



YOUR PRACTICE / BUSINESS

Professional Suicide ... by Social Media

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WHAT YOU NEED TO KNOW

- It takes a long time to establish a good reputation, but you can ruin that reputation in an instant with a single, thoughtless post.
- There are still too many DCs who don't always consider the impact and consequences of what they are too quick to say without sufficient forethought.
- For great chiropractic social media content that's fresh and easy to use, the Foundation for Chiropractic Progress (F4CP) creates graphics and information you can use for Facebook, Twitter and Instagram.

Social media allows those who are willing to put in the time an opportunity to communicate effectively with others they are acquainted with or who are like minded. While most people see this as a mechanism to share information, many don't seem to think before they post. This often results in unintended alienation or a serious erosion of one's reputation.

As I have perused social media over the years, I have seen considerable posts from DCs. The good news is that most doctors of chiropractic are well-aware of their duty to post responsibly. But there are still too many of us who don't always consider the impact and consequences of what we are too quick to say without sufficient forethought.

You will likely find the following do's and don'ts rather obvious, but that doesn't mean you and I haven't been guilty of them at some time. This list may be especially valuable if you assign someone else to do your social media posting for you. You may even want to add a few thoughts before you share it with people in your office.

Social Media Don'ts

- Use profanity, show nudity or offensive material - yes, you can communicate effectively

without profanity

- Express inflammatory political opinions - this probably includes all political opinions
- Embroil yourself in controversial debates - it's not necessary and doesn't win any arguments
- Express how macho, tough or aggressive you are - you're a doctor, not a "badass"
- Show off your new car, bling, etc. - it's about who you are, not about your stuff
- Wear clothing with offensive language - consider what's on your T-shirt before you start filming that video

In short, if you act like a teenager on social media, don't expect anyone to take you seriously as a doctor.

Social Media Do's

- Always identify yourself as a doctor of chiropractic - add a DC to your name; you've earned the respect that comes with it
- Educate about the importance of consistent chiropractic care - this should always be your main point on every post
- Teach about the benefits of a wellness lifestyle - remember, "doctor" also means "teacher"
- Quote research - it speaks volumes about the topic and about you
- Share patient testimonials - let others praise you and the effectiveness of chiropractic
- Compliment your team - tell your community about the great people with whom you work
- Show the world what you know and how you can help people live healthier lives

It takes a long time to establish a good reputation, but you can ruin that reputation in an instant with a single, thoughtless post. Read every post at least twice before you post it. If you're not sure you should post something, don't do it.

For great chiropractic social media content that's fresh and easy to use, the Foundation for Chiropractic Progress (F4CP) creates graphics and information you can use for Facebook, Twitter and Instagram that is free to its over 30,000 members every week. If you are a member of your state association, you are likely a F4CP group member as well.

If you're not sure whether your state association provides you with complimentary F4CP group membership, go to www.f4cp.org/associations. If you're already a member, log in at www.f4cp.org to gain access to the many F4CP practice resources. (If you've forgotten your F4CP password, just click on Forgot Password and enter your email address. The website will send you your password information. If all else fails, you can email Marta Cerdan at marta@f4cp.com for assistance.)

We've all seen embarrassing posts that did nothing but tarnish the name of chiropractic and the people posting. Don't be a victim of social media suicide. Use this opportunity to tell the world how you can provide the care they need.

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