



Chiropractic Facebook Health Education Program

You know that it is important to educate your patients on chiropractic and the chiropractic lifestyle. It is part of your job as a doctor and teacher, right?

But how? One approach is to reward them for getting educated and make it fun as well?

Let us introduce you to the Chiropractic Facebook Patient Education Program called "Chiro Quiz." Besides educating your patients on chiropractic and general health, it can also help get your patients, and their friends and family, to accept you as "fans" on Facebook. Why is this useful?

First, if they are fans, you can update them as often as you like on the goings-on at your office and in health care. It is like an instant newsletter. It allows you to "continue your conversation" with your patients, which can encourage them to stay with their treatment program and refer their family and friends to you.

Also, the more traffic to your website from your fan page, the more likely it will come up higher in the search engine rankings.

General Overview. The idea of the game is to post a health related question to your Facebook fan page each month. Set a goal of 3 months to begin with. Your "fans" can answer the question by sending in an email with the answer. Each correct answer goes into a drawing for a free prize at the end of the month.

Promoting Facebook "Chiro Quiz."

1. **Team Briefing.** Go over this program with your team. Have them help you come up with health tip questions. Get their ideas on how to promote it and what kinds of prizes to offer.
2. **Decide on the length of the game.** (Suggestion: 3 monthly games for three months, then re-evaluate.)
3. **Decide on the prizes and questions.**
4. **Promotion.**
 - Invite your patients (and their family and friends) to "Like" your page. (Provide a link to your Facebook page)
 - Word of mouth. Talk it up to each of your patients.
 - Give them a poster and handout with instructions on what to do.

- Send the poster out with patient statements.
- Promote in your newsletters and on Facebook.

Post Your Quiz Question On Facebook

1. Log in to the Facebook account that is linked to your Business page. (*Note: Facebook often changes the layout of its pages. This procedure is accurate as of the writing of this article.)
 - On the Account drop down menu in the top right corner select “use facebook as page.”
 - Select and click “Switch” for the Business Page you would like to post your “Chiro Question.”
 - Create a Note with the instructions for playing “Chiro Question.”
2. How to create a note.
 - On the menu bar at the top of the page, just below your business page name: Wall, Photos, Links, etc...click on Notes. If Notes is not there, click on the >> sign to drop down the Notes app.
 - Click on “Write a Note”
 - Enter the Title of your note – “Chiro Qustion Instructions”
 - Enter the Instructions in the body of the note.(see Instructions below)
 - Publish
 - Sample Note: *Instructions: Each month we will post a chiropractic health related question on our wall. Email us at info@samplechiropractic.com with the correct answer and we will enter your name in the drawing for a free [gift]. Winners will be announced on [date].*

Health Tip Question: Please explain what a subluxation is.

3. Post your trivia question
 - a. On the “Wall” click on the Share button of the newly posted Note.
 - b. In the “what’s on your mind” section, Type in your trivia question.
 - c. Click “share”

Tracking the Answers

1. Watch your email for the answers to start coming in.
2. Make sure to verify answer for correctness and if correct enter their name into the drawing.
3. If the answer is not correct, put a sticky on the patients travel card or record to have the doctor discuss on the next visit.

Ideas for Gifts:

1. 50 minute massage
2. Orthopedic Pillow
3. Nutritional supplements basket
4. Free adjustment
5. Car washes
6. ½ day of house cleaning

Sample Health Related Questions:

1. What is a subluxation?
2. What is ADIO?
3. Who founded Chiropractic?
4. What are some of the affects of a subluxation?
5. What is an adjustment?
6. How many years of college does it take to become a doctor of chiropractic?
7. Nutritional questions
8. Exercise questions
- 9.