

MARKETING TOOLBOX Susan Giurleo

Using Twitter to Market Your Practice

I often get asked how to use social media to market a mental health practice. Currently, there are many options to market a practice, and my preferred social media platform is Twitter.



Why Twitter?

Twitter is simple and easy to use. It's free and can be a powerful community builder. Twitter also does not require a great deal of time to use and can be leveraged throughout the day to connect with others.

Here are 6 ways to use Twitter to market your practice:

1. Complete your profile with a recent picture of yourself, a brief bio about you and your practice. Use the first person to describe yourself. Make sure your account links to your website.
2. Decide on the professional focus of your account. Will you tweet about general mental health or something more specific? The more niched your focus, the better chance to attract your right clients.
3. Do a search on Twitter for the things you are interested in. Type in "depression", "bipolar", "online therapy" and see what comes up. Twitter is a powerful search tool. When you see people tweeting things that look interested follow them, so you can receive more of their tweets.
4. Start to tweet information you feel would be helpful to your ideal client. When I used Twitter to market my parent coaching practice I tweeted facts about ADHD, Mr. Rogers quotes, links to articles about autism. Don't just tweet your own content, become a "go to" source for people looking for information about your particular specialty.
5. Join a Tweetchat. Tweetchats are usually an hour long with a focus relevant to a particular community of folks with a common interest. There are Tweetchats on parenting kids with special needs (#tck),



people living with mental illness (#mhsm) and soon a chat by licensed mental health professionals, hosted by [Kathy Morelli](#) (#mhon).

6. Repeat. Every day take 10-15 minutes to post useful items, follow a few new people and chat with folks from around the world who are interested in your shares.

The ultimate goal is to be seen as an expert in your field, grow an online community and get some people to your blog/website to learn more about you and what you can do to help them.

It can take some time to build a following, but a few minutes a day can grow your Twitter following and make the experience enjoyable and a no cost, productive way to market your practice.

ABOUT THE AUTHOR

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