

*Social Media Toolkit*



## ABOUT CANDELA

Established in 1970, Candela is a leading US-based global medical aesthetic device company with headquarters in Wayland, Massachusetts. The company's technologies enable physicians to provide advanced energy-based solutions for a broad range of medical-aesthetic applications including treatment of benign vascular and pigmented lesions, scars, facial resurfacing, wrinkle reduction, acne, leg veins, cellulite, body shaping, women's health, and tattoo and hair removal.

### *Welcome to the Candela family!*

Thank you for your recent purchase of the Vbeam® system. You have now joined a community of practitioners who all value science, results and trust, core pillars for users of energy-based devices to ensure the health of both their practices and their patients.

Your recent purchase of the Vbeam® system is backed by Candela's ongoing commitment to excellent service. This means you can count on us for onsite clinical training, workshops, clinical studies to support existing and future product uses, as well as service support from our highly trained technicians.

In addition to this, Candela empowers you with a wide range of patient-friendly (digital) marketing materials to help grow your business. Social media is an invaluable part of your marketing efforts, because it lets you connect with your audience on a uniquely personal level. For these reasons, we have created this Social Media Tool Kit booklet — packed with digital strategies and marketing tools. Read on to learn best practice guidelines for using some of the major social media sites.

Reach out to us if you can't find your answer in this toolkit. It all starts with a simple chat.





## SOCIAL MEDIA GUIDELINES

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Social media offers excellent opportunities to position your clinic, treatments and results. Each platform provides its own advantages and user groups, so it's worthwhile to ensure that your posts on the various social media channels are tailored for a specific platform in terms of tone and appearance.



### FACEBOOK

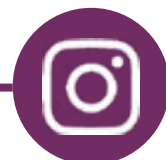
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Facebook is a network meant for social sharing, from photos to special offers, links and events.

Facebook is visually oriented, and aesthetics are a very important factor: use high quality photos (1200x628 works best). Picture-based posts (rather than text-based ones) actually get 40% more engagement than posts without a picture. ENGAGE with content on the Official Candela Page — Like, Comment, and Share @CandelaEMEA.

### INSTAGRAM

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Similar to Facebook, everyone who creates an Instagram account has a newsfeed & profile. When you post a photo or video on Instagram, it will be displayed on your profile and users who follow you see your posts in their newsfeed. Instagram has an emphasis on mobile use and visual sharing, which makes it really important to share visually pleasing content that's optimised for mobile. As the Instagram feed is even more visually oriented than the Facebook feed, you should post compelling visuals, photos and videos that represent your brand. Instagram makes use of a square newsfeed, it's recommended to use square pictures and videos (1080x1080 works best).

Instagram hashtags (#) are still an effective way to get more eyes (and engagement!) on your Instagram posts. Using relevant, targeted hashtags on your posts and stories is still one of the best ways to get discovered by new audiences on Instagram. This can translate into more engagement, more followers, and more customers for your business. See on next pages a set of tested hashtags we created - feel free to use them!

*Social media is not about sending. The key is to listen, engage and build relationships.*



## TWITTER

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Tweets should be short and sweet. They're meant to capture the audience's attention with intrigue, rather than a big explanation. Don't worry about aesthetics here; just make sure you maximize the amount of words you can use. Use tools like Bitly to shorten your links. Many social sharing tools, such as Hootsuite, Buffer, Later will shorten these too, saving space for valuable hashtags that increase your tweet's exposure. You can also add photos (ideal size 1200x628), these won't take up any of your 280 characters.

## Hashtags

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Hashtags make your content easier to find. They are mostly used by Instagram and Twitter, where only the hashtags are searchable, not the captions itself. This means that when someone clicks on or searches for a hashtag, they see all the associated content. It's a great way to get your content to people who don't already follow you. On Instagram it's good practice to use your hashtags at the bottom of your posts, on Twitter, with the character limitation of 140 characters, certain words in the post can be 'hashtagged'.

**IMPORTANT: Use some of the hashtags provided by us to get featured on the Candela pages.**



## LINKEDIN

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Whilst Facebook, Instagram and Twitter are mainly used for casual content, LinkedIn is a more professional platform, and your posts should reflect this. Practices often neglect posting to the LinkedIn newsfeed, even though it can generate more traffic than Facebook & Instagram. An appropriate post might be an article you wrote that demonstrates how you excel in your field, or a link to a press release or news clip that sheds a positive light on your company. Photos are also great on LinkedIn, but always make sure to adjust it to the optimal size (1200x628).

# Vbeam®



## *Hashtags used by Candela*

#candela #candelamedical #candelapartner  
#candelamedicalemea #aestheticclaser  
#cosmeticdermatologist #aestheticlasers  
#cosmeticdermatologists #aesthetics  
#medicaaesthetics #dermatology  
#medicaaesthetic #skincaredevice  
#medicaaestheticdevices #dermatologist  
#dermatologists #medicaldevice #vbeam  
#rosacea #scartissue #scarremoval  
#blueveins #venouslakes #wrinkles  
#acne #acnescars #periorbital

## SOCIAL MEDIA IMAGE SIZING

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### FACEBOOK

- Sharing images: 1200 x 628 pixels
- Sharing square images: 1080 x 1080 pixels
- Sharing links with an image: 1200 x 628 pixels
- Sharing stories: 1080 x 1920 pixels

### INSTAGRAM

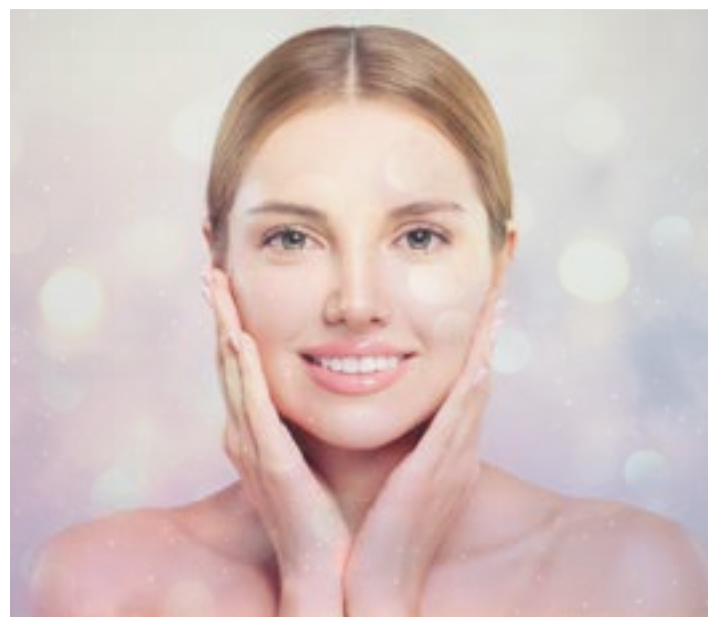
- Sharing square images: 1080 x 1080 pixels
- Sharing horizontal images: 1080 x 566 pixels
- Sharing vertical images: 1080 x 1350 pixels
- Sharing stories: 1080 x 1920 pixels

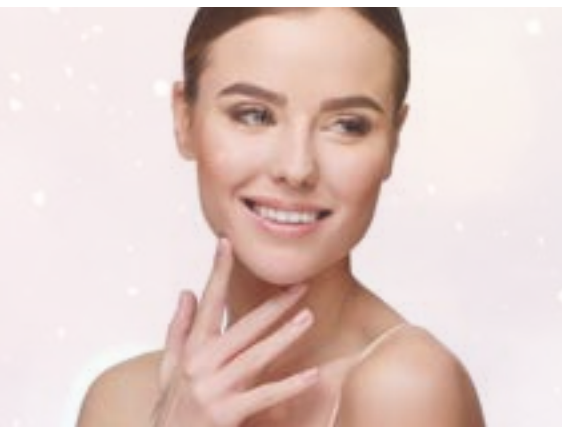
### TWITTER

- Sharing a single image: 1200 x 675 pixels
- Sharing multiple images: 1200 x 675 pixels

### LINKEDIN

- Sharing links with an image to company page or personal profile: 1200 x 628 pixels





## Post & Repost

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### EDUCATE

To educate your audience, you can share treatment results, but please consider privacy regulations. You can also publish research papers, referring to clinical successes achieved or organise small educational events at your clinic.

### INTERACT

Ask questions or organise a poll. You can use live events to discuss specific treatments, and show/explain the device.

### PROMOTE

Increase traffic to your clinic by offering special promotions, such as free initial consultations or package offerings.

### Bonus tip: Facebook reviews

On Facebook, your clients can review your practice and the treatments. You can positively impact this by asking your clients to leave a review. Don't ignore negative comments or reviews, try to engage with these particular clients to resolve their issues.

### Social media management tools

There are several (free) tools, such as Hootsuite, Later and Buffer, available to manage your social media accounts. These can help you manage multiple social profiles in one place, schedule posts in advance and track analytics across platforms. From finding prospects to serving customers, these tools will help you do more with your social media.

### Increase your network

It's worthwhile to increase your social network (number of followers). After all, these are the clients you can inform, educate and interact with. Go ahead and promote your social media presence using other tools available, such as printed promotional materials or posting on your TV screens in your waiting rooms.

### Lost for content?

Looking for interesting content to share? Start with following the social media channels of Candela, such as @CandelaEMEA on Facebook, Instagram and Twitter, or Candela Medical EMEA on LinkedIn. You can share our post, or use our posts as a basis for your own.

### Looking for images?

Our [online portal](#) will offer you a wealth of leaflets, images and other patient-friendly marketing materials for a head start.



# Pre-designed Content

Finding content to share may feel like a daunting task, which is why we've included six pre-designed and approved content to get you started. Simply use the picture & text provided and post this on your social media channels. As an added benefit, you could also use the hashtag list on the previous pages.



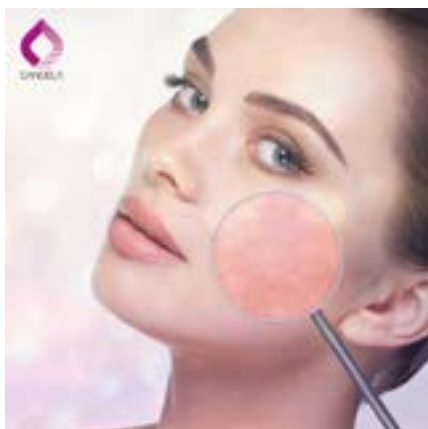
*Part of the Candela Family*



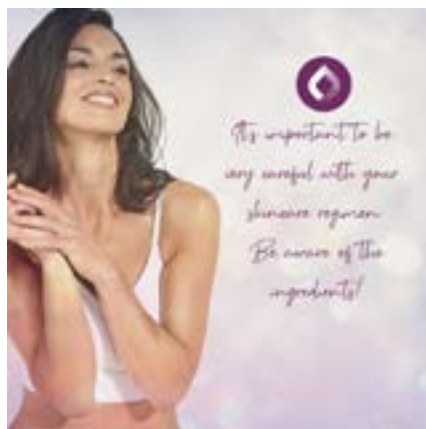
*Before and after*



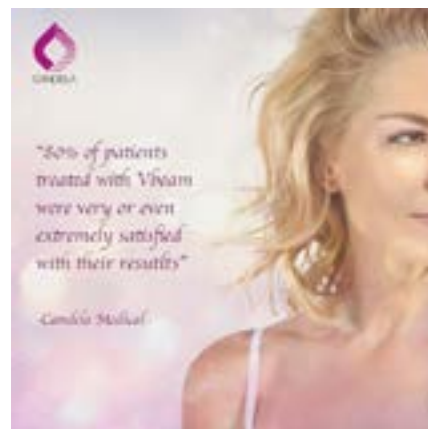
*Product information*



*Unique selling points*



*Beauty tip*



*Quote*

## HOW TO DOWNLOAD?

These six design examples will give you a better idea on how to use the images captions (see on next page). We have set up a portal for you to download these pre-designed assets, all set for the various social media channels.

Just click on one of the images above to get re-directed to the portal.

**Added bonus: you can get pre-designed banners with your own logo. Just email your high resolution logo to [marketing.emea@candelamedical.com](mailto:marketing.emea@candelamedical.com), and a personalized banner will be sent to you shortly.**



## Captions for the Social Media Posts

### *Part of the Candela Family*

We are proud to announce that from now on we are part of the Candela family. We expanded our practice's treatment options by purchasing a system from the Vbeam Family. Some of the most important indications we can treat are PWS, rosacea and scars. Let us help you improve the quality of your life!

### *Before and after*

See what's possible with the Vbeam® system. Almost all the redness and pigmentation is gone with minimal adverse side effects reported. Photo courtesy of Eric Bernstein, M.D.

Photos unretouched.  
Individual results may vary.

### *Product information*

The Vbeam® system is world recognized as a leading pulsed dye laser (PDL) offering a wide range of capabilities and successful treatment options for the treatment of benign cutaneous vascular lesions, benign vascular gynecological lesions and periorbital wrinkles. The Vbeam® technology is the gold standard and the world's best selling pulsed dye laser.

Just send us a message and we'll be happy to provide you with more information.

### *Unique selling points*

The vascular-selective Vbeam® pulsed dye laser (PDL) represents the gold standard treatment of PWS. Performed with proper parameters and with repeated sessions until a plateau in response is reached, the procedure has excellent safety and the potential to provide complete to near-complete clearance. With early initiation of treatment in infants, the procedure can be done as an a-traumatic in-office treatment without general anesthesia.

### *Beauty tip*

It's important to be very careful with your skincare regimen if you have eczema- or rosacea-induced redness, which means using mild beauty products. You should be really aware of ingredients. Are you already experiencing rosacea or other redness? Maybe the Vbeam® treatment is right for you. Contact us for all the treatment options.

### *Quote*

In this study, treatment of PWSs in infancy was both safe and effective. Early intervention allows for treatment without general anesthesia, maximizing the chance of achieving clearance before school age and thereby minimizing the negative outcome of PWSs for both the patient and the family.<sup>1</sup>  
Contact us now to learn more.

1. Roy G. Geronemus, MD, et al, Pulsed Dye Laser Treatment of Port-Wine Stains in Infancy Without the Need for General Anesthesia, JAMA Dermatol. doi:10.1001/jamadermatol.2018.5249., March, 2019



# Candela Partner Program

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Learning & sharing from others is an important way to continue to improve the devices of Candela. That is why we created the Candela Partner Program. Within the partner program, it's possible to host your own webinars or share your before and after pictures.



## Webinar program in EMEA

Within the partner program of Candela, you can participate in or host webinars\* on behalf of Candela Medical. This is the perfect way to grow your own profile as a practitioner and share your knowledge with the community. Once you have an interesting case to share, contact: [marketing.emea@candelamedical.com](mailto:marketing.emea@candelamedical.com)  
A reasonable compensation for time will be provided.

\* Requirements:

- Proficiency in English language
- Owner of a Candela device for at least half-a-year

## Before & After pictures

Contact us if you have good quality before and after pictures. We would be happy to share these on the Candela Medical EMEA social media pages. With the recent acquisition of your new device, you will want to market the new capabilities of your practice. Local and national media may also reach out to you for information to include in news reports.

## Stay up-to-date on your device

You would probably want to stay informed about your newly purchased device. Just register [here](#) so we can send you all the latest news and updates about your system and follow us on our social media channels to be informed about our upcoming events and new product releases.

Thank you for being part of the Candela family!

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