

Executive Social Media Training for Physicians

Payment Options at the end of this document

Day 1

Topic	You will Learn	Method
Concepts & User Behaviour Online		
Digital and social are the new frontier for Physicians and Why Online is the best place to meet, Interact, build relationships with them where they are now!		
Introduction	Ethical Use of Social Media	Intro by Dr. Jagdish Chinnappa
Introductions	- Overview - What to expect	What to expect from this program and structure
Understanding User Behaviour Online	Buying cycle/ User behaviour How users are using digital and social media A shift on how users use the Internet What and how users are researching online Trends and changes on how users behave online How social media is playing a role How users are using online tools for health related research	Tools Trends Platforms
Introduction to social media	Digital concepts Advantages and disadvantages of Social Media How hospital, Physicians are using social media What platform are users active How each platforms work	Live Examples
Take aways	Why & How Doctors are using social media Concepts of Social Media	

Day 2

Topic	You will Learn	Method
Google & Social Media		
Why social media has an impact on Google Search Results		
How Google Works	<ul style="list-style-type: none"> - Overview - Google search results 	Fundamentals
Social Media Impact on Search	Knowledge Graph SERP (Search engine results page) Universal Search (Images, Videos, News, Medical Related Results) Understanding of search	Platform Why it matters
Your social presence	How to be found on Google Your social media presence ORM – Online reputation management	Live Examples
Take aways	How to optimize your presence How Google works Why search matters	

Day 3

Topic	You will Learn	Method
Personal Branding Online 101		
Your voice matters online. How to be present and create an impact		
Branding Online	Why personal branding online Platform to brand yourself	Social Media channels for personal branding
YOU are the brand	The importance of LinkedIn, Quora, You Tube, Slide share, Blogs, Twitter, Facebook, Instagram	Understanding the social channels that matters. Advantages and disadvantages
How to stand out online	How to create a compelling profile online LinkedIn Quora You Tube Facebook Instagram Objectives: Be found Get patients Help patients Communication Be a thought leader	Live Examples
Take aways	What makes a good profile How to align your objectives	

Day 4

Topic	You will Learn	Method
LinkedIn		
How LinkedIn Works	- Overview - LinkedIn Basics	Fundamentals
LinkedIn Algorithm	How LinkedIn Works How brands are using LinkedIn How Physicians are using LinkedIn How Patients use LinkedIn How Hospitals are using LinkedIn	Live Examples
How to increase followers and engagement	Understanding LinkedIn What type of content works Hashtags Frequency Time to post Best practices	Live Examples
Take aways	LinkedIn Stats LinkedIn Optimization Understanding the platform	

Day 5

Topic	You will Learn	Method
Facebook		
How Facebook Works	- Overview - Facebook Basics	Fundamentals
Facebook Algorithm	How Facebook Works How brands are using Facebook How Physicians are using Facebook How Patients use Facebook How Hospitals are using Facebook	Live Examples
How to increase followers and engagement	Understanding Facebook What type of content works Hashtags Frequency Time to post Best practices	Live Examples
Take aways	Facebook Stats Facebook Optimization Understanding the platform	

Day 6

Topic	You will Learn	Method
Instagram		
How Instagram Works	- Overview - Instagram Basics	Fundamentals
Instagram Algorithm	How Instagram Works How brands are using Instagram How Physicians are using Instagram How Patients use Instagram How Hospitals are using Instagram	Live Examples
How to increase followers and engagement	Understanding Instagram What type of content works Hashtags Frequency Time to post Best practices	Live Examples
Take aways	Instagram Stats Instagram Optimization Understanding the platform	

Day 7

Topic	You will Learn	Method
You Tube		
How You Tube Works	- Overview - You Tube Basics	Fundamentals
You Tube Algorithm	How brands are using You Tube How Physicians are using You Tube How Patients use You Tube How Hospitals are using You Tube	Live Examples
How to increase followers and engagement	What type of content works Hashtags Frequency Time to post Best practices	Live Examples
Take aways	You TubeStats You Tube Optimization Understanding the platform	

Day 8

Topic	You will Learn	Method
Twitter		
How Twitter Works	- Overview - Twitter Basics	Fundamentals
Twitter Algorithm	How brands are using Twitter How Physicians are using Twitter How Patients use Twitter How Hospitals are using Twitter	Live Examples
How to increase followers and engagement	What type of content works Hashtags Frequency Time to post Best practices	Live Examples
Take aways	Twitter Stats Twitter Optimization Understanding the platform	

Day 9

Topic	You will Learn	Method
QUORA		
How Quora Works	- Overview - Quora Basics	Fundamentals
Quora Algorithm	How brands are using Quora How Physicians are using Quora How Patients use Quora How Hospitals are using Quora	Live Examples
How to increase followers and engagement	What type of content works Hashtags Frequency Time to post Best practices	Live Examples
Take aways	Quora Stats Quora Optimization Understanding the platform	

Day 10

Topic	You will Learn	Method
Content		
Importance of Content	What is content What content works on Social Media	Fundamentals
Types of content	Text Image Video Audio Visual Live videos Illustrations	Live Examples
Tools for content	Content for multiple platforms Mobile apps to simplify content Free tools for video, audio, stories	Live Examples
Take aways	How to create content for specific platforms Easy to use tools and apps	

Day 11

Topic	You will Learn	Method
Tik Tok		
What & Why Tik Tok	What is Tik Tok	Fundamentals
Why Tik Tok	Why Tik Tok Stats and downloads How Doctors are using Tik Tok Who is using Tik Tok Tik Tok Best Practices Tik Tok for Professionals How to use Tik Tok How to reach out to target audience	Live Examples

All the sessions will be customized & simplified. The session will be more of two way communications. We recommend practice exercises during the session. Video recordings will be available

Participants will receive a course completion certificate

We will be helping, guiding after the sessions. One on one can be arranged after the training.

Fees: Rs 9,000/- all inclusive per participant.

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