

Social Media for Optometry: What Works in 2026

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1 hour

Description:

You may ask, why is social media important to my practice. We all use social media to stay connected to friends, family, and even the businesses we trust. In this course, you'll learn what your patients are actually looking for on social media and how sharing your practice's story in a way they relate to can directly grow your revenue. For some of us creating content feels overwhelming, don't worry. We'll walk through what to post, when to post it, and the tools that make it easier. By the end, you'll know how to tell your story in a way that attracts and engages the patients you want.

Learning Objectives:

1. Understand why social media is important to your practice
2. Determine which social media platforms to choose
3. Plan how to effectively implement the platforms selected

Outline:

- I. Introduction 5 Min.
 - A. The role of social media in our practice and how it impacts our patient's decision on which provider to choose.
 - B. Understanding the concept of a Digital Storefront.
 - C. How building a relationship with the patient through your personal story builds a trust factor with them that a sales mentality never will.
- II. What message does a patient want from our practice on Social Media? 5 Min.
 - A. They are looking for the why in what would make them chose you for their eyecare.
 - B. Education on products or procedures rather than a sales pitch on what we are selling. What is the benefit for them?
 - C. To see real people and experiences to see if they are relatable to them.
- III. The Storytelling Blueprint for Optometry 5 Min.
 - A. Telling your story through brand personality and values.
 - B. Highlight the things that make your practice unique.
 - C. Align your messaging with their priorities not yours.
 - D. Get your patients involved by sharing their success stories.
- IV. Successful Content 5 Min.
 - A. Top Performing Formats

1. Short-form video (Reels, TikTok, YouTube Shorts)
 2. Team highlights and doctor spotlights
 3. Testimonials and patient journey highlights
 4. Product demos (frames, lenses, eyewear tech) not sales pitch
- V. Hot Topics in Eyecare 5 Min.
- A. Myopia management
 - B. Dry Eye treatments
 - C. Aesthetic services (IPL, RF, neuromodulators)
 - D. New optical lenses that address specific problems (Nuerolens, Avalux, Stellest...)
 - E. Avoid the “we sell glasses buy one get one half” trap. Do demos of different products on real people.
- VI. What Platform and Where do You Focus Your Efforts 5 Min.
- A. Choose based on practice demographics
 1. Facebook
 2. Instagram
 3. Tik Tok
 4. You Tube
 5. LinkedIn
 - B. Local SEO benefits of Google Business Profile & YouTube
 - C. Platform-specific do’s and don’ts
 - D. The rise of search on social platforms
- VII. Posting Strategies-What, When and How Often 5 Min.
- A. Setting goals and creating a sustainable posting schedule.
 - B. Visual and Interactive Elements
 1. Visual Branding: Importance of a cohesive visual identity—logos, color schemes, and imagery.
 2. Engagement Tools: Using blogs, videos, and interactive content to engage and inform your audience.
 - C. Best times to post by each platform
 - D. Make sure to balance educational, personal, and promotional content
 - E. Track the posts that are most successful and the most revenue driving success.
- VIII. Tools & Resources That Make It Easy 5 Min.
- A. Using AI assisted content creation
 - B. Canva for graphic design and branding
 - C. Hootsuite for scheduling and publishing posts across multiple social media networks from one single dashboard
 - D. Buffer for scheduling posts, analyze performance, and engage with their audience across multiple social networks
 - E. For analytics and monitoring- Google Analytics, social media insights, and review tracking tools.

- IX. Compliance, Ethics & Professionalism 5 Min.
 - A. HIPAA compliance essentials
 - B. Informed consent for patient content
 - C. Responding to reviews: do's and don'ts
 - D. Staying medically accurate while still relatable
- X. Action Checklist 3 Min.
 - A. "Start on Monday" plan:
 - B. Claim and optimize your profiles
 - C. First 3 posts to publish
 - D. Weekly workflow template

CONCLUSION 2 Min.

I hope this has given you the groundwork to take your social media to the next level and let it start increasing your revenue. This is an ongoing process that needs to be evaluated yearly to make sure your efforts are in the right place or if anything needs to change. Remember this is the way new patients decide if you are relatable and a good fit for them and their families. If your social media looks like a sales pitch then patients are not going to engage or follow you and you are wasting your time. Don't miss this revenue generator!

Q&A / Discussion 5 Min.