

The Practice Resource

A Monthly Publication for Physicians and Practice Managers
Brought to you by the BCMS Circle of Friends



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Steven Espinoza
Assistant Vice President, Treasury Solutions Relationship Manager



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ASK AN EXPERT |

Help when you need it most! You can submit your questions to this column on topics relating to your Medical Practice (Ask_an_expert@bcms.org). Our Circle of Friends program has over 50 companies with expertise in almost every area of business that can reply and assist. Monthly we will be featuring the most popular questions and answers for your reference.

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Question:

Which social media platform is most important for my practice?

Answer:

All social media is not created equal and the outcome you're hoping to achieve should play a key role in which platform you choose. Stop to think about the product or services you will be messaging and consider which of the big three may be the best fit.

Facebook (now) has an older demographic, and the exchange is more personal in nature. Posts with candid photos, handy tips or inspiring quotes will garner the most engagement.

Instagram attracts younger users and image is everything.

LinkedIn is more professionally focused. It's gaining popularity amid the deluge of politics, pandemics, and products on other platforms. Strategic connections with colleagues, competitors and interest groups can go a long way.

[CONTINUE THE CONVERSATION](#)

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