

Care Center Posts

Congratulations on being recognized as a 2022 Washingtonian Top Doctor! We've compiled social media resources to help you and your Care Center celebrate your achievement.

Below, you'll find social media templates for Twitter, Facebook, LinkedIn, and Instagram, scripts for TikTok videos, and instructions. We've also included 2022 Washingtonian Top Doctor badges and stock imagery in the email we've sent you to accompany your posts.

Instructions:

1. **Start by customizing the text.** If you would like to use our templates, please review the highlighted text and replace it with your appropriate name, business hours, and website links **prior** to posting.

Aim to publish these posts on weekdays between the hours of 9 a.m. to 12 p.m. These are the times that receive the most social media traffic.

2. **Choose a photo or create a video for your post.** Posts get much higher engagement when they have a photo or video included. You can use the Washingtonian graphics Privia Health has developed for Instagram and Facebook (check the email for the files), our stock imagery, or take your own photo. We recommend you use photos that look personable, such as photos of you holding your award or photos of you with your staff. Download our badges or stock images directly from the email provided to use them.
3. **Tag Washingtonian** in your posts. By doing this, Washingtonian's social media audience will also see your posts. Note that the company's handle is different on each platform. Use the @ symbol and type "Washingtonian" in your post to tag the profile. Here are Washingtonian's social media handles for each platform:

Facebook: @Washingtonian

LinkedIn: @Washingtonian Magazine

Instagram: @washingtonianmag

TikTok: @washingtonianmag

Note: Instagram will not allow you to embed links in your post. Click [here](#) for instructions on how to tag a profile in your post.

4. **Customize hashtags.** Our templates already contain hashtags, but please add a hashtag with the name of your specialty. For example, if you won a Top Doctor Award for pediatrics, please include #pediatrics in your post. This makes your post easier to search online.

5. **Post.** Our templates are optimal for Facebook, LinkedIn, and Instagram. We've included a sample script for TikTok videos. We highly recommend that both the Care Center and physician publish a post on their respective social media accounts. Don't forget to like and respond to comments!

Physician's Personal Social Media

Instructions: We've organized these templates by the number of awards a physician has received. For example, physicians who have received their first Washingtonian Top Doctor Award this year should use the "First-Time Winner" templates.

First-Time Winner Templates	
Option 1	<p>I am humbled and excited to be recognized as a 2022 @Washingtonian Top Doc in [medical specialty]! Thank you to my peers for your recommendation!</p> <p>See the 2022 Top Docs list here: [link to Washingtonian Top Doctors webpage]</p> <p>#topdocs #topdoctor #doctor #medicalspecialty</p>
Option 2	<p>I want to thank my fellow doctors for recommending me as a 2022 Washingtonian Top Doctor! This award recognizes outstanding doctors in our profession whose peers would trust them with their care.</p> <p>See the 2022 Top Docs list here: [link to Washingtonian Top Doctors webpage]</p> <p>#topdocs #topdoctor #doctor #medicalspecialty</p>
Option 3	<p>I am excited to be recognized in @Washingtonian Magazine as a 2022 Top Doctor! I'd like to thank my peers who voted for me and my incredible team at [Name of Care Center].</p> <p>See the 2022 Top Docs list here: [link to Washingtonian Top Doctors webpage]</p> <p>#topdocs #topdoctor #doctor #medicalspecialty</p>

Multiple Award-Winner Templates	
Option 1	<p>I want to thank my fellow doctors who voted for me to be a 2022 @Washingtonian Top Doctor. It's truly humbling to receive this recognition once again and to be featured in the magazine.</p> <p>#topdoctor #doctor #healthcare #medicalspecialty</p>
Option 2	<p>Thank you to my peers who voted for me as a 2022 @Washingtonian Top Doctor. This award is an opportunity for doctors to recognize their peers they would trust with their own care.</p> <p>My team and I at [Name of Care Center] are available for appointments. Learn more about us here: [link to Care Center homepage]</p> <p>#topdoctor #doctor #healthcare #medicalspecialty</p>

Care Center Accounts Social Media

These posts are organized by the number of award-winning physicians in your practice. Feel free to mix and match the content in either post.

Care Center Templates	
One award-winner	<p>Congratulations to [Name of Doctor], [MD, DO, etc.] for being selected as a 2022 Washingtonian Top Doctor! #medicalspecialty</p> <p>Dr. [Name of Doctor] is available to see new patients at [Name of Care Center]:</p> <p>Monday – Friday 9:00 a.m. to 5 p.m.</p> <p>Schedule a virtual or in-person appointment today via: [link to Care Center's homepage]</p> <p>#topdoc #doctor #topdoctor #medicalspecialty</p>
Two or more award-winning physicians	<p>We are so proud of our doctors, [Name of Doctor, MD/DO], [Name of Doctor, MD/DO], and [Name of Doctor, MD/DO] for being among the 2022 Washingtonian's Top Doctors!</p> <p>Our award-winning doctors are available for virtual or in-person visits. Click here to schedule an appointment: [link to Care Center's homepage]</p> <p>#topdoc #doctor #topdoctor #medicalspecialty</p>

TikTok Scripts

The following templates are scripts for a TikTok video. Use these as they are or edit accordingly with your own content. Replace the highlighted text with the corresponding information prior to posting your video.

Recommendations:

- Make your video personable by filming it in your office with your staff.
- Don't be afraid to get creative! You can take popular songs and remake them with your own lyrics about your Top Docs award.
- Go beyond the provided script and talk about what your award means to you.

For more information about creating video, check out our free [Privia University](#) course, [Introduction to Video Marketing](#) or download our [Care Center Marketing Playbook](#).

Physicians	
One physician	<p>This is Dr. [Name of Doctor] of [Name of Care Center] in [City, State]. I want to thank my peers for voting for me to be a 2022 Washingtonian Top Doctor in [medical specialty]. It truly is an honor to hear my fellow doctors would trust me with their care.</p> <p>Optional post content: Thank you! #topdoctors #doctor #healthcare #topdoctor #Washingtonian #medicalspecialty</p>
2 or more physicians	<p>We're excited to announce that our peers voted us as 2022 Washingtonian Top Doctors! We love coming to work at [Name of Care Center] every day, and we're excited to be featured in Washingtonian magazine. Thank you for the honor!</p> <p>Optional post content: Thank you! #topdoctors #doctor #healthcare #topdoctor #Washingtonian #medicalspecialty</p>

Care Centers	
Option 1	<p>We're excited to announce that [Dr/s]. [Surname of Doctor/s] has/have been named a 2022 Washingtonian Top Doctor/s! He/She/They is/are available for appointments. Visit us online to schedule one today!</p> <p>Optional post content: Dr/s. [Surname of Doctor/s] is a/are 2022 Washingtonian Top Doctors! #topdoctors #topdoctor #doctor #healthcare #medicalspecialty</p>