



Social Media benefits package

What is social media?

Social media is the use of web-based and mobile technologies that turn communication into an interactive dialogue. Did you know that nearly 85% of people will choose a good or service based solely on recommendations from friends, family or people they trust?

Many of these recommendations stem from social media sites such as Facebook and Twitter. It is important for these goods and services to be accessible and easy to find on social media sites.

By having a presence on social networks provides practicing doctors more accessibility and interactivity with current and potential patients.

The figures speak for themselves:

"There are now more social networking accounts than there are people in the world."*

- 40% of people in the U.S. use social networking sites.
- 61% of all Internet users use social networking sites.
- 99% of all people ages 18-21 have a profile on a social network.
- 47% of all people ages 50-64 have a profile on a social network.

*Facebook.com

How can the MOA help?

Social media marketing is no longer a fad, it's a fact. Right now, businesses are faced with either jumping on the bandwagon or being left at the wayside.

For a monthly service fee, the MOA will provide all the technical work of setting up the profiles and pages you need to successfully optimize social media. We will set up your Facebook and Twitter accounts on your behalf, link them to your existing website or blog, and provide complete management of your business social media profile. We will take the confusion out of social media.

Packages and offers:

CURRENT MOA MEMBERS:

The **Expert Package** includes four posts per day via Twitter and two posts per day via Facebook five days a week; and, as an extra service your social media sites will be set up and/or designed/managed.

Investment: \$250/month

The **Professional Package** includes one post per day via Twitter and one post per day via Facebook five days a week

Investment: \$150/month

NON MOA MEMBERS:

The **Expert Package** Same as above

Investment: \$500/month

The **Professional Package** Same as above

Investment: \$350/month