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BEST PRACTICE SOLUTIONS
DIGITAL TOOL SERIES

Updating your Digital Properties

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In this guide, you will find ideas for consideration to apply and modify to your specific situation and opportunity.

Topics covered include:

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Updating Your Digital Properties

Updating Your Digital Properties

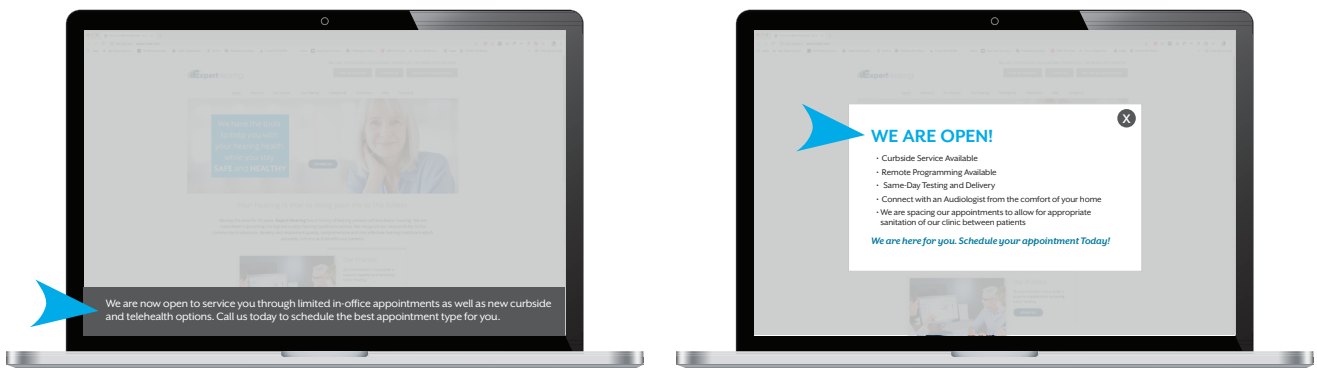
It is important to ensure your patients – existing and prospective – have clear information about what’s going on with your business at this moment. As your status and available services continue to change, it is key to keep your digital properties updated with the most recent, accurate information. Consumers will be looking for such information as: if you are open, when you are open, the types of services you are now offering, how to make an appointment, and how to engage with you.



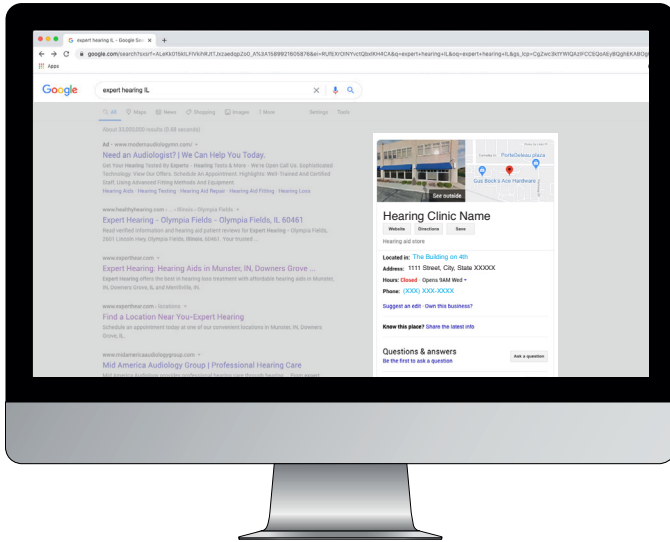
Website Messaging

A short but informative message on your website will help patients know if you are open and what services are available:

- Keep the message short so it doesn’t negatively impact the user experience on your website.
- Include whether you are open or closed, adjusted hours of operations, and other important information patients need to know.
- Keep the website message up to date as your situation changes.
- The message should be clearly visible on your homepage – use a banner with text on the top or bottom of the site.



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Google Local Listings

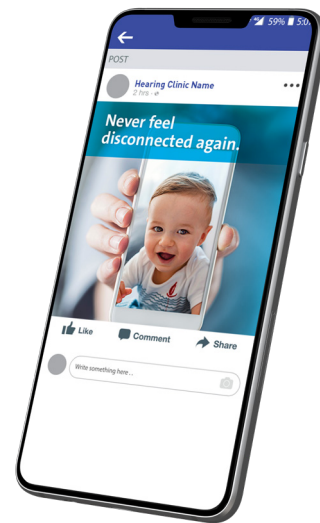
Update your Google local listing to reflect your current hours of operation or adjusted services:

- Changes are made through Google My Business.
- Google has updated the interface to include a COVID-19 message feature that businesses can utilize.
- Businesses also have the option to mark their practice as temporarily closed (don't forget to update this!).
- Some changes may take longer than usual to update due to delays at Google.
- While Google should always be a top priority, you should update your business information anywhere it appears online.

Update Patients via Social Media Channels

Utilize your social channels to keep patients up to date:

- Update your hours on your Facebook page.
- Post updates on the status of your business and care – including revenue-generating services such as in-office appointments, curbside and telehealth opportunities.
- Tell your patients how you are abiding by social distancing and keeping a clean and sterile office.
- Make sure your posts are sensitive to social distancing and the current situation.



For more suggestions on how to make the most out of your social media channels, review our [Social Media Guide here](#).