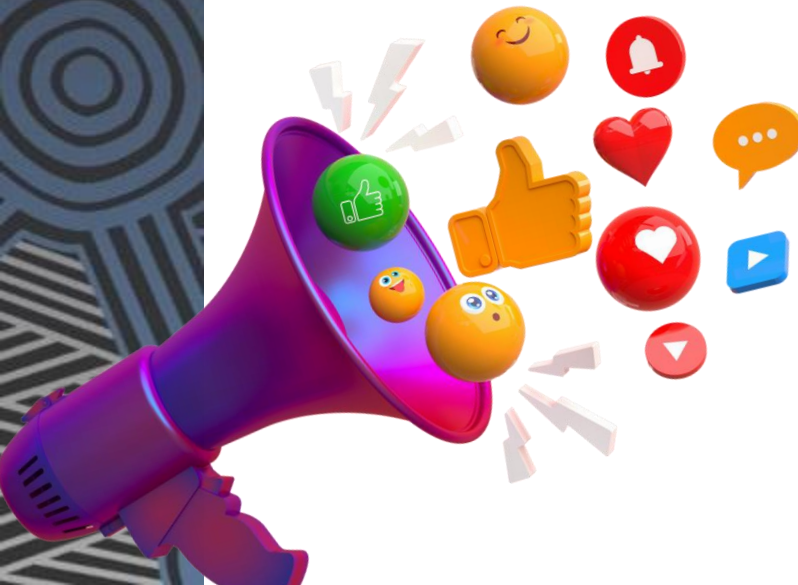
HOW WILL THIS
IMPACT ON
**BRAND
AWARENESS &
CLIENT
INTAKE?**



Introducing the Marketing Metrics Funnel

Marketing Metrics Funnel

Overarching Marketing Framework



Emerging & Current Trends

- **The rise of social media search**

optimisation is the new search engine in the world. Google, reported that 40% of Gen Z is using social media platforms for search instead of Google.

Why this matters to you?

The need for hashtags, especially on Instagram, YouTube, LinkedIn and Facebook is now more important than ever before. Your hashtags will show up in searches so its important to make use of them!

#primarycareconnect
#communityhealth
#caringforcommunity

#aod
#alcoholandotherdrugs
#endoverdose



SEARCH TRENDS



KEY TAKE AWAYS

- Social media platforms are the new Google for Gen Z
- Your hashtags will help direct users to your content when they search - so make sure you use them...ALWAYS!



Emerging & Current Trends

- **The algorithm has changed - shares rule over likes (and even comments)**

Instagram CEO has officially declared that the algorithm has changed, with both Meta and Instagram now placing more weight on posts that are shared, over likes and comments. This means that our social media community will grow more significantly if we get more people to share our content, rather than focusing on likes and comments.

Why this matters to you?

Taking the time to join public community groups will allow you to post directly to their page (upon admin approval), which counts as a share!

On average we try and share 5 out of 7 posts to at least three different pages.

Thank you for having me along to present to you about my passion!

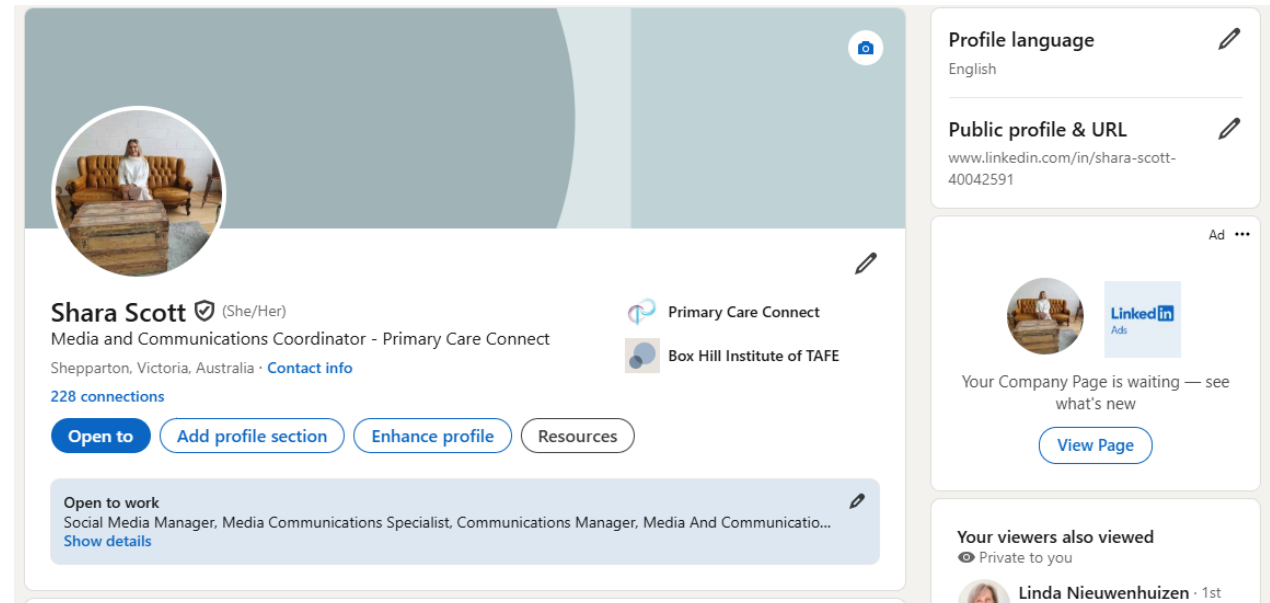
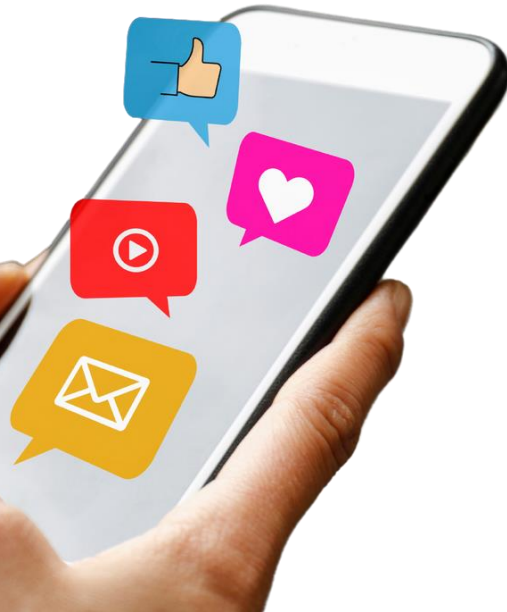
I am more than happy for you to reach out at anytime!

Shara Scott

Marketing & Communications Coordinator

0476 044 455

SScott@primarycareconnect.com.au



LinkedIn profile page for Shara Scott. The profile includes a header with a profile picture and a background image. The name 'Shara Scott' is followed by '(She/Her)' and a verified badge. The title is 'Media and Communications Coordinator - Primary Care Connect'. The location is 'Shepparton, Victoria, Australia' with a 'Contact info' link. The profile has '228 connections'. Below the name are buttons for 'Open to', 'Add profile section', 'Enhance profile', and 'Resources'. A section titled 'Open to work' lists roles: 'Social Media Manager, Media Communications Specialist, Communications Manager, Media And Communicatio...'. To the right, there are settings for 'Profile language' (English) and 'Public profile & URL' (www.linkedin.com/in/shara-scott-40042591). Below these is an advertisement for 'Primary Care Connect' and 'Box Hill Institute of TAFE'. At the bottom right, there is a section 'Your viewers also viewed' showing 'Linda Nieuwenhuizen' as the 1st viewer.

Shara Scott (She/Her) ✓
Media and Communications Coordinator - Primary Care Connect
Shepparton, Victoria, Australia · [Contact info](#)
228 connections

[Open to](#) [Add profile section](#) [Enhance profile](#) [Resources](#)

Open to work
Social Media Manager, Media Communications Specialist, Communications Manager, Media And Communicatio...
[Show details](#)

Primary Care Connect
Box Hill Institute of TAFE

Profile language
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Your Company Page is waiting — see what's new
[View Page](#)

Your viewers also viewed
Private to you
Linda Nieuwenhuizen · 1st