

Social Networking for Massage Practice Home Study Course

2 CE Hours
Text and Online Study Guide

Presented by the:
Center for Massage Therapy Continuing Education

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Instructions for the Social Networking for Massage Practice home study course

Thank you for investing in the *Social Networking for Massage Practice* home study course, a 2 CE credit hour course designed to further your knowledge in the practice of social networking and marketing your massage practice.

This guide will contain all of the instructions you will need to complete this course. This is a 2 CE hour course, so that means it should take you approximately 2 hours to read the text and complete the examination and course evaluation.

PLEASE READ THE FOLLOWING DIRECTIONS FOR COMPLETION OF THIS COURSE.

The following are steps to follow in completing this course:

- 1. Read the instructions and review the text and exam.**
- 2. Access the online examination in your account at www.massagetherapyceu.com.**
- 3. Complete your examination and print your certificate. The exam is open book and there is no time limit for completion.**

You must pass the exam with a 70% or better to pass this home study course. You are allowed to access and take the exam up to 3 times if needed. There is no time limit when taking the exam. Feel free to review the text while taking the exam. There are no trick questions on the exam. All of the answers are clearly found in the text. The exam is also included at the end of the text for review before taking the exam.

It is advised to answer the exam questions in the study guide before testing online. That way, when you are testing you do not have go back and forth through the online exam.

Good luck as you complete this course. If you have any questions please feel free to contact us at 866-784-5940, 712-490-8245 or info@massagetherapyceu.com. Most state boards require that you keep your “proof of completion” certificates for at least four years in case of audit. Thank you for taking our *Social Networking for Massage Practice* home study course.

Social Networking for Massage Practice Text

Introduction

Given all the different social networking and social media options available to market a massage therapy practice, it is easy to become overwhelmed. Which ones are most popular? Which ones are best for marketing massage skills and services? What will it cost? This course will answer these questions and many more.

The key to any marketing strategy in massage therapy business is to understand your customer. What influences them, how they buy, and where they find information to make purchases are bits of marketing knowledge you need to determine how much social networking may help your massage practice grow.

What is social networking?

Social networking is the practice of using online services, websites, or platforms to connect and build social networks and relationships among groups of people who share common interests. Social networking sites allow users to share ideas, activities, interests, and events within their individual networks.

Typically, a social networking site has people create an account or profile. These profiles are a representation of each user, his/her social links, and a variety of other things. Most of these services are web based and allow users to interact over the internet using email and instant messaging.

What is social media?

Social media is any type of media used for social interaction. It is highly accessible and uses web based technologies. A common definition of social media is a blending of technology and social interaction for the creation of value.

Social media is distinct from traditional media sources like newspapers, television, and film because it is inexpensive and accessible to anyone. Private individuals can publish, share, and access information with little to no cost using social media forums. In contrast, traditional media usually requires significant resources to publish, share, and access information.

Social media comes in many different forms. Here are a few specific types of social media classifications and websites in those classifications:

- Blogs – Blogger, WordPress
- Business Reviews – Yelp, Inc.
- Community Question and Answers – EHow, Yahoo Answers, WikiAnswers
- Events – Meetup.com
- Photography Sharing – Flickr, Instagram
- Microblogging – Tumblr, Twitter
- Social Bookmarking – Delicious, Digg, Pinterest
- Social Networking – Facebook, Google+, LinkedIn, MySpace
- Video Sharing – YouTube, Vimeo

Can social networking & social media help my massage therapy practice grow?

Absolutely, social networking and social media can help a massage therapist expand their practice. Whether you are in a spa setting, clinic setting, private office setting, or doing in-home massages, social networking and social media are vital tools for attracting more clients and increasing revenues.

One key of successful social media networking and marketing practices is building a social authority. A social authority is developed when an individual or organization establishes themselves as an expert in any given field. This allows the expert to have influence with their network or market.

As massage therapists, you are all experts in something. Perhaps you specialize in sports massage or massage with the elderly. Maybe you see clients at the spa and are an expert at stress reduction and relaxation. Your area of expertise may be working with cancer patients. Whatever your expertise, you can use social networking and social media forums to brand yourself as the social authority in that area of massage.

Which social networking forums exist?

There are numerous social networking sites. The following is a table of the major active websites. Dating websites are not included. Please note the table is not comprehensive and is limited to notable well-known sites.

Popular Social Networking Sites

Name	Description	Registered Users	Alexa Page Ranking
Academia.edu	Social networking site for academics/researchers	18,000,000	824
About.me	Social networking site	5,000,000	1,447
Buzznet	Music and pop culture	10,000,000	6,955
CafeMom	Mothers	1,250,000	1,293
Care2	Green living, social activism	9,961,947	1,930
CaringBridge	Non-profit connects family and friends during a serious health event, care, and recovery	9,500,000	4,279
Classmates.com	School, college, work, military	50,000,000	3284
Cyworld	General, popular in South Korea	24,000,000	1,616
Delicious	Social bookmarking site that matches interests	8,822,921	436
deviantART	Art community	26,000,000	131
Facebook	General, photos, videos, blogs	1,860,000,000	2
Flixster	Movies	63,000,000	4,012
Flickr	Photo sharing, photography	32,000,000	48
Friendster	General, popular in Southeast Asia	90,000,000	12,167
Gays.com	Gays, lesbian, bisexual, transgender	100,000	224,302
Geni.com	Families, genealogy	15,000,000	5,958
hi5	General, popular in India, Mongolia, Thailand, Romania, Jamaica, Central Africa, and Latin America	80,000,000	902
Ibibo	Talent based social networking sit to promote one's self and find talent, popular in India	3,500,000	1,143
Instagram	Photo and video sharing site	300,000,000	41
LinkedIn	Business and professional networking	80,000,000	12
Orkut	General, popular in India and Brazil	100,000,000	319
Pinterest	Online pin board for sharing and organizing things you love	313,000,000	38
Tumblr	Microblogging platform and social networking site	226,950,000	41
Twitter	General, micro-blogging, RSS, updates	645,750,000	8
Yelp	Local business review and talk	100,000,000	186

Table adapted from Wikipedia

https://en.wikipedia.org/wiki/List_of_social_networking_websites

What types of social media will most help my massage practice?

With all the different sites and social networking available, it is easy to get confused. This course focuses on six specific social media tools known to help grow and market massage therapy practices. They are:

- Blogs
- Facebook or Google+
- Instagram or Pinterest – online photos
- LinkedIn
- Twitter
- YouTube or Vimeo – online video

These six are critical to the success of a small business. They bring access to a wide variety of target customers. They are used with little to no out of pocket expenses which is ideal for a shoe-string marketing budget. They quickly drive new customers and new revenue to massage therapy practice.

Blogs

A blog is a type of website or part of a website. It is also a blend of the words *web* and *log*. Blogs are maintained by an individual with regular entries of commentary, descriptions of events, or other material like photos and videos. Blog entries are displayed in reverse chronological order. The word blog is also used as a verb meaning to maintain or add content to a blog.

There are multiple ways to utilize a blog in massage therapy practice. Some ideas include:

- Exchanging links
- Referral programs
- Local bloggers
- Direct comments
- Embedded links

Exchange Links

Many massage therapists have a website for their business. A blog can be included as part of this website or the whole website. This helps to attract more clients from the internet. The websites or blogs hopefully provide relevant and useful content to local audiences. It is critical to connect with other local website and blog owners. Make sure they know about your massage business and link their audiences back to your site.

When you network with other local businesses find out which ones have a website, a blog, and regular podcasts. Ask what it would take to include a link to your massage business website or blog. Some businesses will put one up for free while others may ask for a link in exchange.

Referral Programs

When working with other local business websites, consider offering a discount or referral program. Offer a small finder's fee or a commission on a new customer's first transaction. Be willing to pay another business for sending new customers to your massage practice. The more incentive offered to the local business, the more it is worth their while to link on your blog and send customers to you.

Local Bloggers

Consider working with local bloggers. Many city agencies, governments, and individual people operate blogs that promote events and happenings in the local area. These sites write about local news, feature local companies, and are actively involved in the community. Local bloggers are happy to meet new business owners who are serving area residents well and feature them on their blogs.

An online search can help you locate the local bloggers in your area. Call them and introduce yourself and your massage business. Build a relationship with them. In addition to sharing news about your practice, consider what useful information about massage therapy you can feed them for their own blog. This kind of information sharing directly increases the likelihood that the bloggers will feature your massage business. With all this activity and exposure, more clients end up in your massage practice.

When building a relationship with the local bloggers, stay active in their comments section with regular posts. Bloggers appreciate others commenting on what they have written about. This further strengthens the relationship with that blogger. This possibly means more features on your business and more links down the road. Also, it is a good way to drive traffic back to your massage website or blog.

Direct Comments

Another way to take advantage of the power of blogs is to write direct comments. Even if you don't have your own blog, find other related websites and blogs to post comments on. This helps establish you as a social authority and expert in the massage industry.

Find blog conversations you have an opinion about and write a comment. These blogs or sites may be directly related to massage therapy or related to things you care about. When posting on blogs, you're often asked or required to provide a website address. This is a great way to bring traffic back to your massage website or blog.

Embedded Links

Embed a link to a specific article or piece of content from your massage website or blog when posting direct comments on other sites. This punctuates the point being made. This method works well when writing and posting comments on the most popular and well read blogs in the local area.

Facebook or Google+

Facebook.com has evolved from a college friend's network to a forum of 1.86 billion users. Now, Facebook is considered the most popular general social networking website. Google+ is close behind with 1.6 billion users.

No matter whom your target market is a big portion of your current and prospective massage clients are on Facebook. It makes sense that your business should be there too. Here are three different examples of how to promote your massage practice on Facebook or Google+ and generate new clients and new revenue:

- ❖ Becky gives massages at a classy salon and spa. She uses her Facebook page to update people about events and happenings at the salon. Becky does this with a calendar of upcoming events. She always lets her network know when the salon is running specials or discounts on massages. Becky also provides links to coupons that the salon provides. If she has a last minute cancellations in her salon and spa schedule, she posts these openings on Facebook.
- ❖ Chad works at a chiropractor's clinic specializing in sports massage. In addition to letting his Google+ community know about events, discount specials, and other events at the clinic, Chad regularly talks about how to improve your sports performance with massage. He posts links to articles and photos on sports massage. Chad becomes a social authority on how athletes can use massage as part of their training programs. Clients end up returning to his Google+ page to see the latest news and ultimately to his massage practice for care.
- ❖ Sarah is in private massage practice for herself and runs a company called *The Magic Touch*. She uses Facebook to communicate with her clients regularly via short fast posts. Sarah has an upcoming calendar of events and offers regular specials. When her schedule has openings, instead of sitting with no clients, she posts a discounted massage rate to fill the opening. She hosted a grand opening and used

Facebook to attract over 100 people to the event. Sarah also has a *Magic Touch Deal of the Day* where she offers Facebook friends and fans discounts on the products she sells in the office.

Mari Smith, an expert speaker and author on social media and marketing at <https://www.marismith.com>, offers several reasons why Facebook and Google+ are so helpful to small businesses like the massage therapy practice. They include:

- Build relationships – this helps you adapt your massage services to fit client needs
- Finding business contacts – connect with prospects, customers, and even competitors
- Get top Google placement – pages are indexed for search engine positioning
- Instant gate opener – gives you access to highly successful people who would normally be unreachable
- No cost marketing – aside from ads, Facebook is free, and all you invest is time
- Raise visibility – being consistent, congruent, and a leader, you become an expert in your area
- Target your niche – users post demographic information about themselves for you to access

Getting started with Facebook involves three steps typically. They are outlined here below.

Step 1 – Build Your Profile

Facebook is about personal relationships and those are called “friends” on Facebook. To get started, create a profile for yourself as a professional. This profile is for you, not the business, as that step comes next. Be sure to include a photo, your education, credentials, experience, contact information, and more in this profile. A complete profile makes it easy to connect with others and for them to find you.

After your profile is finished, look for existing networks to join. Find ones related to your local area like massage associates or other peer groups. Add them to your profile as this helps people “friend” you, meet you, and eventually do business with you by coming in for a massage.

Step 2 – Build Your Company Page

Creating a company page is separate from your personal profile on Facebook. It is an important step because this separate profile allows you to promote what you do in massage practice, your massage products and services, and your special offers. Also, post photos, videos, upcoming events, and links to your company page for new customers to view.

Customers, partners, colleagues, and other businesses in your network can become “fans” of your company. This is a great way to network, share information, and showcase to new customers that others already love your massage practice. Once your company profile is complete, promote it via your own personal website, blog, or other media outlet to increase the number of fans and friends you have.

Step 3 – Join and Create Groups

A final way to network on Facebook is with the use of groups. Groups are only visible to other Facebook members. Current and prospective customers may participate in these groups. Spend some time exploring the groups on Facebook and join those relevant to your area of expertise in massage. This is a great way to casually meet new customers by saying hello, sharing information, and establishing yourself as a trusted resource in massage therapy.

Be sure to check out our Facebook page at <http://www.facebook.com/pages/Elk-Point-SD/Center-for-Massage-Therapy-Continuing-Education/139876102761?v=wall&ref=search> to get more ideas about how to use this social networking site for your massage business.

Google+ has a similar process with some differences. First, create a google account and set up a profile. Next, build your “circles”, and finally post content. Here are a few links with more detailed instructions:

- <http://www.authormedia.com/how-to-set-up-your-google-account/>
- <https://www.lifewire.com/what-is-google-plus-3486226>

Instagram or Pinterest

Pictures create a strong emotional reaction in people. They communicate far more than written words and speak differently to different people. The right pictures cause action in front of the right target market.

Consider images and photographs that would be helpful for a massage therapy business. Perhaps it is an image of a therapist stretching a client or an image of a relaxing stone massage. These pictures communicate more of what your massage practice is about. They drive an interested consumer to learn more about your massage business and services.

Instagram and Pinterest are websites that share photos from people worldwide. Instagram site visitors snap a photo, add a filter, and post the photo. This site helps make ordinary nonprofessional photos look great instantly. Pinterest allows user to post photos or “pin” photos they like the best. It also allows users to organize and share the things they love.

These sites may not directly market your massage services and massage products. Rather, they are a free way to communicate things about your business that are not easily expressed in words or other types of traditional marketing. This allows visual images of your business, products, and services to tell your story. Here are three examples of how Instagram or Pinterest may be used to promote a massage therapy practice:

- ❖ Spencer works at an upscale salon and spa. He submits photos, with his employer’s permission, of the salon and spa. Potential costumers can see the luxury of the red upholstered chairs in the lobby and the silver and glass tables. They see the cascading waterfall in the waiting area. Lastly, they view the elegant massage treatment rooms dimly lit with chocolate walls and soft beige sheets and pillows.
- ❖ Tracy is a sports massage therapist at an integrative clinic with chiropractors, physical therapists, and other massage therapists. She posts images on Pinterest showing her with clients educating them on proper stretching techniques. Tracy takes photos, with her client’s permission, of sports injuries which help illustrate the conditions she treats best. Posting pictures of her releasing cramped muscles are another way she uses social media to tell a story about her skills.
- ❖ Alison has a small massage business where she travels to people’s homes and does in home massage. The business is called *The Traveling Massage Therapist*. Alison uses Instagram to show the equipment she brings to the home. She has images of in home massages which demonstrate the comfort and ease of an in home massage. Her vehicle is decorated to advertise the business, so she includes photos of her car to paint the overall picture.

In each case always post the photo, a short description, and a website address so interested clients can find you.

LinkedIn

LinkedIn.com is considered a business and professional social networking site. It is a free online networking tool where individuals share information about themselves. Next, they identify others in their network. LinkedIn is essentially a network of networks. It thrives on the premise that you have a network of friends and business partners. Each of your friends and business partners has their own network and so on.

Here is a quick example of how this network of network concept works:

- ❖ Jennifer has a network of 50 friends and business associates. This network includes other massage therapists, her bank representative, her local Chamber of Commerce representative, and many other service providers. Each of these people in her network has 50 friends and business associates. This means Jennifer is networked with 2,500 individuals in her first circle of associations.

LinkedIn helps consumers stay in touch with each other and network effectively. It is an important networking tool among tech savvy buyers looking for recommendations from their friends and peers. LinkedIn is a search engine for people, partners, associates, and for consumers to find massage practices like yours.

If you go to LinkedIn and search for “massage therapist”, the search results tell you who in your network is networked with a massage therapist. An assumption is made that if a friend or associate of mine is “linked” to this massage therapist, they must be a good therapist. In this way, LinkedIn functions as a virtual online recommendation service. This is why it is so valuable to your massage practice.

LinkedIn is not a way to proactively reach out to potential customers like Facebook is. Think of LinkedIn as a way of making you easier to find for those seeking massage services and massage products. It passively and actively displays recommendations from your network. This makes it a powerful and quick way to establish credibility and trust with a prospective client.

Setting up a LinkedIn profile is free, fast, and easy. Once you are set up, invite others to “join” your network. LinkedIn provides pre-written invitations to make this part simple. The larger your network, the more people can discover and use your massage services and products. Getting started with LinkedIn involves five steps typically. They are outlined below.

Step 1 – Join LinkedIn and Complete Your Profile

The more detailed and complete your profile, the easier it is to connect with friends, clients, and colleagues. Add details of your massage practice area of specialization and any honors or awards you have received in the profession. Include achievements, a list of massage services you provide, and types of massage products you sell.

Step 2 – Find Contacts Already on LinkedIn

To find contacts already on LinkedIn, upload a contact list from your email program into LinkedIn. Invite those contacts as a starting point. Using the search options on LinkedIn, search by organization or company and find others to invite. Add any professional associations you belong to or the local Chamber of Commerce. Many people are already using LinkedIn and these contacts can exponentially grow your network.

Step 3 – Give and Solicit Recommendations within Your Network

Writing recommendations of individuals you have an experience of is a great way to reconnect with old contacts. Also, it is a great time to ask for a recommendation from them concerning your massage services.

Step 4 – Pose Questions and Answer Questions in the LinkedIn Answers Section

Creating questions and answering questions is an excellent way to make new connections and establish your expertise at the same time. Find a category you are interested in or knowledgeable in and be creative. Stimulate discussion about massage therapy and share your massage knowledge with others.

Step 5 – Find or Create LinkedIn Groups

The groups on LinkedIn allow you to network on a smaller basis with like minded people. For example, you may find groups of local business, alumni associations, or other people who are passionate about massage therapy. Connecting with these groups expands your network and again helps others find you and your massage products and massage services.

Twitter

Think of Twitter.com as blogging on a small scale. On Twitter, you have 140 characters to say what you want to say to your niche market. This message is called a tweet or writing the message is called tweeting. Twitter is extremely popular, but not as popular as Facebook.

Still many small businesses and organizations have found practical revenue producing applications for Twitter. Some examples of how this can be applied to a massage therapy practice include:

- ❖ Heather uses Twitter to tell clients about special pricing and deals in her massage practice. She uses Twitter to fill schedule openings from last minute cancellations.
- ❖ Jason tweets to his massage clients and prospective new clients about the benefits of massage. He also offers a discount to clients for new referrals. Occasionally Jason will speak publically on the topic of massage. During the speech, he encourages people in the audience to pull out their cell phone or laptop computers and tweet to friends and family about something fun going on in massage therapy.
- ❖ Mercedes uses Twitter.com to get testimonials from clients. When she gives a massage to a client who is on Twitter, she requests they tweet about their most recent massage. She offers a bonus coupon to those who post a tweet within 24 hours of a massage.

For your massage practice, think of Twitter as the resource for short communications. Twitter has a greater reach than your website or own personal blog. Use it for shorter attention span communication and on a frequent basis. Often one or two lines are the perfect size tweet.

If you are looking for more effective ways to use Twitter in your massage therapy practice, go to Twitter.com and search for massage therapists. Get an idea of what others are writing about. Be sure to check out our Twitter page at <http://twitter.com/MassageCEUs> to get more ideas about how to use this social networking site for your massage business.

YouTube or Vimeo

If pictures create a strong emotional reaction in people, video which is a series of pictures, creates an even stronger emotional reaction in people. If your massage practice, listings, brand essence, and customer's success stories are communicated effectively in written format and photos, they can also be communicated in video.

Video tells a more complete story. It better captures the emotion, passion, and excitement customers have when experiencing your massage services and products. Video brings life to your massage therapy practice. It communicates how happy and satisfied customers are to have done business with you.

Many internet marketing experts believe video is the future of the internet. They think the proliferation of broadband internet connections means more and more consumers will watch video online as part of their basic internet experience.

The best part of all of this is that creating and publishing a video to the web is easier and cheaper than ever before. Digital video cameras are available at prices as low as \$50-\$80. They can be found online or in the big box stores.

Think of YouTube or Vimeo as the next step up from Instagram. It is a social networking/media website which allows its users to publish videos to the web for viewing by other users. By using YouTube, Vimeo or other online video publishing services, your massage practice videos are open to a whole new audience. YouTube and Vimeo can also be used to host videos that link directly to your personal website or blog.

What videos could a massage therapy practice offer? Here are some examples to stimulate new fresh ideas:

- ❖ Elizabeth and Alex just opened a private massage practice together. They had an open house with over 50 people in attendance. Alex went around with their small digital flip camera and interviewed massage customers. He filmed Elizabeth interacting with the clients. He also gave viewers a tour of the new office space, waiting lounge area, treatment rooms, and even the front of the building. Elizabeth posted the video to the web and sent a copy to all who attended. People loved it and sent it to their family and friends.
- ❖ Derrick had his clients bring their video cameras to his massage practice's grand opening. Parents with children were happy to do this and get involved. The kids thought it was fun and had a great time.
- ❖ Kerri was a massage specialist in neck pain. She worked in a chiropractor's clinic and had a knack for treating headaches and neck pain. Using a seated massage technique, she filmed a "how to release neck pain" video. With this video, not only was she teaching fellow massage therapists and becoming an expert in her field, she was attracting clients who had unresolved headache and neck pain issues. Kerri demonstrated she was an expert and offered advice to massage clients and colleagues alike.
- ❖ Debbie worked in a small, exclusive, and out of the way spa. To help pick up business and promote her practice inside the spa, she gave prospective clients a video tour of the neighborhood. She filmed a few scenes from the car driving to the spa. Debbie added shots of nearby businesses. She also included images from the beautiful flower park across the street. Debbie narrated the video, helping others get familiar with the area. She pointed out why shopping there was fun and why massages at the spa were worth the extra drive.
- ❖ Hayden works at a massage clinic with several other massage therapists. As a group they decided to host a contest for their massage clients to create and submit videos about their experiences at the massage clinic. The therapists gave away a free one hour massage to the top five videos.
- ❖ Emily was a massage therapist with a strong presence on the web. She rented space in an integrative medical clinic from a naturopathic physician and a medical doctor. Emily wanted to take things a step further and decided to start asking her clients for personal testimonials. In cooperation with the doctors at the clinic, they set up a small digital video camera on a tripod in the waiting room. Patients and massage clients could film their experiences while waiting. This idea helped Emily build her web presence even more. First hand stories from others attracted new clients for Emily and she was booked solid for 3 months in advanced. Additionally, she created a win-win situation with the doctors and they viewed her as a valuable contributor to the integrative practice, not just a room renter.
- ❖ Brandi asks her massage clients to film videos for her at their convenience. She posts them regularly to YouTube. Brandi invites the clients to include their business information at the end of the video testimonial so they can promote themselves too.
- ❖ Jackie decided to ask her most loyal clients to create a mini commercial for her. She had them include specifics about her massage services including why they love working with her, why they recommend her, and what they love most about her massage business.

The possibilities with YouTube and Vimeo are endless. Every one of these videos could be posted on YouTube or Vimeo to promote a massage business. Get creative. The numerous video possibilities are exciting and extremely powerful tools to drive more awareness and interest into your massage therapy practice.

Conclusions

By now, it is clear how powerful social networking and social media are for a massage therapy business of any kind. When first venturing into these new social realms, keep things simple and use the six most proven forums: blogs, Facebook/Google+, Instagram/Pinterest, LinkedIn, Twitter, and YouTube/Vimeo.

Regular, routine, and consistent use of social networking and social media will help you win more massage clients and make more revenue. Make social networking part of your workday. Commit to using these forums 15, 30, or even 60 minutes a day to market your massage business. Consistency is the key.

Remember the role and use of blogs, Facebook/Google+, Instagram/Pinterest, LinkedIn, Twitter, and YouTube/Vimeo, and any other social media tools for small business change often. Keep up to date on these changes by finding websites and blogs who specialize in marketing and social media.

It is exciting to think of what social networking and social media can do for your massage therapy business!

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Social Networking for Massage Practice Exam

1. Social networking is:
 - A. Using online services
 - B. Using websites
 - C. Building networks and relationships
 - D. All of the above

2. Social media is:
 - A. A type of media
 - B. Used for social interactions
 - C. Highly accessible
 - D. All of the above

3. All of the following are examples of social networking sites except:
 - A. Facebook
 - B. Google Flare
 - C. LinkedIn
 - D. MySpace

4. CafeMom is a popular social networking site for:
 - A. The blogging community
 - B. Mothers
 - C. Music and pop culture
 - D. None of the above

5. CaringBridge connects family and friends during:
 - A. A serious health event, care, and recovery
 - B. A trip to a foreign country
 - C. A business startup
 - D. None of the above

6. Flixster is what kind of social networking site?
 - A. Specific to movies
 - B. Foreign
 - C. General
 - D. Specific to the art community

7. What can social media do for a massage business?
 - A. Increase customers and decrease knowledge
 - B. Decrease knowledge and decrease skills
 - C. Increase customers and increase revenue
 - D. Decrease customers and decrease revenue

8. Working with local bloggers is important because your massage business can be:
 - A. Selected to lose customers
 - B. Ignored and not featured on their blog
 - C. Featured as a local business on their blog
 - D. All of the above

9. An embedded link is:
- A. A link to a specific article or content posted on another's blog or website
 - B. A referral program for another's blog or website
 - C. A social networking website
 - D. None of the above
10. Facebook is considered a:
- A. Blog
 - B. Social bookmarking website
 - C. Social networking website
 - D. Microblog
11. Facebook is a useful marketing tool in massage practice because it can:
- A. Help find business contacts
 - B. Build relationships
 - C. Target your niche
 - D. All of the above
12. When using Facebook to promote your massage therapy practice, build your professional profile first and then:
- A. Build your relative page
 - B. Build your company page
 - C. Build your friend page
 - D. Build your neighbor page
13. Instagram is a website that shares:
- A. Photos
 - B. Movies
 - C. Music
 - D. Videos
14. LinkedIn is a:
- A. General social networking site
 - B. Social networking site for mothers only
 - C. Social networking site for bloggers only
 - D. Business and professional social networking site
15. LinkedIn makes it:
- A. Impossible for others to find your massage business
 - B. Harder for others to find your massage business
 - C. Easier for others to find your massage business
 - D. All of the above
16. Twitter is:
- A. Blogging on a small scale
 - B. Blogging on a large scale
 - C. Not helpful in massage business
 - D. Not helpful in any small business

17. Twitter.com can be used to solicit what from clients?
- A. College education
 - B. Testimonials
 - C. Food
 - D. None of the above
18. YouTube allows massage businesses to publish what to the web?
- A. Floppy discs
 - B. 8-track tapes
 - C. Videos
 - D. Cassette tapes
19. Vimeo videos for a massage therapy practice may include:
- A. A tour of the business neighborhood
 - B. A “how to” video
 - C. An open house video
 - D. All of the above
20. Who can you ask to create YouTube videos for your massage business?
- A. Massage clients
 - B. Loyal clients
 - C. Family and friends
 - D. All of the above

This completes the *Social Networking for Massage Practice* exam.