

Facebook 101 Guide FOR EYE CARE PROFESSIONALS

Updated 2015

BAUSCH + LOMB
See better. Live better.



Dear Eye Care Professional:

Mark McKenna
Vice President & General Manager,
U.S. Vision Care

1400 N. Goodman Street
Rochester, NY 14609
E mark.mckenna@bausch.com

As committed as Bausch + Lomb is to meeting your professional needs with our new and innovative lens and lens care solutions, we are equally committed to providing innovative and valuable resources for you and your practice. In an effort to attract new patients, build loyalty, and increase referrals to your patient base, we hope that this Facebook 101 Guide will help in those efforts. The guide was created with you and your practice goals in mind.

Social media is an invaluable and affordable way to enhance your marketing mix. With 41% of U.S. consumers accessing health information using social media, Facebook can connect you with patients in new and interesting ways. This Facebook 101 Guide will cover why this social media tool is important to your practice, how to build a brand and advertise on Facebook, how Bausch + Lomb can support your practice and its Facebook page, as well as several frequently asked Facebook questions and answers.

We at Bausch + Lomb appreciate your continued support and partnership.

Please contact your Bausch + Lomb sales representative with any questions about this guide.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Mark McKenna'.

Mark McKenna

This is a guide only and intended solely to familiarize the reader with the use of Facebook. It is not intended to provide any legal advice. The responsibility for using Facebook, or any other form of promotion and advertising in a responsible and legal manner is that of the reader.

Whether your goal is to attract new patients, build loyalty, increase referrals, or all of the above – social media can be an invaluable part of your marketing mix. This guide will help you get started by setting up your own brand page on Facebook.

Table of Contents

1 WHY FACEBOOK | PAGE 5

- How consumers and ECPs use social media
- Five reasons your practice should be using Facebook now
- Incorporating social media into your practice marketing mix

2 BUILDING A BRAND PAGE ON FACEBOOK | PAGE 15

- Setting up a page for your practice
- What to post (and who can do it)
- How to promote your page to patients

3 ADVERTISING ON FACEBOOK | PAGE 30

- Overview and best practices
- Setting up a campaign for your practice
- Facebook Insights
- Sponsored stories and promoted posts

4 HOW BAUSCH + LOMB CAN SUPPORT YOU | PAGE 39

5 FREQUENTLY ASKED QUESTIONS | PAGE 41

- Facebook ads
- Glossary
- Patient privacy

1

WHY FACEBOOK?

This is a guide only and intended solely to familiarize the reader with the use of Facebook. It is not intended to provide any legal advice. The responsibility for using Facebook, or any other form of promotion and advertising in a responsible and legal manner is that of the reader.

BAUSCH + LOMB
See better. Live better.

Social media has radically transformed almost every aspect of our culture in a very short amount of time

It has dramatically changed almost every aspect of our culture – how we consume news and information, connect with friends and family, and learn about which products and services we should buy – in a very short amount of time. Social networks and blogs now account for nearly a quarter of all time Americans spend online.

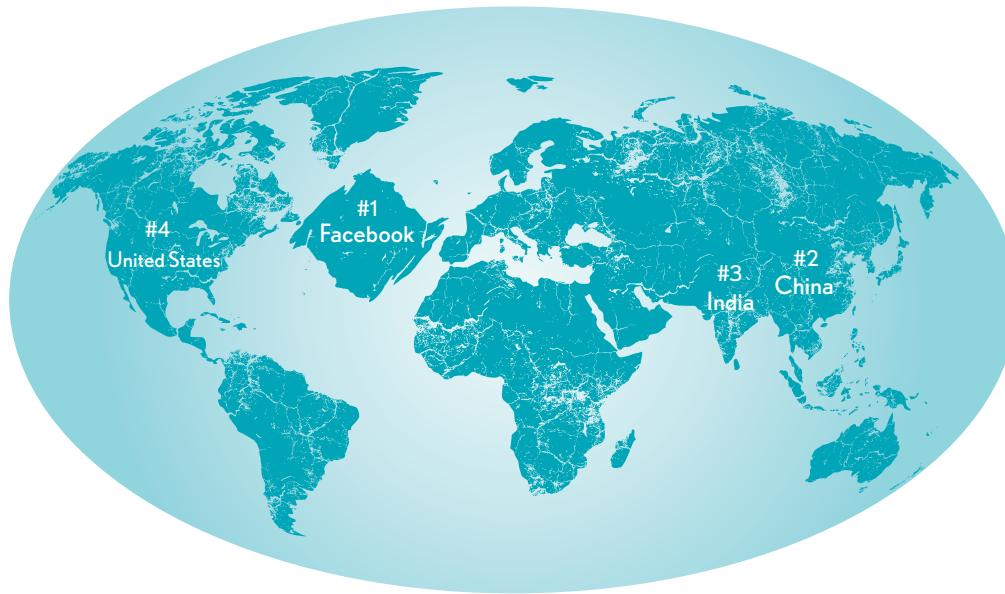
No site has been more influential in this shift than Facebook, which was launched by a 20-year-old Harvard student in his dorm room in 2004. The original intent was for Ivy League students to connect online, but today the reach is tremendously vast. There are 1.4 billion Facebook users or approximately one in five people on Earth is active on the site. Facebook is used by 72% of all online American adults and spend an average of 40 minutes using the social network each day.

"Facebook is the largest social network for a reason. People use it to gain information..."

Where consumers go, businesses follow. Many of the world's biggest and most respected brands are using social media – and Facebook in particular – as a cost-effective way to engage consumers and drive word of mouth about their products and services.



If Facebook were a country, it would be the most populated country on Earth; narrowly beating out China. **Facebook, China, India, and then the United States.**



60% of Facebook's billion+ users log on every single day.



67% of its user base or 968 million people log on to Facebook every single day- that's almost 3x the total U.S. population.

So, are your patients using it? Are adults on Facebook? Absolutely. Without a doubt - people of all ages are using Facebook to connect with others and find information. Since 2011, the fastest growing age group on Facebook has been 55 and over- so it's definitely not just for teens anymore.

Since 2011, the fastest growing age group on Facebook has been 55 and over.

Note: The content covered in this guide assumes you already have a personal Facebook profile (which is very different from a brand page). If not, no worries - it's free and you can sign up in just a few minutes at Facebook.com. Having a personal profile is the best way to get started and become familiar with how the site works.

How ECPs Are Using Social Media

We know social media is now a big part of our lives as consumers, but how are ECPs using it? In our survey of U.S. eye care professionals (May 2011), 70% said that they were actively using social media on a personal level to connect with friends and family.* This includes activities like tweeting, sharing photos, posting

status updates, and "Liking" content posted by others in their spare time.

In the same survey, 42% of ECPs responded that they were actively leveraging social media to promote their businesses. That means that they have established a social media presence specifically for their practice and the

services they provide. Not surprisingly, Facebook appears to be the social platform of choice, with 40% of ECPs using brand pages to promote their practices.* Next in line was Twitter, with 11% (which is roughly in line with the total percentage of U.S. adults who have an account).

Facebook appears to be the social platform of choice, with **40% of ECPs** using brand pages to promote their practices.

Dr. Nathan Bonilla of Bright Eyes Family Vision Care has been using Facebook to market his practice and connect with patients for nine years, and will be sharing some personal anecdotes and insights throughout the guide. "Facebook is the largest social network for a reason. People use it to gain information and to do research and stay



connected with people and businesses that they care about. So, it is a unique way to connect with both current and future patients."

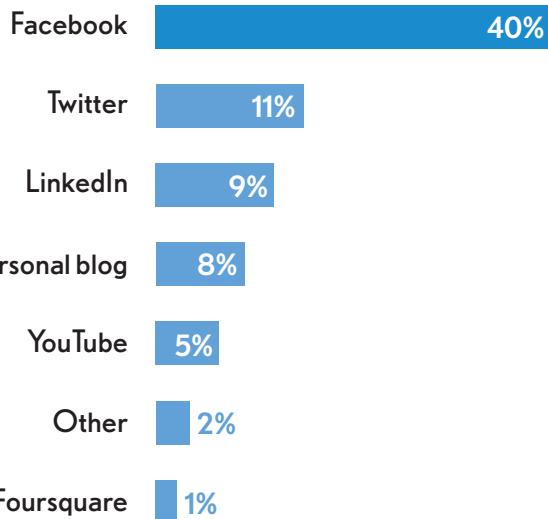
"Facebook is a perfect place to start," Dr. Bonilla explains, "because there's no financial buy-in required and it really takes very little time in terms of overall management."

Out of the 42% of doctors using Facebook to market their business, 51% said that they have created pages but are still looking for resources and support to be more successful.*

Another 31% have established pages, update them regularly, and get consistent engagement. Finally, 18% said that they have set up pages, but do not have the time to dedicate to them.

Lack of time and resources are common reasons for not doing a lot of things – but that's very different from a lack of interest. It's worth noting that 60% of ECPs said they plan on increasing their usage of social media in 2011.* Finally, 72% of ECPs said they believe social media is important to growing their practice.*

Tools ECPs use to promote their practice*



The takeaway here is simple.

Doctors understand that if social media isn't already a part of their marketing mix, it really should be.

Here's the good news:

Incorporating social media into your practice marketing strategy is simple, fun, and extremely cost effective.

72% of ECPs told us that they believe social media is important to growing their practice.



*Bausch + Lomb ODWire.org Survey, May 2011.

Here are five reasons why you should be using Facebook now to market your practice:

1

Engage directly with patients – How many times do you see your patients each year? Facebook provides a way to interact more frequently – and stay top of mind – with the people who are most likely to refer you to their friends and family.

2

Promote your practice – The #1 reason fans will like your Facebook page is for access to upcoming promotions and incentives. If you're sponsoring a local sports team or offering free back-to-school screenings, Facebook is a cost-effective way to spread the word.

3

Personalize your brand – Your website may be designed as a static series of pages that don't change much. Facebook makes sharing updates, helpful information, and multimedia (such as photos of your staff or pictures from a recent event) extremely easy, so fans can learn more about your practice in a fun and engaging way.

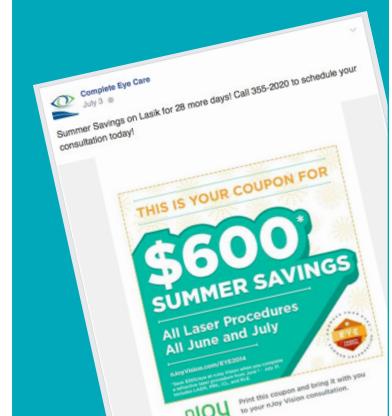
4

Learn more about your fans – Facebook Insights provides you detailed information about fan demographics – age, gender, location, and what types of content or promotions they're interested in.

5

Drive more traffic to your website – Social media links such as a Facebook page increase your optimization and make it easy for patients to find and contact you.

The #1 reason fans will like your Facebook page is for access to upcoming promotions ...



Remember this above all else: Facebook is about relationships. When patients “like” your page, they are saying they want a relationship with you and your business.

Facebook makes it easier for you to deepen those relationships over time. Strong relationships build loyalty, and loyal customers are the best marketing tool in the world.

Before going any further, we need to define social media and understand how it will impact your business

Social media is a horizontal communication channel that facilitates word of mouth across various digital mediums, enabling people to interact and share information.

Let's break that down a bit more:

Social media is a horizontal communication channel. In this case, "horizontal" means it touches every aspect of your business – how you communicate with patients and your community, how potential new patients learn about you, how you connect with other professionals in the field, learn about new products, etc.

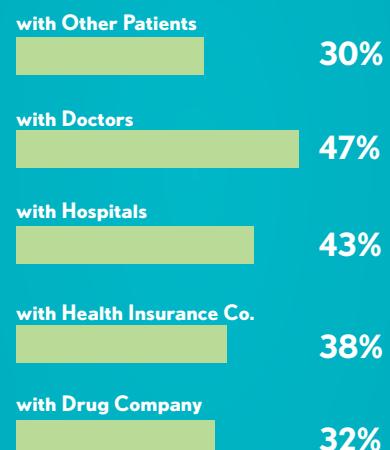
Social media facilitates word of mouth across various digital mediums. It's a digital platform for sharing and conversation. This is especially important because consumers are increasingly relying on their friends and social networks for referrals on everything – what movie they should watch, product they should try, or article they should read. Word of mouth is the number one influencer in purchase decisions, and social media is the plumbing that makes all of this online conversation possible.

Social media enables people to interact with and share information. 72% of Internet users say they looked online for health information within the past year and more than 40% of consumers say that information found via social media affects the way they deal with their health. This can be scary for medical professionals, but it reflects the reality of how much health information (good or bad) is available at our fingertips today. When used correctly, it's a channel to provide helpful information to your patients and prospects.

Notice what is NOT included here in the definition: Facebook. Twitter. YouTube. These are all terrific tools and platforms (and we'll be covering one of them in great detail), but social media is much broader than any one channel.

How likely

are people to share information about their health on social media?



Social media as part of the practice marketing mix

Social media is not – and should not be – the only way you market your practice; so where does it fit in?

Think of your “marketing mix” as the combination of all elements that you use to promote your practice, from newspaper or yellow page ads to local event sponsorships. This includes:

- Front office interactions
- Email or newsletter
- Website
- Advertising (print, online, or other)
- Public relations
- Community support

Let's dive a little deeper here and take a look at a sample marketing strategy.

Eye Care Professional Marketing Strategy



Strategy

For this exercise, let's say the main vision or objective for your practice is to "**promote excellence in eye care for middle-class adults and families.**" There is probably a very clear perception that you want your current and prospective patients to have of you and your business. When people think about your practice, you may want them to think about quality, professional eye care, affordable exams, trusted medical advice, and a skilled staff that appreciates their patients.

With that in mind, the tactics you use to promote your practice should reflect and reinforce those perceptions. For instance, you might do the following:

- Print ads in the local newspaper
- Monthly emails to patients
- Charity events
- Community sports sponsorships

So where does something like Facebook fit in, or what does it replace? Nothing, actually. It's additive, and should complement and amplify your current marketing efforts. For example, if you have a monthly e-newsletter going out to your patients, including a link to your Facebook page gives them another channel to connect with you and your practice. If you sponsor a community Little League team, call out their big win in a status update on your page to let even more people know how proud you are to support them. Taking the extra step to share a behind-the-scenes moment or useful information will go a long way towards retaining existing patients, as well as acquiring new ones.



How Consumers Are Using Social Media

This is about much more than a popular website or fad – this is a fundamental shift in how consumers receive and share information.

A few reasons why this matters to you:

Consumers are spending more time on social media. Americans spend more time on Facebook than any other website, with a quarter of their online time spent on social networks and blogs. 80% of people 18 – 44 reach for their smartphone within 15 minutes of waking up in the morning, and 62% reach for it first thing while continuing to rely on connectedness and accessing Facebook throughout the day.

Consumers are visiting websites less. News and information now comes to them through their social “newsfeeds.” Facebook and Twitter are much more than a series of status updates about what your friends just had for breakfast – they’re dominant channels for sharing news, multimedia, and other information. In fact, Facebook now refers more website traffic than Google.

Consumers increasingly rely on their social graphs – the people they know online – for health care recommendations. Word of mouth is the oldest form of knowledge sharing – it just happens online now. When selecting new primary care physicians, for example, more than half of all consumers relied on word-of-mouth recommendations from friends and relatives.^{**}

Americans
spend more
time on
Facebook
than any other
website.

* IDC and Facebook, Always Connected Research Report, 2013.

** <http://www.rwjf.org/pr/product.jsp?id=37551>
Center for Studying Health System Change



BUILDING A BRAND PAGE ON FACEBOOK

This is a guide only and intended solely to familiarize the reader with the use of Facebook. It is not intended to provide any legal advice. The responsibility for using Facebook, or any other form of promotion and advertising in a responsible and legal manner is that of the reader.

BAUSCH + LOMB
See better. Live better.

Creating a Facebook Account

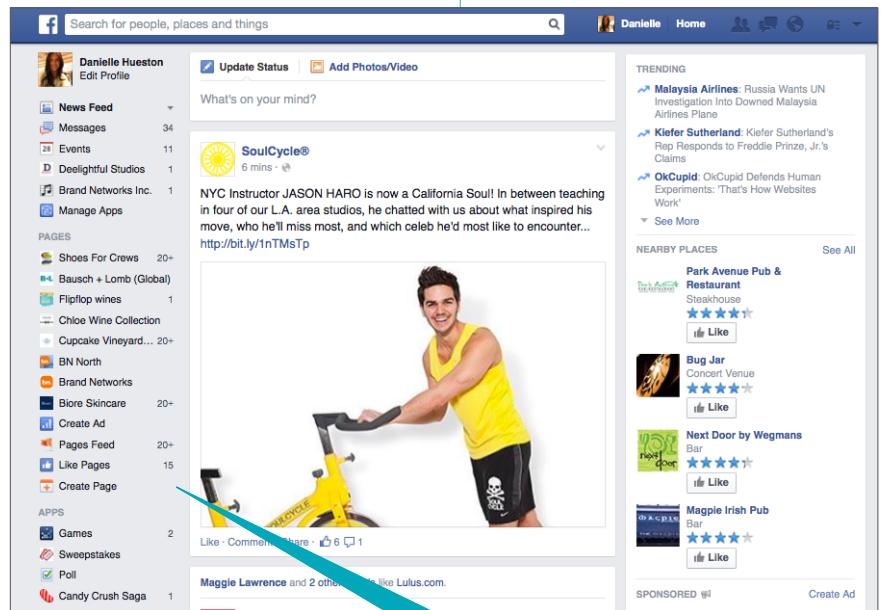
Before you create a page for your business, you must have a personal Facebook account. Don't worry – setting one up is easy. All you need is an email address.

Choosing an email address

You can use an existing personal email address, or create a separate address to use exclusively for business-related Facebook purposes. If you want to create a new email address to use just for Facebook, several websites make it easy for you. Gmail (gmail.com), Hotmail (hotmail.com), and Yahoo! (yahoo.com) are all good options.

Set Up

- 1)** Go to www.Facebook.com
- 2)** On the home page, click the "Sign Up" button.
- 3)** Enter basic information including your name, email, password, gender, and birthday.
- 4)** Facebook will ask you if you want to use the Friend Finder. This will find people you know using the information and email address you provided. This is an optional step. If you want to skip it, just push the "Skip this Step" button.
- 5)** Fill out additional profile information if you wish (you can also skip this step).
- 6)** Upload a profile picture by choosing an image already on your computer (you can also skip this step).



Creating Your Business Page

Once you've completed the steps, you will land on your personal Facebook profile. Now, you're ready to create your practice's Facebook page. Simply push the "Create a Page" button along the left hand column.

Now that we have had a chance to look at Facebook and how it applies to your practice, let's cover how you actually go about setting up your Facebook presence.

The first thing to note is that you are setting up a completely different type of page than your personal profile. Brands and businesses need to have a brand (or business) page on Facebook. One of the easiest mistakes to make when getting started is to confuse personal profiles with brand pages. We'll cover the difference between a personal profile page and a business page, and why this distinction is so important.

Personal profile pages



- Take a look at the example above. If you think the "Add Friend" button looks a little overly friendly for a business page, you would be right. Businesses on Facebook have fans, not friends. The "Add Friend" button is a clear indicator that the page has been set up as a personal profile, which is only designed for individuals.

Why does it matter?

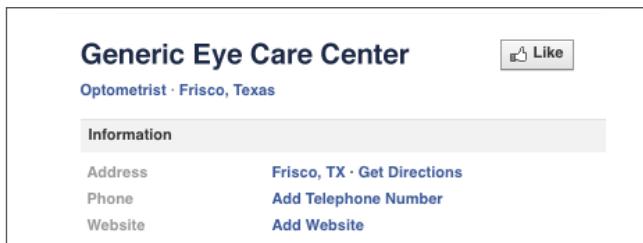
A few reasons. First, it requires the doctor to approve individual friend requests in a timely manner. Imagine the perception that might arise if you do not approve a friend request from a longtime patient within a day or two.

They might think you don't like them very much.

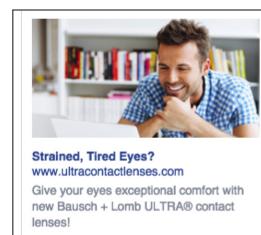
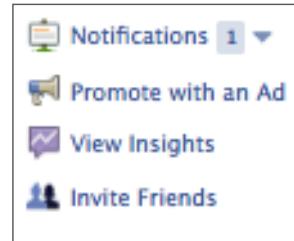
Businesses
on Facebook
have fans, not
friends.

Brand pages

- Brand pages are created for brands and businesses. Instead of having an “Add Friend” button, they have a “Like” button – because brand pages acquire fans, not friends. They cannot send or receive friend requests. If a patient decides they want to “Like” your practice’s Facebook page, they’re automatically added to your group of fans without requiring any additional action from you.



- Another important difference is the availability of analytics through Facebook Insights. While we’ll cover these metrics in greater detail later, it’s important to note that they are very useful in determining what types of content resonate with your fans. They also provide a look at your audience’s demographics, which may help you tailor content and promotions.
- Facebook Ads, which we also cover in this guide, is another feature only accessible via brand pages. These ads appear on the right side of the Facebook screen, and can be heavily targeted to very specific portions of your current and potential audience.
- Last, one of the most important benefits of brand pages for eye care providers is privacy. Brand pages allow you to keep your personal life separate from your professional life. Discussions that take place on your brand page will be focused on your practice and services, rather than what you did last weekend.



Discussions that take place on your brand page will be focused on your practice and services, rather than what you did last weekend.

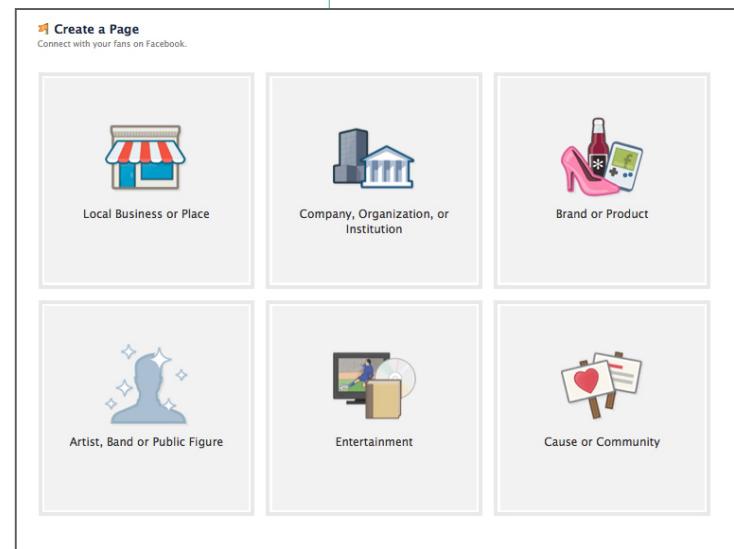
Step 1

Creating a page

Creating a page for your practice

When you sign into Facebook, the "Pages" link will appear on the left-hand side of the screen. While the link appears to be grayed out, clicking on it will take you to the "Pages" screen.

Once you are on the "Pages" screen, click on the "Create a Page" button to begin setting up your page. From there, select "Local Business or Place."



When you select your category, you will be prompted to enter basic information such as your street address.

The screenshot shows the "Local Business or Place" setup screen. On the left is a small icon of a storefront. To its right, the text "Local Business or Place" is displayed. The main area contains several input fields: "Choose a category" (a dropdown menu), "Business or Place Name" (text field), "Street Address" (text field), "City/State" (text field), "Zip Code" (text field), and "Phone" (text field). Below these fields is a note: "By clicking Get Started, you agree to the Facebook Pages Terms." At the bottom is a blue "Get Started" button.

Filling in this information will automatically generate a Google map of the area immediately surrounding your practice. This gives current and prospective patients quick and easy access to everything they need to schedule an appointment and find your office.

Once you have entered your location information, you can start building the rest of your page.

Sign up for Facebook

Click on the "Pages" link

Click on "Create a Page"

Select "Local Business or Place"

Select your business category "Health/Medical/Pharmacy"

Enter the name of your practice and address information

Click on "Get Started"

Upload your practice's profile image

The Facebook Timeline

Your Facebook Timeline displays the entire “life story” of your practice along a timeline that runs through the center of the page, allowing you to share events and milestones that occurred before joining Facebook. In addition, the Timeline is generally a more visual and complete display of your practice’s information.

Here’s a brief overview of some of Timeline’s most important features:

Cover Image

A large, wide image that acts as a masthead at the top of your timeline. You will still have a profile picture, which is a smaller square displayed in front of the cover image. The profile picture is what will appear on fan’s news feeds when they view your activity. Experts recommend that your cover should showcase your brand in a visually engaging way, while the profile photo should instantly convey your identity (ideally, your logo).

According to Facebook, cover images may not be “deceptive, misleading, infringe on anyone else’s copyright,” or include the following information:

Cover photos are 851 pixels wide and 315 pixels tall. If you upload an image that's smaller than these dimensions, it will be stretched to this larger size. The image you upload must be at least 399 pixels wide and 150 pixels tall.

About Section

The About Section sits along the top of your timeline, making it an ideal place to write an informative summation of what your practice is all about. Consider using a direct URL to your practice website. Pages have also seen success including a direct call to action, reminding fans of important information like upcoming events, discounts, etc.

Highlight Posts

Allows you to bring more attention to any particular post on your timeline by stretching it across both sides of the timeline. Simply mouse over a post, and click the star icon in the upper right hand corner to highlight it.

Pin Posts

To pin, mouse over a post, click the pencil icon in the upper right hand corner, and select “pin to top” from the drop down menu. Your pinned post will move to the top of your Page’s Timeline and will appear in the top-right corner of the post. Your pinned post will stay at the top of your Timeline for 7 days. After that, it’ll return to the date it was posted on your Page’s Timeline.

Milestones

Allows you to post major events that occurred in your practice’s lifetime, exact to the date. This gives you a chance to tell a more complete story of your business. It’s suggested that you compliment your Milestones with images as well, to create a more visually engaging experience for your fans.

Recent

2015

2014

2013

2012

2011

2010

Founded

Targeting Posts

Advanced Post Targeting allows you to control which of your Fans are able to view certain posts based on the information they’ve shared on Facebook.

These categories include:

- Gender
- Relationship Status
- Educational Status
- Interested In
- Age
- Location
- Language

Step 2

Setting up tabs

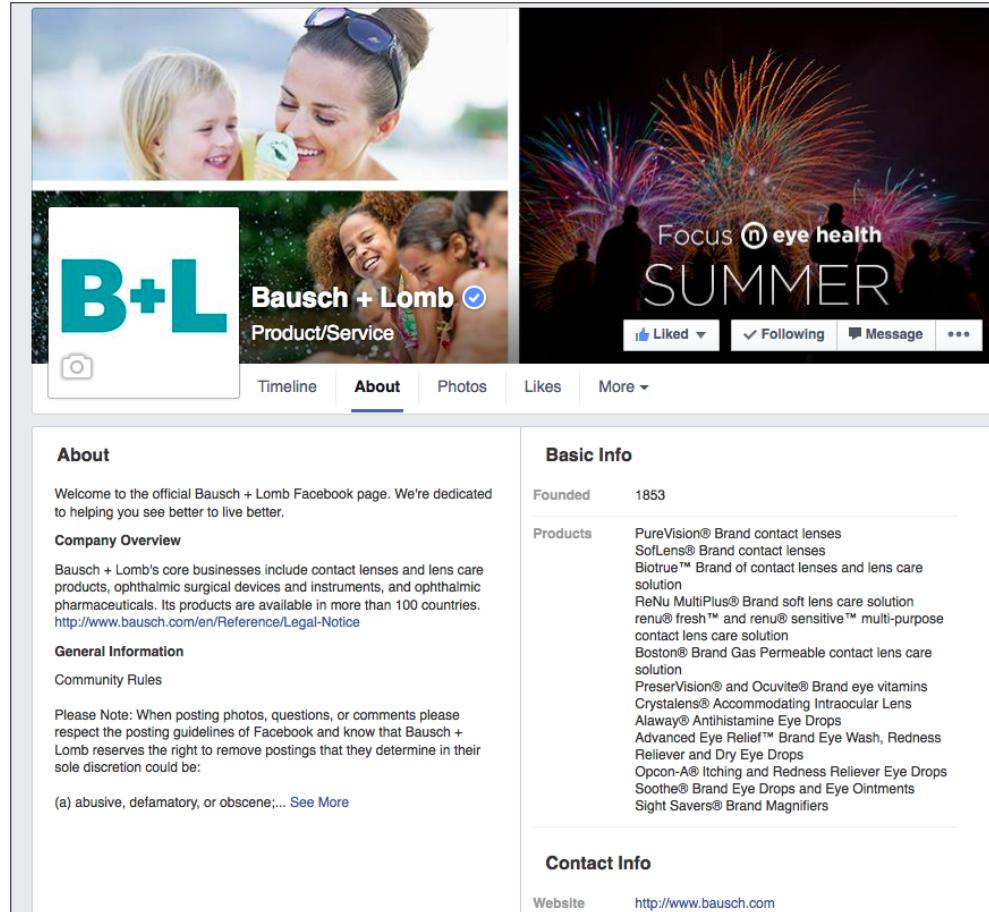
There's a tab for that

You can manage your tabs by clicking on More below your Page's cover photo and selecting Manage Tabs option. Simply click and drag a tab or app to move it and then click Save.

The About Tab

The primary area you will need to populate at this stage is the Info tab. The About tab typically displays basic information such as the founding date, location (which you've already taken care of in the previous step), mission statement, and community guidelines.

"Community guidelines" refers to the rules and conduct you expect your patients to adhere to while interacting on your page. For example, most businesses will not allow profanity or spam on their Facebook pages. Clearly explaining how you expect your community to behave will set expectations and help them to get the most out of engagements on your page.



The screenshot shows the Bausch + Lomb Facebook page with the 'About' tab selected. The page header features a woman and a child smiling. Below the header, there are two profile pictures: one of the Bausch + Lomb logo and another of three young girls. The main content area is divided into sections: 'About' (with links to Company Overview and General Information), 'Basic Info' (listing Founded: 1853, Products: PureVision®, SoftLens®, Biotrue™, ReNu MultiPlus®, ReNu® fresh™, ReNu® sensitive™, Boston®, PreserVision®, Crystales®, Alaway®, Advanced Eye Relief™, Opccon-A®, Soothe®, and Sight Savers®), and 'Contact Info' (listing Website: <http://www.bausch.com>). Navigation tabs at the bottom include Timeline, About (selected), Photos, Likes, and More.



Populate the "About Tab" with basic information about your practice



Include a Facebook link on your practice's website

Other important information to add on the About tab includes:

- Web address
- Contact information
- Hours of operation
- Products/Specialties
- Key members of your staff

The Wall

While the About tab holds most of your practice's vital information, the Wall is arguably the most important part of your page. This is where your status updates, links, photo uploads, videos, and milestones will appear. This is also where your fans can post comments and questions about your practice and the

services you provide.

Anytime someone takes an action on your wall, that action has the chance to be communicated to their friends via the News Feed. Since the average user has 338 Facebook friends, any interaction your patients have with your page is an opportunity for more people to discover your

practice and services. This is a great example of how social media makes word of mouth and peer recommendations easy.

Bausch + Lomb

941k people like this

Becca Post and 11 other friends

Invite friends to like this Page

ABOUT

- Welcome to the official Bausch + Lomb Facebook page. We're dedicated to helping you see better to live better.
- <http://www.bausch.com/>

APPS

B+L Biotrue Challenge

PHOTOS

VIDEOS

UV AWARENESS – MONTH –

Bausch + Lomb

18 hrs · [View link](#)

Give your eyes a makeover with the THERA®PEARL® Eye Mask! The mask contains hundreds of tiny pearls of gel that can help reduce dark circles and puffiness when used cold, to help leave you looking and feeling great. www.therapearleyemask.com

Like **Comment** **Share**

10 people like this. Most Relevant

2 shares

Since the average user has **338** Facebook friends, any interaction your patients have with your page is an opportunity for more people to discover your practice and services.

The Photo Tab

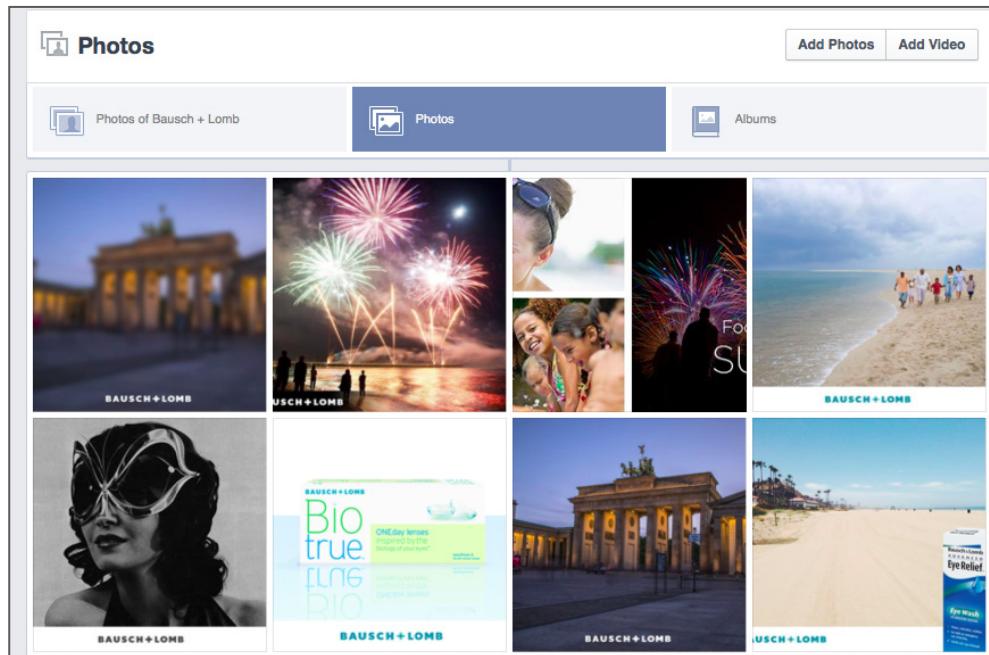
Photos uploaded to your Facebook page will be displayed on the Photo tab. You can organize your photos by creating individual albums for different events and occasions. Pictures can help breathe life into your page and allow for additional exploration

and engagement beyond your Wall. For example, posting a photo of your office building could help patients find your practice easier.

Photos can also add an element of fun to your content. For instance, if your office staff decorates

for the holidays or changing seasons, you can share those pictures to your wall. Organize them into a single "Office Decorations" album for your current and prospective patients to browse later.

Photos can also add an element of fun to your content.



Of course, you don't have to do all the posting yourself. Your patients can join in the fun as well. Asking your fans to share photos of their summer eyewear, for example, might lead them to post pictures of their own. Something as simple as, "What kind of sunglasses are you wearing this summer?" could turn into a fun photo contest.



Step 3

Find your voice

Find your voice

One of the most important components to your page is your “voice” – or the tone and language you will use to interact on Facebook. Are you asking questions and provoking thought, or just posting links without encouraging discussion? This is key to the success and growth of your Facebook presence. Your content needs to be engaging and interesting.

So, how do you make sure you are posting quality content?

Sometimes it's as simple as asking yourself the following:

- Is this something helpful or informative that I would click on?
- Is this something I would share with my patients?

If you still aren't sure, you can always look to the response from your audience.

- Are your patients “liking” or commenting on your posts?
- Are they responding to questions and adding to the discussion?

Over time, you will be able to tell what types of content work best for your patients.

Do

- Keep updates short and sweet - no more than a few sentences!
- Be personable
- Be unique
- Remain authentic
- Be accessible
- Use proper grammar & spelling

Don't

- Share sensitive patient information, or even their names without consent
- Post too frequently
- Use too much text
- Use canned responses
- Force conversation
- Use complicated medical jargon without an easy explanation

What to post

If you're just getting started on Facebook, you may be asking yourself what types of content you should post. Ask yourself:

What kind of information would my patients immediately find useful?

A few examples:

- **Appointment openings** - If you had two cancellations during a busy week, let your patients know about it. You could say something like, "We have two cancellations on Wednesday. Haven't had your vision checked in awhile? Call today. We can see you between 1 p.m. - 2 p.m."
- **Promotions** - Do you have any special updates, events or discounts to share with your patients? If so, this is a great way to get the word out.
- **Eye health tips** - Share seasonal or timely suggestions for helping patients keep their eyes healthy. You can make this more engaging by posing it as a question, for example: "Anyone know how often you should change your contact lens case?" Just make sure you follow up with the right answer, of course!
- **Photos from around the office** - Did one of your staff members just celebrate an anniversary at the company? Share a photo to recognize and congratulate them.
- **New services or change in hours** - This information is extremely useful for patients looking to schedule an appointment. The same holds true if you are opening a new location.
- **Community involvement** - Are you participating in a local charity event? Do you sponsor a community Little League team? Talk about it on your page. "Our favorite Little League team, the Red Devils, just won another big game and we're so proud!"

As you can see, posting content to Facebook doesn't have to be difficult. You already know your audience; you're just getting to know them a little better in a different space. And you don't have to post everyday, all day. Aim to share a new post 3 – 5 times a week.

Bausch + Lomb can help with your social content. See ideas in section 4, page 39.

To review, here are some things to keep in mind when posting your content:

- Keep it conversational and fun
- Ask questions that encourage discussion
- Share information that is useful and interesting
- Share photos, and ask your fans to share theirs as well

Getting the word out

Now that you have your Facebook page up and running, how do you let your patients know about it? Promoting your Facebook page lets your current and prospective patients know they can interact with you before, after, and in-between appointments.

"In all of our ads we have 'Connect with us on Facebook and Twitter,'" says Dr. Bonilla. "We have some information hanging in the waiting area. We have a Facebook sticker on the door and a link to Facebook on every blog post. We try to integrate all the different channels as effectively as we can."

Checklist



Your front office

One of the easiest and most natural points of interaction is your front desk. Encourage your staff to talk about it. Put up a sign driving your existing patients to your page. It's as simple as "Find us on Facebook!"



Your website

Facebook actually has icons you can put on your page to drive traffic from your website. If prospective patients are looking for more information about your practice and services, they will probably check it out. This is another great reason to consistently post new and interesting content. It could be that extra something that turns a potential patient into an existing patient.



Emails and newsletters

If you have a monthly e-newsletter or email blast going out to your patients, include a call out to your Facebook presence. Let them know that you just started a page and invite them to connect. Tell them about the benefits of being a fan of your practice. They get access to the latest news and discounts, as well as information that can help them and their families stay healthy.



Business cards/ Appointment cards

Including your Facebook URL, or even a Facebook icon, on your printed materials could remind patients to check out your page at a later date.



Advertisements

If you plan on placing an ad in your local paper, including your Facebook URL and a Facebook icon will let people know that there's an additional way they can connect with your practice. Of course, you can also promote your page with Facebook Ads!



Local/community outreach

Direct people you meet at charity, sporting or other community events to your Facebook page. Encourage them to contact you through your Wall.

Note: Facebook brand page settings will allow you to create a custom URL for your brand page, as long as it's not already in use. This way you'll have a simple and easy to remember address for promotional materials, such as Facebook.com/GenericEyeCare.

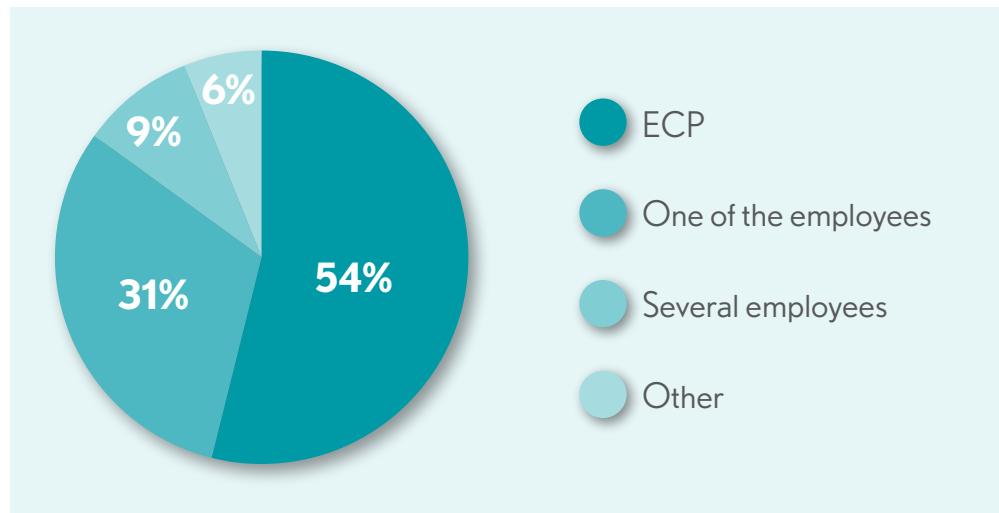


Find us on Facebook

Who manages it?

This is a very common question among doctors. Who is going to manage the Facebook page? How much time does it take to do it well?

The good news is that there are a few ways to maintain your Facebook page. You can take it on as a personal project, posting status updates, content, and responses yourself, or delegate the responsibilities to one or more trusted members of your staff. It's a fun way to boost office morale and increase involvement in the day-to-day business.



Taking a look back at our ECP survey, we asked socially savvy doctors to tell us who manages their Facebook pages. 54% of ECPs told us that they manage their pages themselves, while 31% said that the responsibility had been delegated to a single employee. Only 9% of ECPs said that they had split the responsibility among multiple employees.

Of course, there's no right or wrong way to decide who manages the page. As long as you're posting engaging content and

responding to comments on a consistent basis, you're already headed in the right direction.

Generally, an average of 30 minutes a day is enough to keep your page fresh and your responses timely. Think of it as something you do in the morning, when you start your workday, and in the afternoon, right before you close for the evening. Take 15 minutes at a time to post new content and respond to any comments or questions. Doing this will ensure that your patients get the answers

or interaction they're looking for in a timely manner.

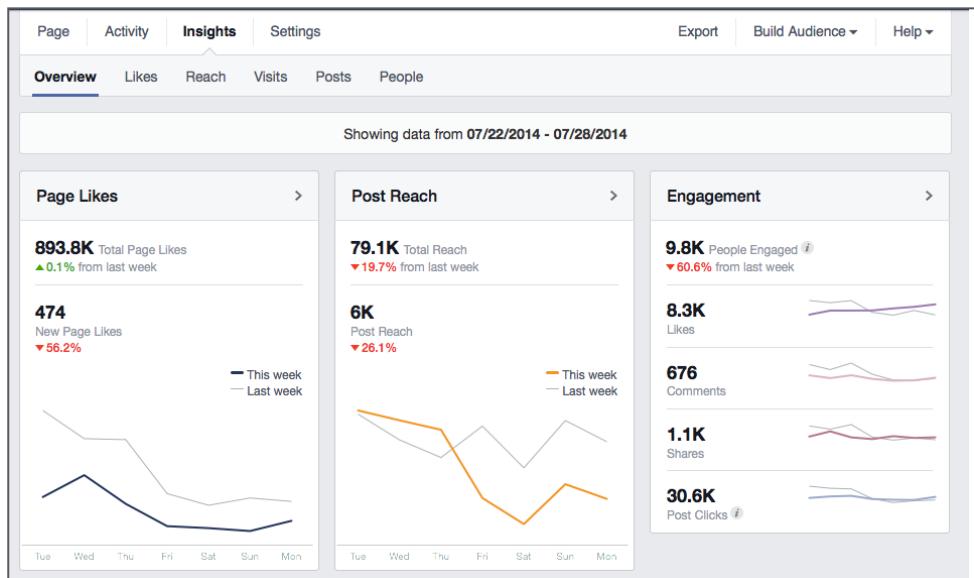
Finding the right balance of time and resources will help streamline the process. Dr. Bonilla found success through a gradual delegation of daily responsibilities. "In the beginning I did all of it personally because I was trying to figure out how to do it. Now I've delegated Facebook to staff members. Between the staff and me, it's about two and a half hours a week."

54%
of ECPs told us that they manage their pages themselves, while 31% said that the responsibility had been delegated to a single employee. Only 9% of ECPs said that they had split the responsibility among multiple employees.*

*Bausch + Lomb ODWire.org Survey, May 2011.

Insights, analytics, and you

If you've never been an administrator on a Facebook page before, you might be a little confused when we talk about Facebook Insights and the data available to you through business pages. Basically, Insights is Facebook's analytics tool. Through Insights you can get important metrics around your content. This data can be analyzed to identify trends within fan growth, demographics, and consumption of content.



The Insights tool contains six main tabs of data, graphs, charts, and a wealth of information visible upon hovering over each of the visualizations:

- **Overview:** A snapshot of your Page performance in the past 7 days
- **Likes:** An in-depth view into the community (Fan) growth of your Page
- **Reach:** A breakdown of the number of unique users who are seeing your content on Facebook
- **Visits:** A summary of direct visits to your timeline
- **Posts:** An in-depth analysis of how Facebook users are interacting with your page content
- **People:** A breakdown of Facebook users who Like your page, see your page content, and engage with your content

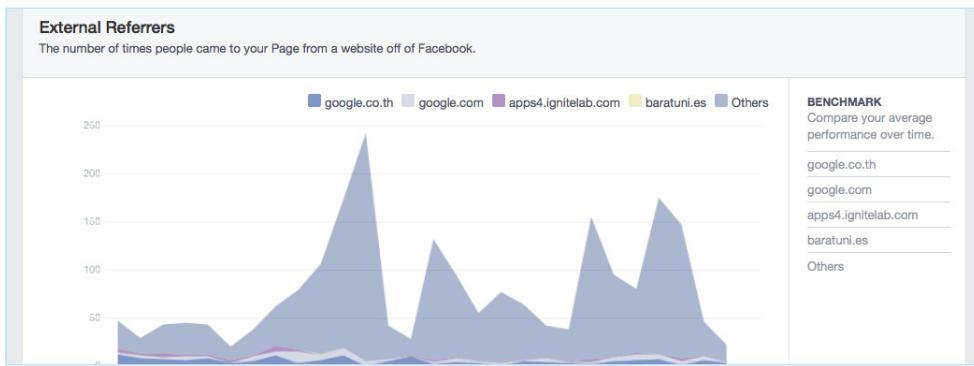
*Note: All data is displayed in the Pacific time zone and there may be up to a 24-hour delay in displaying information.

BUILDING A BRAND PAGE ON FACEBOOK

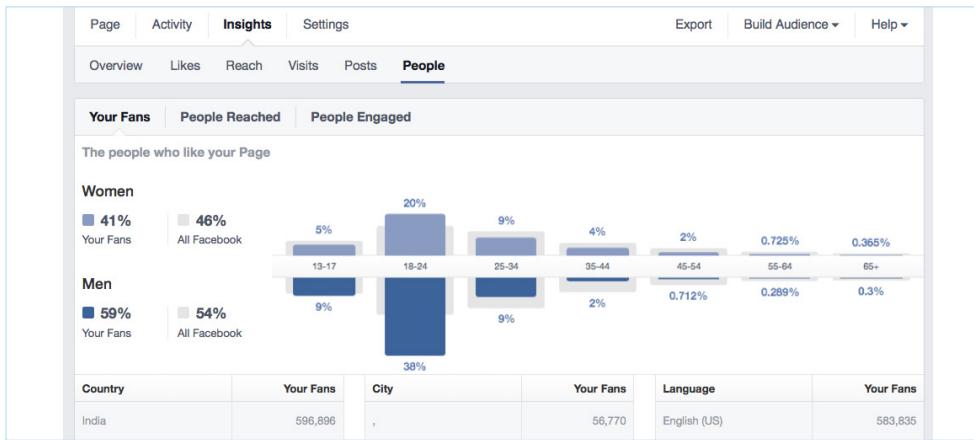
Page Likes/Unlikes | From the “Likes” tab, focus on the top two graphs which displays your Lifetime Page Likes, or how many Facebook users have become a fan of your page, as well as a breakdown of how many Facebook users are “unlike-ing” your page.



External Referrals | From the “Visits” tab, the last graph will display the number of times people came to your Facebook page outside of Facebook. This will help you understand how your patients or prospective patients may be finding you and what other marketing activity is helping to promote your page. Here you will also be able to monitor office check-ins and clicks on the various tabs and sections of your timeline.



Demographics | From the “People” tab, you will see an in-depth breakdown of the age, gender, location, and language of those whom are fans of your page. These data points are especially important as they will allow you to get a clear snapshot of where your Facebook audience is located, the age range of your Facebook community, and how it grows and changes over time.



BUILDING A BRAND PAGE ON FACEBOOK

Facebook experts recommend you assess your Insights data on a weekly basis and perform a more in-depth analysis each quarter. Below, we'll detail the five most important metrics to monitor:

Post Reach | From the "Posts" tab, a list of all of the content you have shared on your page will appear. The first column of data displays Reach, the number of unique people who have seen your content on Facebook. The higher this number, the better as it will help to bring awareness to your practice. By using the dropdown menu, you can also monitor your Organic versus Paid reach which we will cover in great detail in the next section, as well as your Fan versus Non-Fan reach.

The screenshot shows the Facebook Insights interface. At the top, there are tabs for Page, Activity, Insights, Settings, Export, Build Audience, and Help. Below these, there are sub-tabs for Overview, Likes, Reach, Visits, Posts (which is underlined in blue), and People. Under the Posts tab, it says "All Posts Published" from May 01, 2014 to July 29, 2014. A dropdown menu is open over a post from "B+L" dated 07/27/2014 at 11:30 am. The dropdown is titled "Reach" and includes options: "Reach: Organic / Paid" (which is checked), "Post Clicks", "Likes, Comments & Shares", "Reach: Organic / Paid" (repeated), and "Reach: Fans / Non-Fans". To the right of the dropdown, there are columns for Engagement (7 likes, 42 comments) and Promote, along with a "Boost Post" button.

Post Reach | Again using the "Posts" tab, the last column of data displayed contains your post engagement metrics. Engaged Users are defined as the number of unique Facebook users interacting with your content. Engagements are defined as the total (non-unique) interactions on your post content which can range from:

- Like
- Share
- Comment
- Photo Click
- Video Play
- Link Click
- Other Click

By clicking on the post copy, a detailed breakdown of the engagements on your post will appear. This will allow you to assess how interesting your Fans find your content. The best page's find a healthy balance between conversation (likes, comments, & shares) AND conversion (link clicks).

The screenshot shows a Facebook post from "Bausch + Lomb" with the ID "May 14 · Edited". The post content is: "Biotrue® users: "Like" if you use our contact lens solution! Haven't felt the difference yet? Find your exclusive offer at <http://www.biotruechallenge.com/solution>". To the right of the post, there is a detailed engagement breakdown:

2,087 People Reached		
58 Likes, Comments & Shares		
46 Likes	39 On Post	7 On Shares
2 Comments	2 On Post	0 On Shares
10 Shares	6 On Post	4 On Shares
31 Post Clicks		
22 Photo Views	9 Link Clicks	0 Other Clicks
NEGATIVE FEEDBACK		
1 Hide Post	1 Hide All Posts	
0 Report as Spam	0 Unlike Page	

3

ADVERTISING ON FACEBOOK

This is a guide only and intended solely to familiarize the reader with the use of Facebook. It is not intended to provide any legal advice. The responsibility for using Facebook, or any other form of promotion and advertising in a responsible and legal manner is that of the reader.

BAUSCH + LOMB
See better. Live better.

ADVERTISING ON FACEBOOK

Now that you've established your page, invited your patients, and know what kind of content you want to post, how do you expand your audience and reach out to potential new patients? Well, you're in luck. Facebook has a very powerful ad platform that works great for local businesses. 70% of people on Facebook are connected to a local business. By combining organic content with paid advertising, you can:

- Find people near your business with accurate targeting
- Increase referrals with ads that bring new patients into your practice
- Drive sales and build loyalty by connecting regularly with customers

What is Facebook Advertising?

Facebook Advertising helps brands reach more people and achieve results by paying for inventory across the site. Facebook provides a self-service platform that enables page administrators to easily create and manage paid campaigns.

Facebook Ads appear across all devices- desktop, tablet, and mobile- and follow three main formats:

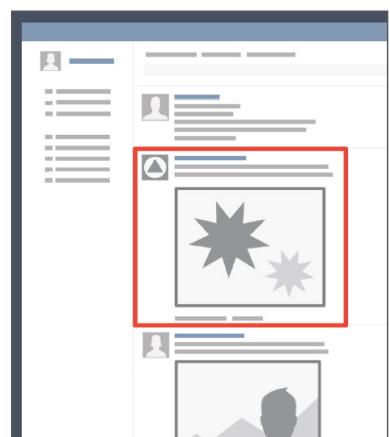
1. News Feed Mobile + Tablet
2. News Feed Desktop
3. Right Hand Column Desktop

Like Facebook content, Facebook Ads feature your business/Page name, a customized message, your visual assets such as a photo or video, and an optional call-to-action to encourage people to click a link, get an offer, or engage with your content.

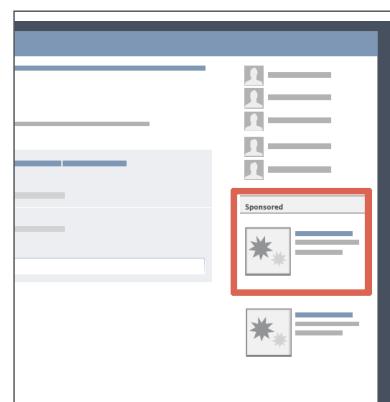
1. News Feed Mobile + Tablet



2. News Feed Desktop



3. Right Hand Column Desktop



This sounds like it could be complicated, but it's surprisingly simple.

If your practice is based in San Diego, CA, you can target your Facebook Ads to only appear to individuals in and around your area (by ZIP code or within a certain mile radius of the city). If you enjoy working with families, you can target your ads to parents. Remember, you can always re-target your ads later if there's something new you would like to test.

For more information visit
facebook.com/advertising

Why should I pay for Facebook Ads?

Because there is so much activity and content being generated on Facebook, it's impossible for users to see every post from all of the Pages they like and every action from all of their friends. On average, businesses on Facebook whom only create organic content reach roughly 5% of their total fan base. Meaning if you have 1,000 page likes roughly 50 people will see your content.

Facebook Ads will enable you to:

- **Grow** your online community by generating page "likes"
- **Increase** awareness by getting your message and brand seen
- **Connect** with patients and your community by encouraging engagement
- **Promote** offers and specials that you may be offering new or existing patients

What kind of results do you want for your ads?

-  Page Post Engagement
-  Page Likes
-  Clicks to Website
-  Website Conversions
-  App Installs
-  App Engagement
-  Event Responses
-  Offer Claims
-  Video Views

You don't need a huge advertising budget to run successful campaigns on Facebook.

Facebook Ads are created based on the type of results you want to see using a bidding system. There are two main types of bids you can use: CPC and CPM.

So, what's the difference and when would you use one over the other?

It's important to know what you want to accomplish with your ads before you place them. Your Facebook ad goals and objectives should always be consistent with your overall strategy and marketing mix.

Now, let's assume that you are ready to place an ad. Where do you start?

There are three sections in the ad creation page – **Design Your Ad, Targeting, and Campaigns, Targeting, and Scheduling**.

CPC is cost per click.

That means that you are willing to pay a certain amount every time someone **clicks** your ad. Choose CPC advertising when your goal is to have people take an action - in this case, clicking through to your website or your Facebook Page.

CPM is cost per thousand.

This is based on impressions. You are basically paying for eyes on your ad, rather than a specific action. Choose CPM (cost per thousand impressions) advertising when your goal is to increase brand, product or service awareness.

Promoted Posts

The fastest way to create an ad on Facebook is promote or “boost” your page content. By boosting page content, you are essentially paying for more people to potentially see your content within the News Feed. A wide range of factors go into whether or not the audience will see a post. Most posts are only ever seen by a percentage of the audience. This is measured as “reach.”

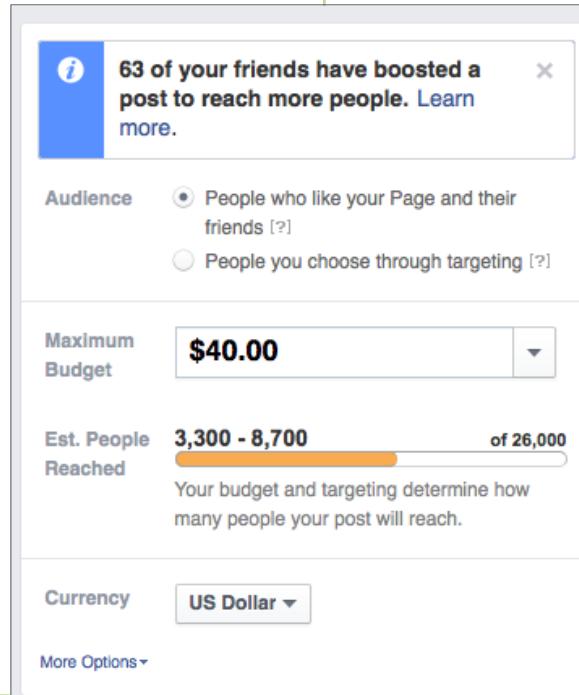
Facebook offers “promoted posts” to provide better reach for individual posts sent by a Facebook page. Any kind of post that can be sent from a page can be turned into a promoted post.

Options start for as little as \$5 and increase based on how many people you wish to reach. Depending on the audience you select your reach estimate and corresponding budget will change as a result of selecting either:

- People who like your page and their friends
- People you choose through targeting

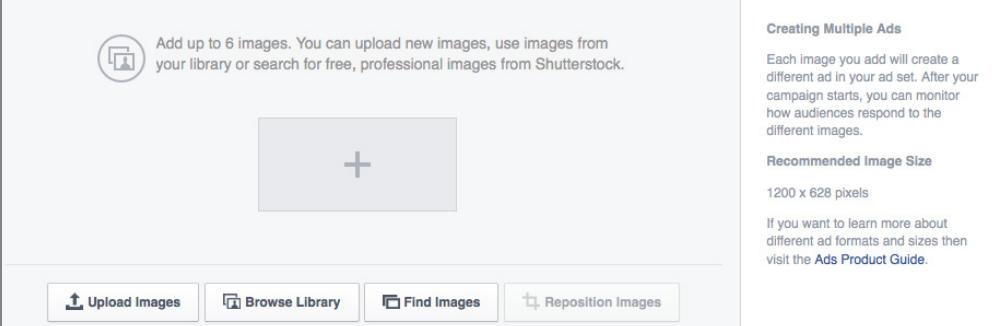
Users will see the post in their timelines and will appear with the word “Sponsored”. By promoting this post, it will not only appear to a larger percentage of users who “like” a page, but also to the friends of a larger percentage of people who interact with the post itself (like, share, comment) than would happen organically.

Consider promoting posts that have the most likelihood to be relevant to your audience, that contain strong calls to action, and that are most likely to be interacted with. These are typically interesting posts that have pictures and/or offer value to the community.



Design your ad

If you choose not to promote your page content and instead which to create special ads that run on the Right Hand Column to either get **Page Likes** or drive **Clicks to your Website**, you will be promoted to design your own ad.



Add up to 6 images. You can upload new images, use images from your library or search for free, professional images from Shutterstock.

Creating Multiple Ads

Each image you add will create a different ad in your ad set. After your campaign starts, you can monitor how audiences respond to the different images.

Recommended Image Size

1200 x 628 pixels

If you want to learn more about different ad formats and sizes then visit the [Ads Product Guide](#).

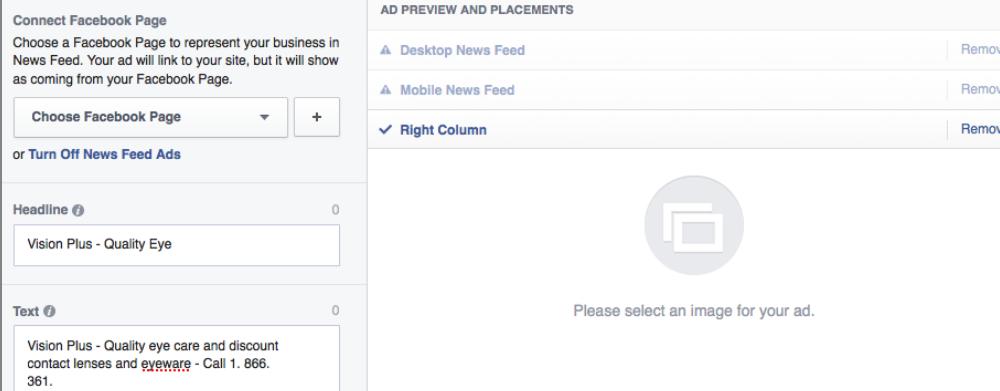
Buttons:

- Upload Images
- Browse Library
- Find Images
- Reposition Images

Choose your images

Facebook will prompt you to add up to 6 images. You can upload new images, use images from your library or search for free, professional images from Shutterstock. By having multiple imagery, you will create a different ad in your ad set. After your campaign starts, you can monitor how audiences respond to the different images. Facebook recommends all image sizes be 1200 pixels by 628 pixels.

Imagery is a critical part of your ad. If you are looking to drive brand awareness, you might consider using your practice's logo or featuring a picture of you and your staff. Just be sure to keep it visual and clean as opposed to additional text over a busy background. When identifying imagery to use for promoted posts, keep in mind that imagery can include no more than 20% text. You can ensure your images meet the 20% text rule by using Facebook's Grid Tool at www.facebook.com/ads/tools/text_overlay.



Connect Facebook Page

Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

AD PREVIEW AND PLACEMENTS

- Desktop News Feed
- Mobile News Feed
- Right Column**

Headline

Vision Plus - Quality Eye

Text

Vision Plus - Quality eye care and discount contact lenses and eyewear - Call 1. 866. 361.

Please select an image for your ad.

Customize your text and choose your placements

Next you will be prompted to customize your headline up to 25 characters and your body copy up to 90 characters. This is like writing any other advertisement. Keep it short, simple, and to the point.

You will see a preview of your ad and where it will appear to the right with the option to turn off any of the three placements.

Top Targeting Options for Local Businesses

Audience

Help: Choose Your Audience

Audience Definition

Your audience is too specific for your ads to be shown. Try making it broader.

Audience Details:

- Location:
 - Atlanta (+25 mi), New York, United States
- Age:
 - 21 - 64
- Interests:
 - Eyewear, Contact lens, Corrective lens, Eye examination
- Language:
 - English (US), English (UK) or Spanish

Potential Reach: Fewer than 1000 people

Locations

United States, New York
Atlanta + 25 mi

Add a country, state/province, city or ZIP

Age

21 - 64

Gender

All Men Women

Languages

English (All)
Spanish
Enter a language...

More Demographics

Interests

Additional Interests
Contact lens
Corrective lens
Eye examination

Facebook Ads' targeting tool can be very powerful in spreading the word about your practice to the right people. You can target using:

Location - This is an obvious choice for local businesses. You can get as specific as a particular city. As you update any of your choices, the Estimated Reach box in the top-right automatically updates.

Demographics - Choose an age range and gender. You may even want to create multiple ads to test different age/gender combinations.

Interests - This can be very powerful if used correctly. As we discussed earlier, you can target users by interests they have published on Facebook. If you type in job titles, this box will allow you to target by job as well. If you can think of things that your customers might like, your ad will be much more effective, although this will limit the overall reach (again, displayed at the top right).

Connections on Facebook - This can be helpful if you have a busy Facebook page. You can use it to increase your "Like" count by targeting those who are not currently connected to your page, or increase engagement by targeting people who already are connected. Targeting friends of your connections can be an especially effective to add more "Likes."

Advanced Demographics - These provide a wide range of targeting options, including birthdays, sexual preference, relationship status, education, language and workplace.

Location
Good for reaching people near your business

Age
Good for narrowing down to your audience's age group

Interests
Good for using keywords related to your business

Campaigns, Pricing and Scheduling

Account and Campaign

Account Country: United States
 Account Currency: US Dollar
 Account Time Zone: America/New_York

Campaign: bestvisioncare.com - Website Clicks Change Campaign

Ad Set Name: Atlanta - 21-64

Budget: Per day

\$5	\$10	\$20	Other
-----	------	------	-------

Schedule: Set a start and end date

Start: 7/29/2014 7:30 AM
 End: 8/29/2014 7:30 AM
 (America/New_York)

Your ad will run until Friday, August 29, 2014.
 You'll spend up to \$620.00 total.

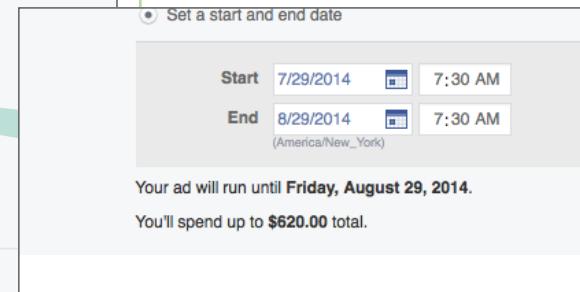
Bidding: Optimize for clicks

Pricing: Your bid will be optimized to get more clicks on your ad. You'll be charged each time your ad is served.

- Automatically optimize your bid to get more clicks
- Manually set your maximum bid for clicks (CPC)

[Hide Advanced Options](#)

Place Order **Review Order**



The final step in getting your ad going is to set your bid and budget. To do this, you'll need to set:

Campaign Name - This will help you keep track of your campaigns.

Daily Budget - So you only spend what you want.

Schedule - Keep the campaign running forever, or set particular dates on which you want it to run.

Bidding - You can choose to optimize your ads based on clicks (CPC) or impressions (CPM)

Testing and Refining

Once your ad is up and running, you can go to your campaign's page and monitor its status. (Don't be discouraged if the reporting seems a little slow; there is a slight delay.) One key thing to keep in mind is the click-through-rate percentage (CTR %). This will determine how much you have to pay per click. A good target is 0.1%, which will probably be a challenge starting out, although this depends on your product and how refined your targeting is.

- There will also be a number for your Average CPM. For most U.S. targeting options, you'll need to keep this around \$0.25+ to keep your ad running. You can increase the number by raising your CTR or increasing your bid.
- Throughout all this, you will not be paying the full amount you bid during setup. Ad display is an auction, and Facebook will charge you a small amount more than the next highest bidder. Having said that, if you are not being charged your full bid, you can usually save money by lowering your maximum. Test how low you can go without losing volume.

Now you know that Facebook Ads can be done easily, and on almost any budget. Try running a few tests and see for yourself!



4

HOW BAUSCH + LOMB CAN SUPPORT YOU

This is a guide only and intended solely to familiarize the reader with the use of Facebook. It is not intended to provide any legal advice. The responsibility for using Facebook, or any other form of promotion and advertising in a responsible and legal manner is that of the reader.

BAUSCH + LOMB
See better. Live better.

Bausch + Lomb, Facebook, and You

Bausch + Lomb has some great resources available to help you get started and stay active on Facebook.

Status updates and content support

Bausch + Lomb provides updated content several times a year. You can share them to your own page at any time. Categories range from general eye health to brand-specific information. This will help you keep your Facebook wall fresh with frequent, relevant, and interesting updates. <http://www.bausch.com/ecp/for-your-practice/growing-your-practice/social-media>

Facebook Ad support

Bausch + Lomb offers brand-specific side ads for your practice. Customize ads with your logo, target new patients in your area, and link them to your Facebook page or website. Ads are currently available for Bausch + Lomb ULTRA®, Biotrue® ONEday, Biotrue ONEday for Presbyopia, PureVision®2 Family of contact lenses, PureVision2 Multi-Focal For Presbyopia, and SofLens® daily disposable contact lenses.

No matter what your current level of participation is on Facebook, Bausch + Lomb offers a way to make it easier for you to grow your practice through social media. Talk with your representative to learn more.

Please note that any reference to Bausch + Lomb brands on your owned Facebook pages need proper legal attribution. Example: Biotrue is a trademark of Bausch & Lomb Incorporated or its affiliates.



Stays moist for up to 16 hours—naturally.

Clear, comfortable vision

See benefits, reviews for Biotrue ONE day lenses, plus, get a free* trial lens certificate for Biotrue ONEday or Biotrue ONEday for Presbyopia contact lenses.

BIOTRUEONEDAYLENSES.COM



All Day Eye Comfort

ultracontactlenses.com

Upgrade your eyecare like you do with digital devices. Try Bausch Lomb ULTRA® lenses.



Inspired by life. Yours.™

Excellent lens comfort

See benefits, reviews for Biotrue ONE day lenses, plus, get a free* trial lens certificate for Biotrue ONEday or Biotrue ONEday for Presbyopia contact lenses.

BIOTRUEONEDAYLENSES.COM



FREQUENTLY ASKED QUESTIONS

This is a guide only and intended solely to familiarize the reader with the use of Facebook. It is not intended to provide any legal advice. The responsibility for using Facebook, or any other form of promotion and advertising in a responsible and legal manner is that of the reader.

BAUSCH + LOMB
See better. Live better.

Facebook FAQ

Why do I need a Facebook page?

Facebook is a great way to build stronger relationships with current patients, while adding new patients through peer referral and Facebook Ads. It can also help you retain existing patients by giving them another means to connect with you. Furthermore, the content you share will help you build your practice brand and differentiate your practice from competitors.

Who should manage my Facebook page?

Some doctors like to handle this themselves, while others would rather delegate the responsibility to interested members of their staff. If you choose to delegate the management of your Facebook page, consider dividing the responsibility among 1-3 staff members, depending on the amount of content you want to share and given timing considerations for moderation of your page.

What do you do when you have multiple locations?

You can include additional locations in the description section of your About tab.

How should I promote my Facebook page?

Promote your Facebook page through the same channels you are already using to promote your practice. Put a sign in your front office that says, "Find us on Facebook!" and encourage your staff to talk about it. Add a call out to your Facebook page in your emails and e-newsletters. Make sure you include a Facebook icon on your website. Even your printed materials can help drive traffic to your Facebook page. Consider including your Facebook URL and icon on business cards, appointment cards, and advertisements. Letting people know you're participating in the social space doesn't have to be difficult. It can even be as simple as telling people you meet at charity and community events to look you up on Facebook.

How do I protect my privacy? Will I start getting friend requests from my patients?

Establishing your Facebook presence as a brand page, rather than a personal profile, will protect your personal privacy. Business pages do not receive or send friend requests.

What should I talk about?

Talk about things that are relevant to your patients and your business. Eye health, new services, promotions, and community involvement are great topics to discuss on your Facebook page. Ask questions, listen, and be responsive – this is a two-way conversation.

How can I get more fans?

The best place to start is your existing patients. Encourage your front office to talk about your page upon patient checkout. You can also run low-cost giveaways and promotions on your Facebook page. Ask your patients to share your Facebook URL with friends and family so they'll have a chance to win too. If your budget is a little higher, you may want to think about running Facebook Ads to attract new fans from your area.

How can I choose who sees my posts?

You can manage the privacy of your status updates, photos and information using the inline audience selector. This is a drop down menu located to the left of the "Post" button on anything you post. It allows you to create a list of who can and cannot see and share your posts. You can manage additional privacy settings by clicking on the downward arrow next to the "Home" button in the upper right hand corner of any screen. Then, click "Privacy Settings" in the drop down menu. From there, you can set a variety of advanced privacy settings.

How are pages different from personal profiles?

Profiles represent individuals and must be held under an individual name, while pages allow an organization, business, celebrity, or band to maintain a professional presence on Facebook. You may only create Facebook pages to represent real organizations of which you are an authorized representative.

Who can create a Page?

Only the official representative of an organization, business, celebrity, or band may create a Facebook Page. The Page creator can then add other representatives to help them manage the Page. Each Page administrator will be able to update and edit their page from their own accounts (another advantage of a brand page).

How can I secure a username for my Page?

If you are an administrator of a Facebook Page, you will be able to choose your username at facebook.com/username just like a user selecting a

username for their profile. There will be an interface for you to choose usernames for each of the eligible Pages you administer.

I accidentally selected a wrong/misspelled username for my Facebook Page. Can I revise it?

No. Once you have claimed a username by clicking the "Confirm" button, it is not possible to edit it, or to transfer your username to a different account on Facebook. Additionally, when an account is removed from the site, its username will not be made available to other users for security reasons.

Facebook Advertising FAQ

What is Facebook Ads?

Facebook strives to show relevant and interesting advertisements to you and your fans. A few facts about Facebook Ads:

- Facebook Ads appear across all devices- desktop, tablet, and mobile.
- Facebook Ads come in three standard formats- News Feed Mobile, News Feed Desktop, and Right Hand Column Desktop.

Do I have to pay for Facebook Ads? How much do they cost?

Yes, Facebook Ads is a paid service. However, advertisers have complete control over their spend through the ability to set a daily or lifetime budget per campaign.

What are the character limits for the title and body of my ad?

Desktop Right Hand Column (RHC) ads which must include a title and body, is limited to 25 characters for the title and 90 characters for the body.

Do I have to use an image?

All Facebook Ads require an image. Adding an image can be one of the most powerful factors in determining the success of your ads. A strong image should be eye-catching, relevant to your product or service, or inform users about what your ad is for.

What size can the image on my ad be?

- Minimum recommended size = 470 x 246 pixels
- Optimal size - 1200 x 627 pixels

If your image is larger or smaller than the dimensions specified, Facebook will resize your image accordingly. If you are an advanced user you may wish to size your photo for optimal results. Please note that Facebook does not support animated or Flash images. Also, text included within ad imagery must not occupy more than 20% of the area.

How do you determine which ads to display?

Facebook's ad system employs an algorithm that estimates the best performing ad based on a variety of factors, including the historical performance of the ad and its bid. The bid necessary to win the ad auction will fluctuate as our system learns more about your ad based on its actual performance, and as the pool of competing ads changes.

It is important to monitor your bid over time to keep your ad competitive in the auction. We also encourage advertisers to experiment with different ad creatives and targeting over time to keep their ads fresh and interesting to users.

Ad auction

For each ad impression, Facebook's ad auction system selects the best ads to run based on the ads' maximum bids and ad performance. All Facebook Ads compete against each other in this process, and the ads that our system determines are most likely to be successful will be shown.

If you'd like to make your ad more competitive in the auction, you may want to raise your bid. Facebook will only charge you the bid necessary to win the auction, which may be lower than the maximum bid you've set for your ads. As such, we recommend you enter your true maximum bid. This will increase the likelihood that you do not miss out on clicks or impressions that you otherwise could have received. Facebook also recommends you refine your targeting to make sure you are reaching a relevant audience that is more likely to engage with your ads.

Can I choose where my ad appears on the site?

No, it is not possible to choose the specific placement of your ad within the Ad Space.

Can I target my ad by ZIP code?

Yes, you can choose ZIP codes to further narrow your target audience. Please note that you will only be shown zip codes in the United States.

How does Facebook know which users should see my location-targeted ads?

Facebook determines the location of a user based on IP (Internet Protocol) addresses, which can help identify the country or city where a user is physically located. If a user has listed a current address on their profile, they may see ads targeted to that location, regardless of where they are currently located.

What are the benefits of choosing a more targeted audience versus a broader audience?

Your ad is more likely to perform better and continue running successfully if it is being displayed to the users who are most likely to be interested in your product or service. Because of this, we recommend targeting your ads to smaller, more specific groups of users at one time.

What is geographic radius targeting?

If you target your ads to a country that offers city-level targeting, you'll now see the option to include other cities within a selected radius. This will allow you to more easily target your ads to users in cities and surrounding suburbs without choosing them all individually.

What is birthday targeting?

Birthday targeting allows ads to be targeted to users on their birthdays. With this option advertisers can create highly relevant ads or highlight special offers available to users on their birthdays.

CPC (Cost Per Click)

CPC stands for Cost Per Click. If your ads are bid on a CPC basis, you will be charged when users click on your ads and visit your website.

As a CPC advertiser you are indicating that what is most important to you is having people click through to your website and controlling the actual cost to drive each individual person to your site.

CPM (Cost Per Thousand Impressions)

CPM stands for Cost Per Thousand Impressions. If your ads are bid on a CPM basis, you will be charged when users view your ads, regardless of whether or not they click on them.

As a CPM advertiser you are indicating that it is more important to you where your ad shows up and what your ad looks like.

CTR (Click-Through Rate)

Click-through rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown on the site (impressions) in the same time period.

You aren't guaranteed any number of clicks or impressions, and will only be charged for those you receive, based on whether you've bid on a CPC (cost per click) or CPM (cost per thousand impressions) basis.

Daily Budget

Your daily budget is the amount you've indicated you're willing to spend on a specific campaign per day. Facebook will never charge you more than your daily budget on a given day.

Daily Spend Limit

The daily spend limit is the maximum amount that we will allow you to spend in one day.

While your daily spend limit may increase as you successfully complete payments, we will never charge you more than the daily budget you set for your campaigns.

Impressions (or Imp.)

Impressions are the number of times a post has been seen on your wall and the newsfeed of your fans. The more times your posts are seen, the more exposure you are getting from those posts.

In advertising terms, an impression refers to the delivery (or serving) of a single web ad to a single viewer one time. CPM pricing (see below) is based on impressions.

Avg. CPC = *total clicks on your ad/cost for that ad during the same time period.*

Your Avg. CPC (Average Cost Per Click) is the amount you're paying on average for each click on your ad.

You'll see this data even if your ad is bid on a CPM basis, but rest assured that you'll only be charged for clicks if you've bid on a CPC basis.

Avg. CPM = *the # of thousands of times your ad is displayed/cost for that ad during the same time period.*

Your Avg. CPM (average cost per thousand impressions) is the amount you're paying on average for every thousand impressions (views) of your ad.

You'll see this data even if your ad is bid on a CPC basis, but rest assured that you'll only be charged for impressions if you've bid on a CPM basis.

Bid (or Max. Bid)

Your bid is the maximum amount you've indicated you're willing to pay per click (if bid on a CPC basis) or thousand impressions (if bid on a CPM basis) on your Facebook Ads.

This bid helps determine your ad's strength in the ad auction, and therefore its likelihood of running on the site. We'll only charge you the amount that is required for your ad to win the auction, which may be lower than your maximum bid, so we recommend you enter your true maximum when creating your ads.

Clicks

Clicks are counted each time a user clicks through your ad to your landing page. If you're advertising a Facebook Page or Event, a click is also counted when a user "likes" your Page or Place or RSVPs to your Event within the ad.

Facebook has a variety of measures in place to ensure that they only report and charge advertisers for legitimate clicks, and not clicks that come from automated programs, or clicks that may be repetitive, abusive, or otherwise inauthentic. Due to the proprietary nature of this technology, they are not able to provide more specific information about these systems.

Page Roles

What are Page Roles?

A page Admin, or Administrator, is a person who is responsible for overseeing a Facebook page. Admins have access to features that fans cannot see, allowing them to manage the page in various ways.

As the page creator, you are automatically an Admin for your page. In addition to having access to all Admin capabilities, you have the ability to assign other roles, and specify their access.

What are the different kinds of page roles and what can they do?

There are 5 different roles, each with different abilities. Only Admins can change what kind of role someone is. All Admins are managers by default.

The table below outlines the 5 roles (across) and what they're able to do (down):

	Admin	Editor	Moderator	Advertiser	Analyst
Manage Admin Roles					
Edit the Page and Add Apps	✓	✓	✓		
Create Posts as the Page	✓	✓			
Respond to and Delete Comments	✓	✓	✓		
Send Messages as the Page	✓	✓	✓		
Create Ads	✓	✓	✓	✓	
View Insights	✓	✓	✓		✓

Conversions

Conversions are the number of times people liked your Page or Place, RSVPed to your event, or installed your app within 28 days of clicking on your ad. This information may be listed in your "Conversions by Impression Time" report, if one of your ads is linking to a Facebook Page, Place, Event, or Application, and has accrued conversions. Facebook doesn't track conversions for ads linking off the site.

Patient privacy in social media

The Healthy Insurance Portability and Accountability Act (HIPAA) is a federal law that states that a patient has full control over his or her own protected health information. No one else can release that information without the consent of the patient.

The Health Information Technology for Economic and Clinical Health Act (HITECH) gives state attorneys general the right to pursue violations of patient privacy as well.

There is, however, one exception. The patient's health information can be used for health care operations. This means that it can be shared internally, from a hospital to a physician, from a physician to a hospital, and to payment companies for insurance purposes.

So, what does that mean for social media? It's simple. The same rules regarding patient privacy apply to social media activities as well.

You can protect yourself and your practice by adhering to a few simple rules.

- Establish a clear set of internal and external policies regarding patient privacy, and communicate them to your office staff
- Do not practice medicine online, including providing medical advice or recommendations, regardless of patient status
- Take comments and questions requiring medical advice offline, ask patients to call your office or make an appointment

Post your social media policies and procedures on the About tab of your practice's Facebook page. For example, you could use the wording below:

Social media channels are not intended for medical advice. If you have a medical concern or question, please contact our office at: [your office phone number here].

If you have a product complaint, please contact the manufacturer.

For emergencies or serious issues, please contact 911.

Remember to consult with your legal advisors regarding any questions you have about HIPAA compliance.

Product complaints

While it's unlikely that your patients will use your Facebook page as a forum for product complaints, you can be proactive in providing basic, next-step information for reporting them to the proper channels.

One thing you can do is tell your patients to contact the manufacturer's customer service support. This information is available on product packaging, but can also be found on most manufacturer's websites.

If a product complaint is posted to your wall, you can respond by inviting the patient to call your office to receive the correct manufacturer customer service contact information. Doing this will let other patients know that you are attentive and responsive, while setting the precedent that they should contact the manufacturer with specific product complaints.

BAUSCH + LOMB
See better. Live better.