

Develop Your Patient Influencer Presence on Social Media



Tools & tips for creating content and expanding to new platforms

What is a patient influencer?

Anyone who's sharing their health story, raising awareness for their disease or illness, or connecting with other patients and caregivers on social platforms like; TikTok, Instagram, Facebook, or Twitter.

P.S: You don't have to have a big following to be a patient influencer!

Ready to get started?

Expand your skills with the resources listed below! Create engaging videos, develop a supportive community, write powerful captions, and more.

Content Creation Tools

Enhance your storytelling on social media by using the tools below.

In-App Features

- **Creator Studio** allows you to schedule posts on Facebook pages
- **Caption generators** for video content are available via Reels and TikTok
- **Alt-text** functionalities allow you to make content accessible for all
- Add **text, stickers** or **music** to Reels & TikToks

Outside-App Features

- **Splice** - create and edit videos to share across platforms
- **Canva** - make eye-catching graphics or make edits to your images
- **Grammarly** - make sure your post captions are grammatically correct
- **HootSuite** or **Later** - schedule posts across platforms ahead of time

Webinars & PDFs

Free to watch and access via the WEGO patient leader network platform.

- [How to Rock Social Media](#)
- [Twitter Tips for Patient Leaders](#)
- [The Tik Talk with WEGO](#)
- [The Basics of Instagram Reels](#)
- [Becoming a Healthcare Collaborator](#)

PRO TIP:

Set up your social account bios to be easily identified as a patient influencer by adding health condition-related hashtags; tagging organizations or communities you're involved with; or linking to your website, blog, or articles that feature you.

Transform Healthcare as a Patient Influencer

[Head over to the WEGO platform](#) to connect with patient leaders and learn more about advocacy opportunities!