

Get social to attract new patients and clients


Your guide to social media

 **CareCredit**
a Synchrony solution



Using your own social channels is a simple way to attract patients, share the financing options you offer, and help them move forward with care. Check out the tips, tricks and pre-written copy in this guide to elevate your social game.

In this guide:

-  1. Top social media tips
-  2. Pre-written posts
-  3. Hashtags etc.
-  4. Creative ideas for the year
-  5. FAQs



Top social media tips



Pre-written posts



Hashtags etc.



Creative ideas



FAQs



1. Top social media tips

When sharing CareCredit on your social media platforms, keep these best practices in mind.



Top social media tips



Pre-written posts



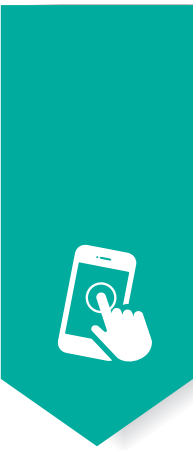
Hashtags etc.



Creative ideas



FAQs



2. Pre-written posts

Serve your existing patients and clients better, and attract new ones, by using these pre-written posts about the financing you offer!

These posts are ready for you—simply use the text below with images in your social media posts.

Any changes to the wording provided must be supplied to CareCredit for review and approval. Contact your Account Manager for help.

OPTION 1

Have you heard? We accept the CareCredit credit card as a payment option for your out-of-pocket healthcare costs, including co-pays and deductibles.

Visit carecredit.com to apply.

[PROVIDER TIP: Replace carecredit.com with your own custom link URL before posting.]

OPTION 2

Good news: we accept the CareCredit credit card to help you pay for your health and wellness needs over time with convenient monthly payments.

Click to learn more: carecredit.com.

[PROVIDER TIP: Replace carecredit.com with your own custom link URL before posting.]

OPTION 3

We accept the following payment options: [cash, debit, general purpose credit cards] and the CareCredit health and Wellness credit card. Not a CareCredit cardholder? To see if you prequalify with no impact to your credit score, visit carecredit.com.

[PROVIDER TIP: Replace carecredit.com with your own custom link URL before posting.]



Top social media tips



Pre-written posts



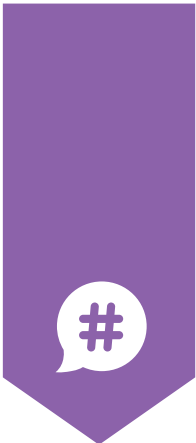
Hashtags etc.



Creative ideas

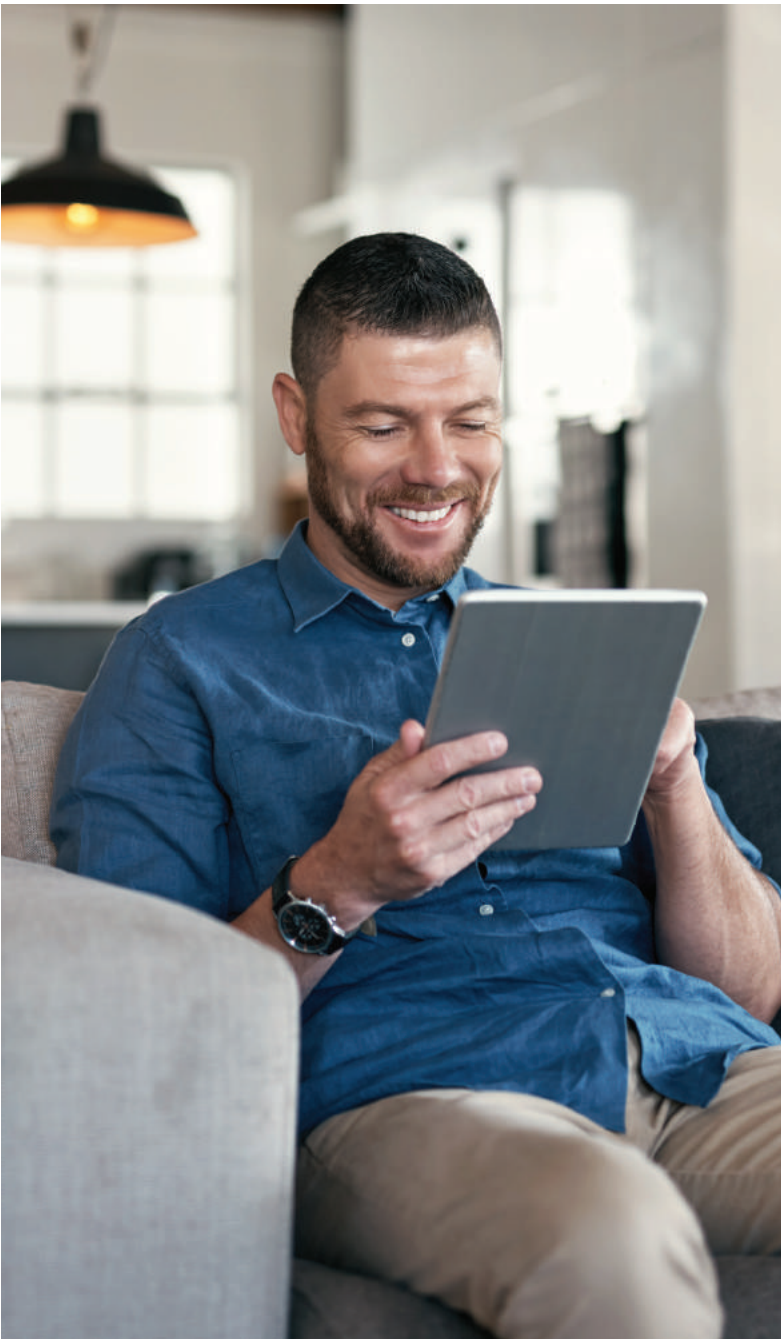


FAQs



3. Hashtags etc.

The more people that see your content, the better! To help increase your post visibility, use hashtags and tag CareCredit in your posts.



HASHTAGS:

Remember to keep your hashtags relevant and specific. Each hashtag will perform differently on each social platform, so be sure to do your hashtag research on the platform and limit your hashtags to be relevant to the platform.

SOME IDEAS:

- #PatientFinancing
- #Healthcare
- #CareCredit
- #Wellness
- #WellnessWednesday

Note: Make sure hashtags are business appropriate.

TAGGING CARECREDIT:

When you tag @Carecredit in your posts, you create a link to CareCredit’s page, which can help increase the visibility of your post to a wider audience. You can tag CareCredit in your captions on Facebook, X, Instagram and LinkedIn by typing “@” followed by CareCredit. On Instagram, you can also tag CareCredit in the image you’re posting by selecting “Tag People” and typing “CareCredit.”



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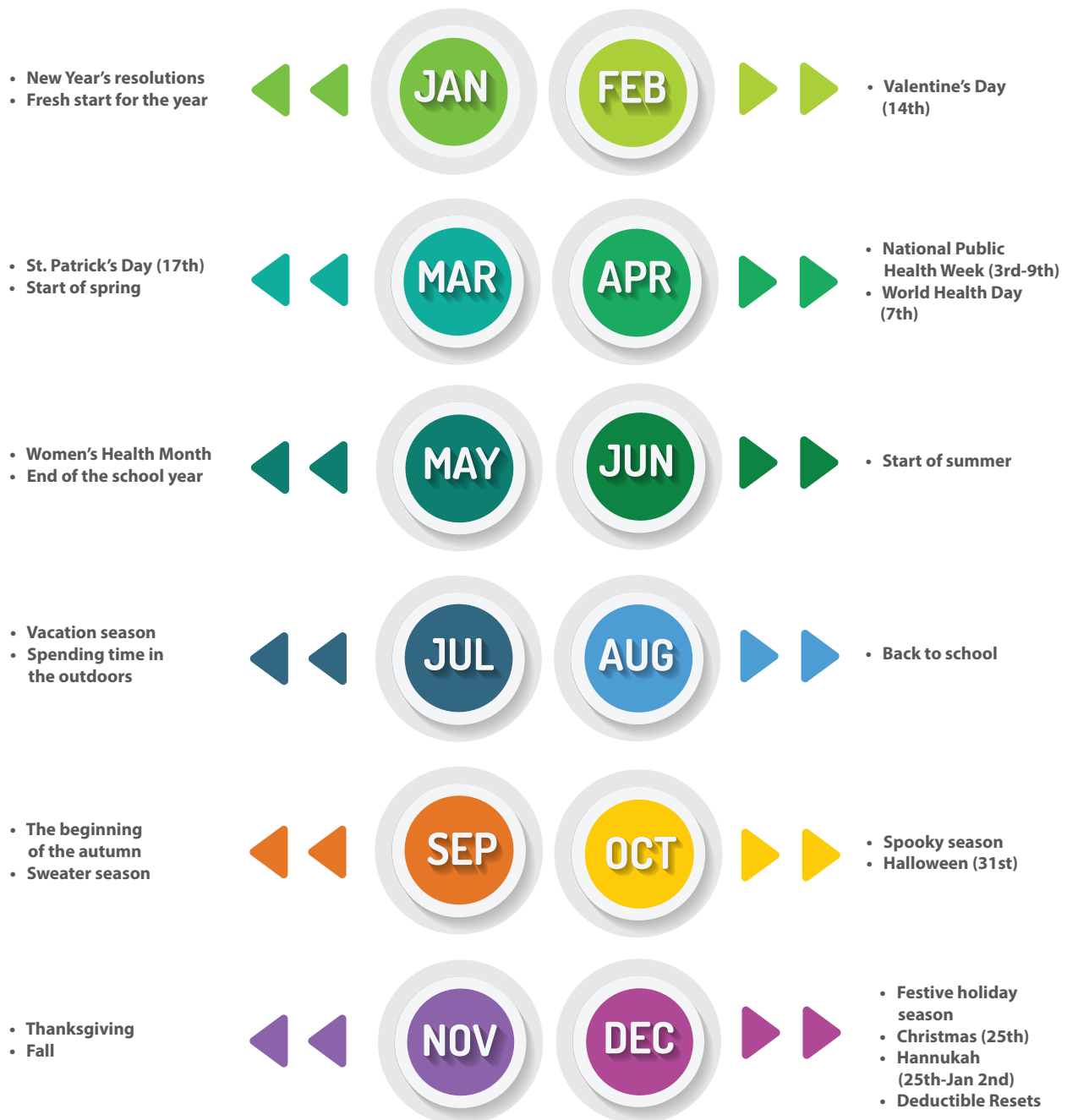


FAQs



4. Creative ideas for the year

An easy way to incorporate CareCredit into your everyday social media posts? Connect it to relevant holidays, seasonal activities and events already on the calendar! (Even days of the week can give you a good reason to post, like #HealthyHumpDay or #MondayMotivation.) Also, when introducing new products, services and promotional offers, mention CareCredit to help patients say yes to care. Use the topics here as inspiration to get started!



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Creative ideas



FAQs



5. FAQs (frequently asked questions)

Some questions come up again and again. How you respond to your patients and clients is important because it shows your community that you prioritize customer service. Simply copy and paste the responses to the FAQs below. Then you'll always be ready to respond quickly!

FAQ 1: What is CareCredit?

CareCredit is a healthcare credit card designed for your health and wellness wants and needs. If approved, you can use it to pay for the costs of many treatments, products and procedures at our location and allows you to make convenient monthly payments.

FAQ 2: What services can I pay for with this card?

The CareCredit credit card is accepted at more than 266,000 U.S. healthcare provider, health system, and retail locations for healthcare and other specialties including dentistry, vision care and LASIK, hearing care, cosmetic and dermatology procedures, pharmacies and veterinary care.

FAQ 3: Where can I use my card?

Use the convenient online tool to find a doctor, hospital or other locations in your area that accept the CareCredit credit card. You can search by your doctor's name or business type or search by location.

For more FAQs (and how to respond to them), visit <https://carecredit.com/sites/pc/pdf/carecredit-quick-start-guide.pdf>



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