

Getting the Best from Facebook With Gilly Woodhouse

APM: As promised, we've got Gilly Woodhouse in the studio. Gilly only just made it by the skin of her teeth and a possible speeding offense on the way. Because this morning it's just been chaos all around, it seems. But we're gonna be talking about the changes to Facebook because, as you're probably aware, Facebook have made some changes to the way they do business recently and there's been quite a little internet storm on half the people who are wondering how they can make use of that. And I'm now already out of my depth, as far as Facebook's concerned. So, Gilly, welcome back to the Academy of Physical Medicine. Great to have you with us again.

GW: I'm glad to be here, thank you.

- What is all this stuff about Facebook that's... What's changed?

- Okay, so, going on in the background for some months now has been a dual news feed. So there's two news feeds now.

- Now the news feed is the main stream of stuff which comes down the side of the page in Facebook, isn't it?

- Yeah, with all the variety of posts you see--

- Yeah.

- Coming through.

- Yeah.

- So they did, some months ago set that up on mobile but it was pretty quiet. But there they started bringing it in on desktop as well.

- This is the Explore News Feed, isn't it?

- Yes, that's right. So down the left hand side of your screen you'll see Explore and then if you click see more, you'll find a little red rocket and it says Explore Feed so it's like going over to the other world. So what Facebook's done is they've looked at... Their algorithm has looked at what you particularly like and interact with--

- Yeah.

- On Facebook, on business pages in particular. And then on the Explore Feed, they're showing you similar types of things. So if you like watching kittens frolicking around on your own page and you always laugh or share, then they'll show you other animal--

- This is on the normal news feed?

- Yes.

- Yes.

- But then on the Explore one they'll show you other animal antics that might be of interest to you as well. Or other pages, like the pages you've already liked.

- Yes.

- So they might show you something similar to broaden your experience on Facebook and to see if you will like some other pages like that or other items.

- Okay, now I completely forgot when I did my introduction because I know you so well and most of the osteopaths in the world know you so well, to actually explain why the hell you're in this studio. And the fact is that, you are, a social media, in particular, a Facebook guru aren't you? So all... You are, you are. You're certainly one of the best known in the osteopathic community for advising people on how to use Facebook. Now up until now... I am a Facebook numpty, but up until now, I have always assumed that you've stuck something on Facebook, it appears in the news feed, and people may or may not see it, depending on how well connected they are to you. What you've just said to me hasn't explained why it's now different. If I, as an individual, post a picture of my dog, not a frolicking kitten, on Facebook's news feed, all those people who like my page will see it, will they?

- No.

- No, okay.

- Only a small percentage--

- Okay.

- Will generally see it and that's why you can repost things. So if you've created items for Facebook content, we call it, then you can repost that stuff.

- So that's the normal thing that would've been happening anyway.

- Yeah.

- And we can still do that. But now, as a business, I'm posting, "Hey look everybody, I've got Gilly coming in "to do a discussion on Facebook." How is Facebook going to treat that post coming out from the business known as the Academy of Physical Medicine?

- So, in the same way, not everyone will see it.

- Yeah.

- But other people who might be physical therapists, manual therapists, looking at the Explore Feed might come across that post.

- Yes.

- Because they already like another similar page.

- Are people likely to look at this Explore Feed? I imagine most people, they don't want another button to click, do they? They just want to stick-- and look at their news feed and see what happened.
- Yeah, I think that was partly what the panic was in the media recently, was that it was going to affect the way we use Facebook but so far, it doesn't appear to be. I'm still getting fantastic reach--
- Right.
- Organic reach we call it, on my own page.
- Yeah.
- Just from my own activities.
- Yes.
- I think what they're trying to do is just to give people a broader experience. Perhaps people on the train or the bus that want to go and look at some other news stuff that they might not otherwise discover.
- Okay, so it's an opportunity for them to find related content. They're not trying to filter out the business content and push it on to an advertising only page, right?

- That's what they're saying. That was what the panic might, well it's, it might be like that, but so far it isn't. And they're saying, Facebook is saying, that that's not their intention. Only time will tell. They change things daily.

- Yeah, the thing is, though, Facebook depends heavily on the revenue it gets from advertising, doesn't it? So, if they start making that advertising less effective by parking it in some Explore Feed that no one looks at, then they'll lose so much revenue that they'll just have to go back to their old ways.

- Yeah, I think they've gotta, sort of, tread a fine line there--

- Yeah.

- Between keeping the small businesses engaged enough that they'll stay on Facebook. But equally, they're gonna, obviously, always be looking at how they can increase revenue.

- Yeah, now I've been telling people for, certainly the three years that we've been running the Academy... for three and a half years that we've been running the Academy of Physical Medicine, that Facebook is a brilliant, brilliant way of getting your business in front of people who might want to use your services, but in particular for osteopaths and chiropractors. What are you advising people to do now in terms of... Are you advising them to do anything differently or?

- I'm certainly advising them to make sure that their whole page, it has a really good variety of types of posts. And I was looking at one the other day and it just had non-stop testimonials.

- Right.

- So if you go to actually visit that page, it's boring, it's just--

- Yes.

- Who's that about?

- Yes.

- So it's a case of having interesting short blogs or links to blogs on your website, it's a good idea 'cause you're sending people there. Little memes with eye-catching pictures.

- Yes.

- Even short text is okay as long as it's something that's punchy.

- Yeah.

- And video is king of course. Mostly because it's catching your eye as it goes through the news feed with people flicking through their phones. Video is catching their eye so you've got a better chance of reaching more people with a tiny video; one to two minutes is ample.

- And are you saying that those videos should be something other than advertising? They should be talking about some of the interests the viewer, the Facebook viewer, rather than simply trying to say, "Come to my clinic."

- Yeah, absolutely. Facebook's all about being social.

- Yes.

- It's about creating relationships, nurturing those, sharing valuable stuff that's interesting to the viewer. So it's... I've got clients that come to me after 18 months or even two years after having watched my stuff, taken it in, deciding whether I'm the right kind of fit for them, and it can take people quite a long time to do that. Some will go through that no-like-trust--

- Yeah.

- Process fast and some take a lot longer. So we need to keep a variety of posts showing that we are an expert in our field. And just keep on-- Keep going, keep being consistent and persistent is crucial.

- Yeah, and obviously, this is what you've built your business on is helping people to do that. Not doing it for them, but helping them to learn how to get the best out of Facebook. And we're not gonna try and get all of that out of you in one-- sitting here. If you're posting interest... This actually relates to one of the questions that's already come in about Facebook. If you're posting material on your Facebook News Feed, correct me if I'm using the terms incorrectly here, at what point does that constitute advertising? And at what point would the Advertising Standards Agency, theoretically, pay an interest, take an interest?

- That's a really interesting question. I don't know that they particularly patrol--

- No they don't.

- They don't patrol anything. I suppose if somebody complained then it could be taken further. So I still think it's wise to stay within the remit that we've got.

- Yeah, it's very difficult isn't it? And I brought this question up because the osteopaths in the audience will know that Nicholas Handoll, who is a well know osteopath in Hereford, is appearing before the General Osteopathic Counsel later this month, I think. And he won't mind me talking about this because he's doing it on a point of principal, because on his website, under the section which talked about children and infants, he had posted, this is on the website, not on Facebook, he had posted that patients, I'm sorry, parents bringing their children for clinic often describe their symptoms in terms such as colic, or distress, or feeding difficulties, or misshapen heads, and things like this. All things which many practitioners who treat children believe they can help with. And, anecdotal, clinical evidence suggests that actually they can help with those things. But of course there's no research evidence. Now, I looked into this, and Nick Handoll was reported by the Good Thinking Society, and anybody that looked into it knows that the Good Thinking Society is effectively Simon Singh. And Simon Singh has had it in for osteopaths and chiropractors for a long time. And pays particular attention to osteopaths and chiropractors although, he admits on his website that, I think, what he's most recently assessed is, the statistics are now that he says five out of 10 chiropractors are using misleading claims on their websites and two out of 10 osteopaths. But he's also recognized and some physios agree. However, I digress. And we could talk about Simon Singh-- Later if you like. If you wanted to venture an opinion that the man is a tosser, then you're perfectly welcome to do so. This is a discussion forum, we're not advertising. But of course he does have a point in what he's doing. But my point was if Nick Handoll had said those things on Facebook, if he'd said, "These are the reasons "the parents often bring their children "and how they describe the symptoms", would you think that would constitute advertising?

- Well it is effectively because we have got business pages.

- Yeah.

- So it's not a sort of...

- Yeah.

- It's on a private page where you are freer--

- What fascinated me about this is that I think on... I think it does differ between website and potentially through Facebook. Even on the website, he says, "Osteopathy", he is an osteopath, "Osteopathy does not make any claims for efficacy "in these treatments, in these conditions. "Osteopathy doesn't claim to treat these conditions "but this is how patients often describe "their symptoms, or parents often describe "the symptoms in their children." Now, if I were to start a discussion on Facebook, and Facebook's a great place for a discussion like that I would imagine, and I said, "Well, we see lots of children "in my clinic and the parents often describe "the symptoms this way, this is what I've been doing. "Does anybody else got some opinions out there?" I would've thought that that discussion, while it is telling people that's why people bring their children to my clinic, actually, is nothing more than a discussion, particularly if I'm not saying I can fix it or if I say I can't fix those conditions. What do you think?

-That sounds like a hot potato you just handed me there.

- Oh, well, anybody who knows me knows that I am really aggressive about this. I think we should stop being cowed by the Advertising Standards Agency because the only thing that's going to happen, if you say something they don't like, and someone reports it, and both those things have to happen, they should be told to stop saying it.

- Yeah.

- So don't worry about it. If you put up on your website, and we mustn't be ridiculous if you put up a stupid claim like, "I can cure cancer," or something, then you will be told, probably by your own general counsel that is an outrageous claim and it's unprofessional. But if you genuinely believe that you're fixing children, and I know I'm talking to... Preaching to the converted here.

- Yeah.

- If you genuinely believe that you're doing some good for children, not treating turrets syndrome, not fixing colic, however you define colic, but saying I'm treating children and parents are reporting a beneficial effect. Then I think we should be robust about it and say we're doing that. The only caveat is if the Advertising Standards Agency has said you may not say this, then clearly you can't because it's a legal ruling. And if they come back to you after a complaint is made, then you have to adhere to their ruling. You can challenge it, but if they say, "No, you mustn't say it, take it down." You have to take it down. But that is all that's gonna happen and...

- Yeah.

- I think we should stop being too worried by what they say, or worried that they're going to find us. Because as you said, they are not patrolling websites.

- No.

- The Good Thinking Society, goodthinkingsociety.org, which is the society which has been started by Simon Singh, they are patrolling websites but they're very small and they're not patrolling very many of them. So, even if they believe you're making a claim that's not justified, it's gonna be hard work for them to find it. And I'm not saying we should make claims. I'm not justified, but... I suppose it's getting back to Facebook now, is it?

- Yeah.

- If your on Facebook and you're having a discussion, to my mind, on Facebook what we're doing is we are opening up a discussion, opening up the possibility of getting some meaningful data and by doing that that constitutes a form of research.

If I had a thousand parents contact me via Facebook or post on Facebook, "Yeah, I took my child in and this is what "the symptoms were and they were better "as reported by...", it's not good quality research but it's still research. And it's probably the best we're gonna get for a very long time.

- Yeah.

- So anyway, what else should we be worried about with Facebook then? Now that I've had my little rant about... So I'll come back and rant about Simon Singh in a minute and...

-What else should we be worried about? I think those people who set up two private profiles in order to then set up a business page off the back of the second profile should be worried 'cause Facebook will close down--

- Right.

- Both the fake profile and the business page.

- What does that mean? They're setting up a business that looks like a person? Or?

- What some people are doing are, they don't want to connect John Smith, the therapist, with John Smith Therapy, business page.

- Okay.

- So they're setting up a separate John Smith profile and then building the Facebook page off the back of the second one in order to try to distance their personal profile from their business page. But it causes all kinds of problems anyway,

administratively. But Facebook are always on the lookout for that going on and when they find it they shut it down. So if you've got 500 followers--

- Yeah.

- That are starting to interact with you and so on, they can be wiped out overnight and I've see it a few times.

- And they take off... They take down both pages, would they?

- Yeah.

- Or just one of them?

- Yeah.

- All right, that's--

- So you'd lose your fake profile and your--

- Yeah.

- Actual business page. So always set up your business page from your own profile. It doesn't mean that your patients are going to be coming in, making friends with you and looking at your posts, it just means Facebook knows who owns that page which I think is important that they do.

- Seems perfectly reasonable, doesn't it?

- Yeah.

- Yeah.

- Because they do have to police what's going on. It can't be easy. There's something like two billion Facebook pages now.

- Yeah.

- Or users, rather. So that's like, probably bigger than China.

- Yeah, I suspect at the moment they've got bigger fish to fry than therapists trying to get more business for their own practice--

- Yeah. But I do know people who--

- But you're right.

- Yeah. Have had pages--

- It's probably an easier one to catch than your ISIS terrorist where they would be.

- Yeah, probably.

- Yeah, we all miss the police. Yeah, and you talked earlier on about blogs. Do you encourage people to put their blog post on to Facebook or to--

- Yeah.

- Or to put a hook on Facebook that takes them to the website where the blog is?

- Yeah, either write a smallish blog that's not too chunky so you can read it just on Facebook as a post. Or even better, the whole point of social media marketing really is to drive people to your website and hopefully get them--

- Yeah.

- Booking up. But the fact that you can have a book now button on your Facebook page, it's much more sophisticated than it used to be when I started working with people four years ago. It's changed enormously.

- Right, so that book now button could go to your online diary and book an appointment, can it?

- Yeah, so they can go straight from Facebook now which they didn't used to be able to do.

- Okay.

- But yes, you can have your blogs on your website which you've done search up engine optimization on so that they might come up just in a Google search--

- Yes.

- As a result.

- Yeah.

- Not just your website but an actual blog post.

- The question I was talking about earlier on which was about whether a Facebook posting cancels advertising. What's your sense about a chap called Aiden? Now I'm pretty sure Aiden's a chiropractor. But that doesn't mean he can't use osteo business as his supplier of Facebook knowledge, does it?

- No, no, no.

- You're not, precious about that.

- No.

- He was talking about whether a boosted Facebook page counts as advertise-- A post counts as advertising.

- Yes, it is advertising.

- Yeah.

- It's sort of low key advertising. It just mostly means that more of your page followers will see that post.

- Yes.

- But the image has to be very positive, you can't have someone in pain, and it mustn't have more than 20% of the image covered in text.

- Yeah.

- And then the--

- But you could boost a purely text post, couldn't you?

- Yeah.

- Yeah, so it has to be an image or a movie.

- No, but an image is always better--

- Yeah.

- Because it gets attention.

- What do they do when you boost it? What does that actually mean?

- Well they basically just show it to more people that are following your page. Whereas Facebook ads, you could go and target much, much--

- Yes.

- Talk to a tighter niche so you get it in front of the right people.

- Yeah, and they don't have to be followers of your page, do they?

- No.

- Or the people who've liked your page. You can send it to anybody. Okay, but from what you said earlier on, it really doesn't matter whether it's boosted or not. You've got to be very careful about assuming it's not advertising just because you put it on your open Facebook.

- Yeah, it's--

- Unboosted posts.

- Yeah, so it's advertising if you boost it.

- I'm not actually aware of any criticism reaching the Advertising Standards Agency through, regarding Facebook. Are you?

- No. I haven't heard of any.

- It's all website stuff, isn't it? Or it could be, theoretically it could be printed literature, but I think that one so far escapes the Simon Singhs of the world. And that doesn't mean to say anyone could go to the lengths of Clayton, we need to treat things that there is no evidence for.

- No.

- I mean for God's sake, we don't want to mislead our potential clients, do we?

- No.

- And I suspect that the people, particularly the pediatric practitioners, cranial osteopaths and cranial chiropractors, I certainly, I don't think they're setting out to mislead anybody anyway. What they're doing is they're trying to convey, "We can help you with a problem "which is very distressing."

- Yeah.

- Yeah, well let's see what other question we've got here. "Hi Gilly", Ian it says.

- Hello Ian.

-Ian says, "I give potential patients exercises. "They're more likely to do exercises than see me?" So if I give potential patients exercises, are they more likely to just do the exercises than see Ian?

- I don't think so because they obviously need treatment as well. But the exercises are great to teach them to help themselves in between appointments.

- Yes.

- So I don't think you'd lose patients because of that.

- But isn't there... There's a fundamental thing with all this, a philosophy in this, isn't there? That if you don't give away anything, people don't like you and if you do give away things, people automatically assume that you've got much more to tell them if they come and see you personally or subscribe to your website or whatever it is you're trying to do. So, you're probably better off giving some good quality advice out on Facebook because, they'll do the exercise. Then frankly, if all they need is the exercises, then fine.

- Yeah.

- But it's unlikely that just exercise is just going to fix people. They'll need some intervention but who are they gonna go to? They're gonna go to somebody who didn't help them after the person who gave them the exercises.

- Exactly, they'll come back to you. So it's really a case of... You're showing your expertise by demonstrating exercises and things. And then, what I encourage my clients to do is just to pop in that little hook at the end that just says if the pain doesn't decrease or it doesn't get any better then give us a call and find out if we can help you. And that's not salesy, that's just being helpful and it works a treat.

I've got clients who are absolutely booked solid because of their work they've done on Facebook. People will even drive 80 miles to see some of them.

- Really?

- Yeah.

- Yes.

- Yeah, 'cause the wanna see that guy because they see him elevated as a specialist and expert.

- I've got another... I think this is a tongue and cheek question is, "Is it helpful to give people advice "when actually what they wanted is "look at pictures of funny cats?"

-That's the mixture that you need to have, though.

- Yeah.

- That's the mixture.

- Do you advise your clients to put up silly videos like that as well as--

- To share, yeah, share from other work. I did it last week, I posted four pandas that were just a nightmare and I put, "Bringing up children is a lot easier "than trying to look--

-Keep the other one.

- "After these pandas." Yeah, they were crazy and I got so much interaction from that because the people that follow my page found it hilarious and were commenting. And then also I put another one with a giraffe being chased by an ostrich. It's just craziness. Just makes people laugh because we must remember that it is social media and we do need to entertain a little bit as well as inform.

- Yeah.

- Both things.

- This intrigues me, is because you can have Facebook pages and you can have groups in Facebook, can't you?

- Mhmm.

- And whoever this is has asked, and I don't know their name, sorry, "Should we have a group for our patients to join rather than simply a Facebook page?" What's the advantage of that?

- The advantage is it's your group. So I set up a group for osteopaths a year ago and its now got 1500 in.

- They're chiropractors though.

-Not many.

- But you do let them in, do you?

- Yeah, I let them in.

- Yeah, of course.

- Yeah, and there's a lot of interaction going on, there's people sharing useful information. So if it was a local group, of course, well it would be, this is different to me, you're gonna get local interaction; Did you know there's a 5K charity run coming up, who's in for that? Maybe the therapists are then gonna be helping people to prepare for that. And there's lots of advantages. And in fact, I was at a two day business conference last week, Lord Sugar was there, and this week I'm with Lord Bruce, and one of the... There's a social media expert there and she was talking about this and I was really chuffed, actually, because everyone was running to the back of the room to sign up for her and I thought I'm already doing all this stuff. I thought it was really basic.

- Yes.

- But she was saying the way forward is Facebook groups.

- Yeah.

- And I agree to some extent because you've got people in one place but it's hard work. You can't just have a group and leave it sitting there. You've got to be in there all the time.

- Right, I was led to believe that if you post something in a Facebook group, people are more likely to see it than if they just post it on your news feed.

- Yeah.

- Because they've signed up for the group, it will go to them.

- Yeah.

- It's not being filtered out by Facebook.

- No.

- Right?

- So yeah, a group is highly effective.

- Another question for you. "If you see an interesting article "which is health related, is it okay "to share it to your page even if "it's not strictly within your treatment area?"

- Yeah, if you think it's helpful. I generally don't advise to keep sharing the Guardian's article on pain killers to your page because what you're doing is sending people to the Guardian.

- To the Guardian.

- Why would you do that?

- Yeah.

- It's not helpful to you. So I would say take the information, condense it down into a blog, you don't have to reference necessarily, but you could say, "There was a little article "in the Guardian recently which said this, this, and this. "My view is this...", and post that up and then it's yours and you're not sending your potential patients off to the Guardian.

- Yes.

- You're keeping them.

- Yeah. A technical question now. "How do you put a clickable link "to your online booking thingy on Facebook? "Mine are never clickable even though "I copy and paste the actual web address." Says somebody. Nobody good at sharing their names today, are they.

-Hello somebody. So what I'd advise is you change your business page from the standard template that you get given to a services template and then the button at the top, you can change that to book now or whatever you want.

- Right, okay.

- And behind that button, you post the link.

- Yeah, I assumed that you could just put a link into any post on Facebook that people could click. Is that not the case?

- Yeah, you can. Yeah, yeah.

- Right?

- Yep.

- All right, so this, presumably, whoever the person was who asked that question is just saying they put a button in and that hasn't worked. They post the image and... As opposed to just putting in a link in.

- Yeah, you need to change the actual button, the blue long button--

- Yeah.

- At the top of the page.

- But that's in--

- It's best in services.

- Services, yeah.

- I think for, my business and your business it's better to have a services template. It works really well.
- Somebody said here, "Steven, could you share "the panda video on Facebook please?" And of course, I could actually redirect you to Gilly's page but I wouldn't do that. Why the hell would I send people to Gilly's page?
- Why would you do that? That's crazy!
- I'm putting it up for now. I think I've seen that panda video, it's very funny.
- It's hilarious.
- I probably saw it from your page actually.
- Probably.
- You just said you've gotta be active on your group, and this question is, "How often do you check your group? "Because if we're in with patients all day "do you reckon we check it three times a day or six? "More? Less?"
- Well, this is it. It's good to check your notifications because if somebody's asking a question in there or sharing some information you'll get notified so then you can pop in and add a comment to that or tag somebody in there that might have a better answer than you've got. But it, yeah, this is it. It's labor intensive. That's fine for me, it's part of my business. Social media and marketing
- Yes.

- Is all part of what I'm doing anyway. And my group is #osteopathyworks because it's a bit of mission, a bit of a campaign, let's get the message out there. So a local group is... Yes, it's gonna be great but you do have to keep going in and sharing content, sharing things that's interesting, sharing posts in from other small businesses in the neighborhood so you're making it a real community. Otherwise people will be disengaged and it will just be absolutely dead.

- Okay.

- People will leave.

- So you didn't give us a specific number of times that we have to check or post or do something within the group.

- No, you definitely need to be going in every day, for sure, but just keeping an eye on your notifications that, if people are talking in there then you might wanna go in and like what they're saying

- Yeah. Or make a comment.

- But is that sort of thing potentially that a receptionist could help with?

- Yep.

- Or a well trained child?

- Yes, a 12 1/2 year old.

- Well I say well trained because obviously you want them liking the right stuff. And if they're gonna write any comments, they've got to be mature and sensible comments most of the time.

- Yeah.

- But someone else can... It can be outsourced a little bit, can't it?

- Yep.

- I asked a question a little while about exercise posting on Facebook and the person who asked it, I think, has come back with, "The exercise thing "came up in Gilly's last webinar." So last time you were in with us. "And they were concerned that their associate "had warned them not to do generic exercise prescription. "It has to be tailored to individuals "which comes back to the fear thing", they say. I think that's more... That's not really a question for a Facebook expert is it? It's more a question for a therapist because--

- Yeah, well, I think... Well what clients of mine do is just do general exercises. So, thinking about what type of people you're trying to target 'cause you can't try to--

- Yeah.

- Spray and pray to the whole world. You need to be targeting down. So people like me who are a desk clerk 12 hours a day, what can we be doing to get our head back out of our shoulders, how many times should we be getting up? So I've seen people doing exercises like that. Great! Show me some more. Because I really don't know what I should be doing. Another guy showed me press ups against the work top while the kettle was boiling, great idea! Even simple

things like that. So if you're looking at office workers then what kind of things could they be doing--

- Yeah.

- To stop from getting aches and pains from sitting too much. And the games, if you like the sporty types, what should they be doing to warm up, cool down, how do they treat injuries? So, so many things you can share.

- Yeah, and I think as the question asserted, it does come back to a certain extent to the business of fear. We're all frightened that someone's gonna complain that we gave exercises which were inappropriate for this particular person and maybe caused an injury and that leads to some sort of complaint against us. But as you said, I think there are an awful lot of things that we can advise, really simple stuff. Always, with a caveat; that if it's making you feel worse or you don't feel comfortable doing the exercise or you want more advice on how to do the exercises properly, then stop, come and see a professional. But like you said, the stretching exercise you demonstrated and press ups on the work top, I think we can safely give that to people under certain circumstances. And there are other knee rocking exercises which are generally good for back pain which pretty much anyone can do.

- Yeah.

- So I think it's probably worth putting things like that up because it automatically engages people who've got problems, doesn't it?

- Yeah.

- And, aha! "Hi guys, Sally in M.K. here," Milton Keynes.

- Hi Sally.
- "If you set up a group are you then commenting as you, personal profile, rather than from your clinic page?"
- Yes, you're commenting as you.
- So everything you say is actually and individual--
- It's from Sally, yeah.
- Opinion. Yeah.
- Yeah.
- Which is fine isn't it?
- Yeah.
- People want to engage in individuals, they don't wanna engage with businesses.
- Absolutely.
- Yeah, the other question which came in before that, again about groups is, "Does having a group of patients on Facebook not compromise their confidentiality?"

- They don't have to join.

- Exactly, yeah. They don't have to go.

- We don't have to discuss their--

- Yeah.

- Issues at all.

- Yeah, and I think that is important, isn't it? By definition, they've given consent by joining the group.

- Yeah.

- I don't know, should we make it clear when they join the group that you have to be aware if you're gonna talk about your personal problems all the others in the group can see it.

- Yeah, they should realize it. There's so many groups now.

- Yeah.

- There's people asking to join my group all the time and some of them belong to two groups and some belong to 600, who knows. But everyone seems to have joined some group or other so they kind of understand the concept.
- You talked about Facebook advertising earlier on. Somebody sent in a question asking, "How tightly would you target Facebook advertising?"
- Tightly as possible.
- I'm not gonna suggest anything 'cause I was told off earlier on by somebody for talking too much so I'm gonna keep quiet. Since I had my little rant about Simon Singh.
- Yeah, you need to get your targeting really, really defined and before you even begin that you need to know what your strategy is, what you're trying to achieve. There's a lot of people... Facebook are making fortunes out of people who just think throw some money at a Facebook ad and that's gonna bring me loads of patients. Well, it's not. That's like proposing on the first date. Let's get back to the coffee first and build that relationship. Well, that's what they're doing. They're going, "Come and book an appointment with me!" And they don't even know who you are. And so the first time your response is supposed to stand up in front of them, it's highly unlikely you're going to book now. You need to begin with coffee.
- But with Facebook advertising you can target... You tell me how you can target, how you can focus down in a Facebook advertising.
- Well you... First of all, you go straight to distance; so how far will people in your area, because it's gonna be longer and further in the countryside than it is in a town. How far will they drive to come and see you in the first place.
- Yeah.

- And then you need age group and then you can start looking at interests, what type of people they are. So, we've talked before about avatars. It's knowing your perfect patient, I call them--

- Yeah.

- Minutely, so that you can select categories that fit.

- And the policy that we've employed with this in the past is that you don't send out an advert advertising your chiropractic clinic or your osteopathic clinic. You send out an advert tailored to the age groups or, and geographical area and so on in the interest saying, "Are you suffering from shin splints?" That would be a horrible title but-- But it would be about shin splints, or it would be about back pain, or it would be about neck pain, or it would be, "Are you no longer "able to pick up your grandchildren?", or something like that, rather than simply saying, "Come to my clinic", because--

- Yeah.

- You want to trigger that thing that someone says, "Oh yes, I've... "that is a problem", or even "Oh gosh, yeah. "My dad has problems picking up his grandchildren "so maybe I should get him to have a look at this."

- Two things though, one thing is maybe a blog--

- Yeah.

- Is a good starting point that's short, sharp, succinct, makes the point about how you can help people. Even if it's an amalgamation of case histories where you've

created a story; people love a story. And the second thing is Facebook have become minutely fussy about images and language on adverts.

- Yeah.

- So, it didn't use to be the case but now you cannot even use the word pain.

- Golly.

- So, you have to flip it to the positive and say it right; "There's grandad picking up "the grandchild, would you love to be able to do this again?"

- Yeah.

- And make it a really positive thing, "well we can probably help you."

- Yeah.

- So that angle, rather than the pain. It used to be, I used to say, "Press the pain points!" But you can't.

- Well you are still pressing the pain points aren't you? And technically, it's just that you're not using that word--

- Yeah, you're skipping it.

- What is it that is going to ring a bell? What's gonna chime with my audience? Which is the really important thing. You know that business about not having more than 20% text on your advert.

- On the picture.

- On the picture, yeah. How do they... Presumably they don't govern that with video.

- No, 'cause those are just subtitles on them.

- No, but I could have a video which has got text all over it. I could have a video which is entirely... The screen was entirely filled with the word pain. Would they...

- Good question, I have no idea actually. I've never tested that one.

- And I have. I've put out some videos actually, in the not distant past, with quite a lot of text on some of the frames, not all of it. But we had quite a lot of text on them and certainly they've not been disapproved or--

- Yeah, it's probably different for video just by the fact that it's moving.

- Yeah.

- Rather than a static image.

- Okay. Do you know anything about copyright on Facebook?

- Not particularly, no. I think you'd always be weary of stealing other people's stuff.

- Yes, somebody sent in this question, "Are there any copyright issues?" And I guess copyright is copyright, isn't it? So, if it's your own material and you want it copy written, copyrighted-- Copy written is a different thing altogether, you could market like that, couldn't you, on Facebook to stop other people from using it freely? But if you're gonna steal--

- Then you gotta police it--

- Yeah.

- And then you've gotta go after them and it's just too much energy.

- But I guess what they're really saying is if they're taking someone else's material and using it on Facebook are there copyright issues? If you take a passage from a book about treating children and put it up verbatim on your blog post or on Facebook, what do you reckon?

- I don't think... Yeah, you shouldn't do it, basically.

- Yeah.

- I think you should--

- You've got to at least acknowledge the author also.

- Yes--

- You can only do it the--

- Acknowledge the author then that's fine.

- Yeah.

- But otherwise take the essence, take the message and rewrite it as you would put it.

- Yeah.. Okay. Okay, so, where does that leave us then? It sounds to me, from what you said earlier on that using Facebook hasn't changed drastically because of Explore Feed and we should stop being worried about it.

- Yep, for the time being that's--

- Yeah.

- Everyone's sort of got a bit upset--

- Yeah.

- And they've gotta calm down again.

- And social media agencies seem to have been fueling that a little but you haven't, I noticed.

- Yeah.

- But they've been sort of trying to convince people there is something to worry about and couldn't.

- Yeah, and hand over your money and your account and we'll look after it for you.

- I think we're coming, almost, to the end of our time. Oh God, there's 11 more questions. What have I been talking about? Right, okay. Fine, I just had a warning from my team saying ask more questions and stop talking. Are photos and memes and GIFs copywritten? I think that's a follow up to the last question.

- No idea, can you say that again?

- Are photos and... I don't know what they mean by memes, I've always thought of that as being social patterns but... And GIFs, are they copywritten?

- So, you gotta be careful with photographs because if they belong to Getty, they'll come after you for two grand.

- Yeah.

- So always be careful where you take images from. GIFs, I don't know, they seem to be things that are just out there on social media so, I haven't seen... You need to--
- Yeah.
- Get them from and buy them from anywhere. So, they're always an option to share.
- I think you still have to be quite careful. And I personally have experience of stealing a picture from the internet for a course that we were running and using it to advertise the town. And it was a placeholder because we hadn't actually got the venue sorted and until I got the venue I couldn't put up the image of the hotel that we were using. And it didn't come from iStock or Shutterstock or any of the other known sources of stock imagery but the owner of that photograph found out that I was using it and they can only do that by having some coding embedded in the image which tells them when someone's put it up on their website. And people do that. And certainly, as you said, Shutterstock, Getty, iStock photos, they will come after you if you steal their imagery. So if you get your images, if you get your GIFs or your static images from them, I think there is a risk that you could be pursued. And even if you go onto Google, when you look at an image, you very often get that message saying "This may be copyrighted", right, don't you? So I think it's very worth... You've got to be careful with things like that.
- In a way you can take your own. And then they're yours.
- Yeah, exactly. And it's not that hard is it?
- Yeah.
- The iPhone is such a good camera these days.

- Yeah.

- All those smart phones are. "Are Click Funnels effective?", someone has asked. At least you can use the word pain.

- Well, yeah. Once you start driving them towards your own website and everything you can say what you want.

- Yeah.

- But it's...

- Okay. Are Click Funnels something that happens within Facebook?

- Not really, no. You've got to send them off to your website or to a third party website.

- Okay. I don't know what a Click Funnel is.

- It's really a way of getting somebody to be interested in you with maybe a free downloadable thing and then sending them to a video and then sending them to something else.

- Yeah.

- So it's something that the big marketers do a lot.

- Right.

- But you don't have to worry about that.

- Indeed. You talked about... We talked a minute ago about Facebook advertising. It just occurred to me that actually it's probably worth thinking of Facebook advertising as being a long term project as well, isn't it? It's not something... Get your money back on that first advert. You need to follow it through for the other stages that you've got in place.

- Yeah, it's very advanced now, Facebook advertising, and it's not for the faint hearted. And it's not, yeah, it's not a one hit wonder. Yeah, I'm not even using it myself. I'm doing very well without it. Maybe... I have in the past and I may need to again in the future with changes. You know the Facebook Feed is massively busy.

- Last question I think 'cause we're at the end of our time. "People on Facebook forums ask questions "such as whether cranial osteopathy helps "flat head syndrome, colic reflex, et cetera. "Does answering that I'm a pediatric osteopath "and yes I can help constitute saying "that I can treat something that the ASA "does not allow us to say? "Always weary of answering questions," says Kerry.

- Hi Kerry. Again, yes, I would just be cautious about saying, "Yes I can help." If you're concerned about your baby maybe you'd like to come in. I don't know if you do free consultations, that's quite a good way of letting people come and find out if you can help with no risk.

- Yeah.

- So, yeah. I would still be slightly cautious about how you phrase that.

- Yeah, and I know I've been told off for talking too much but again, I would say that people can afford to be robust in that because you could actually say in your response, "According to legislation, "I'm not allowed to say that I can treat these things, "but if you bring your child in I'll have a look at him for a free consultation", maybe, "and we'll see if there's anything I think "I can deal with which may effect their behavior "or their condition." And wait, if someone complains, they complain, just don't say it again. But seriously, that would be my advice because you're being open and honest and you're not trying to deceive people.

- No.

- You're just trying to help them. Anything else you need to add before we close, Gilly?

-Well, that key--

- Your courses are running for several days aren't they? You can't sign them all up in five seconds on here.

- No. I think just remembering that it's social media so be social as well as educating and informing and also making sure you're consistent, so posting once a day, I would love to see.

- Yeah.

- But when I go on a page and I find they haven't posted since last May, it's like, what happened in between? Are they still there? So being... Then your post will still keep coming up. Facebook will keep showing them because you're active.

- Yes, okay.

- So that's the best use of it.

- Brilliant. Thank you for coming all this way and managing to make it just in time despite the traffic. It's great to have you in here again, Gilly.

- My pleasure.

- I'm sure we'll see more of you.