Here at the AACP we are working continually to increase public awareness of the benefits of acupuncture with physiotherapy. With the use of social media and networking services such as Facebook, Twitter and LinkedIn becoming an integral part of daily life it is important to utilise these platforms to reach and engage with large audiences.

Every opportunity you have to increase your visibility is valuable, social media networks are an important tool to achieve this as they simultaneously make you more accessible for new customers, and more familiar and recognisable for existing customers. When you build a following, you’ll have access to new, recent and old customers, and you’ll be able to interact with all of them. Every blog post, image, video, or comment you share is a chance for higher brand exposure to potential clients. When people go to compliment or brag about a product or service, they turn to social media and their comments provide you with free marketing. Monitoring your social media insights can provide you with key information about your audience demographics, allowing you to tailor campaigns and offers to your target audience. These are just some of the benefits of utilising social media for your business and it is already clear that it can be an invaluable tool.

We want to make using social media as easy as possible for you and as part of this drive we have put together some top tips and ready-made Tweets and Facebook posts for you to use to promote your acupuncture services and your AACP membership/accreditation. Please feel free to use these tweets and posts from personal and business accounts.

- If Facebook were a country, it would be the world’s 3rd largest (after China and India)
- 89% of 18-29 year olds are on a social network
- Twitter is adding 300K users per day
- 9 billion photos are uploaded to Facebook each month
Find the AACP on Twitter: @AACP_Physio  https://twitter.com/AACP_Physio

We aim to tweet several times a day, from promoting you as an AACP member, to sharing acupuncture research, blogs, videos, case studies and more. Include @AACP_Physio in your promotional acupuncture tweets and we will retweet your post to increase your reach.

For information about the AACP’s stance on Twitter debates please  click here and select the Social Media tab at the bottom of the page.

Top tweet tips

Make sure your tweet is fewer than 140 characters. Twitter counts the characters for you! Remaining characters show up as a number below the box.

You can add photos and videos to your tweet to add a visual element (you can add up to 4 photos per tweet).

To make tweets more interactive you can # key words (e.g. #acupuncture), this adds them to the twitter index, allowing people to easily follow topics they are interested in.

If you want to get the attention of an organisation on Twitter, or it is a collaborative tweet, you can mention that organisation in your tweet using the @ symbol. For example you could tweet “I am a member of @AACP_Physio” and we will get a notification that you have tweeted us!

You can even create a Twitter Poll to carry out some market research and find out about your followers. When composing your tweet just click on the poll icon, type your question and add up to four answer options. You can set the duration of your poll to stay open for between 5 minutes and 7 days after it has been posted.

Tweet at optimal times for your audience. To find out where the largest percentage of your Twitter audience resides, go to your Twitter Analytics. Click the Audiences tab at the top of the page and then select demographics. Next, go to Tweriod to figure out the best times to tweet for your audience. Sign in with Twitter and click the My Analysis button. The results let you see when your tweets get the most exposure and when most of your followers are online.

Twitter Analytics allows you to see which of your tweets got the best engagement. After you identify your top tweets, try to determine which individual elements you included in them. This is an easy and effective way to step up your Twitter marketing.

To learn more about using Twitter visit their user friendly guides at the Twitter Help Center. Twitter have also put together a useful glossary of Twitter terms, so you can learn all about tweets, @s and #s!

What happens in a Twitter minute

700 video links shared 347,222 Tweets posted 108 new accounts 1,211,420 timeline views
Ready-made tweets

The statements below are all prepared to tweet from your account, with #s and @s at the ready! Start promoting your acupuncture services on Twitter today.

As an @AACP_Physio member I provide evidenced #Acupuncture to treat #pain & #inflammation stemming from a number of #injuries and conditions

Don’t let #pain hold you back, discover the benefits of #acupuncture with #physiotherapy delivered by an @AACP_Physio

#Acupuncture can help a range of conditions #migraine #MS #pain #anxiety #depression (EDIT TO BE RELEVANT TO YOUR SPECIALISMS) contact me today to find out more (insert link to your site/contact page)

Want to know how I’m regulated as an @AACP_Physio member? Find out here http://bit.ly/2a4ccKr #acupuncture #physiotherapy

No need to obtain a GP referral, book an appointment now and get #acupuncture #physiotherapy treatment on the date and time of your choice (link to your site/appointment page)

#Acupuncture with #Physiotherapy provides the perfect combination to facilitate #recovery #rehabilitation and get your life back on track

#Running goals, #fitness goals, life goals…whatever it is don’t let #pain hold you back. #Acupuncture #Physio contact me/us today

Image sizes

1500px

500px

400px
Find us on Facebook at https://www.facebook.com/TheAACP/

We aim to post 5-10 times per week with updates on member benefits, acupuncture news, events, research and more. We regularly post about opportunities to get involved with AACP projects as well as promoting fellow members research participant requests. If you are conducting research and would like the AACP to promote your participant recruitment, please contact marketing@aacp.uk.com

We have also launched an Acupuncture Physiotherapy Facebook page, created to raise the profile of acupuncture with physiotherapy to the public.

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**Top Facebook tips**

**Timing is everything**

To make your life a lot easier, use this guide provided by Adweek to plan your Facebook posts at optimum times. According to their data the best days to post to Facebook are Thursday and Friday, with engagement rates dropping 3.5% below average from Monday to Wednesday. Other research has found that the most efficient times of day to post are outside of the normal working hours, particularly 7am and 11pm. If you are not able to post live at these key times you can always schedule your Facebook posts. Start by creating your post as normal, then click the V button next to Publish and select Schedule. You can now select what time you want this post to go live from your account.

**Include images**

Photos receive 53% more likes on Facebook than the average post and 84% more link clicks, says Angie Pascale of Clickz.
Not too surprisingly, original images attract a higher level of engagement than stock images. Use images of real people, perhaps yourself and your staff and use lifestyle imagery rather than product imagery to give some personalisation to your account.

**Know your demographic**

If you know and understand your audience you can optimise the content of your Facebook page and posts to target your advertising better. Use Facebook’s user-friendly Audience Insights to find out about the demographics of your audience. This allows you to profile your audience in much more detail than ever before. Invest the time in understanding your audience and you should see more engagement with your content and advertising messages.

**Consistent branding**

An integrated marketing strategy is more important now than ever with the introduction of social media as a marketing platform. All your marketing channels should build on each other to provide a consistent brand image, message and target customer relevance. This means your social media must align, complement and augment all your other marketing initiatives, from vouchers to advertising to email marketing and beyond.
General Advice

When creating a link for your social media posts, use sites such as bitly.com to shorten the length of your URL. Simply paste the full link in to the main box and click “shorten” then copy the shortened link in to your post.

Please also remember that you can use the FREE electronic versions of the AACP Acupuncture posters (log on to the AACP website and visit the online members shop) on your social media sites.

AACP Ltd.
Acupuncture Association of Chartered Physiotherapists
Sefton House, Adam Court, Newark Road, Peterborough, PE1 5PP
Telephone: 01733 390007
www.aacp.org.uk