

SMARTERBIZ.ORG INTERVIEW: THOSE WHO GET IT

Dr. Jeffrey Sterling *{Doctors Vision Center}*

Twitter : @eyedoctorjeff

Facebook : <http://facebook.com/DVCARlington>

Question One: Who are you and what do you do?

I am Jeffrey Sterling. I am an optometrist (eye doctor) and I practice in Greenville, NC. I practice with my wife, Dr. Melissa Sterling, at the Doctors Vision Center on Arlington Blvd in front of Physician's East.

Question Two: How did you get involved in social media?

I had avoided social media sites like MySpace and Facebook for a long time. A little over a year ago, I got into Facebook mostly to stay in touch with family better. Since then, I had been hearing a lot of how social media is the future for marketing and communication. So, I taught myself (although I am still learning) how to use Facebook and Twitter for my practice.

Question Three: What kinds of things do you use social media for?

I have a personal FB page to stay in touch with family and friends. I have a Fan page on FB for my practice (www.facebook.com/DVCARlington). I usually tweet eye health information, sometimes I will do some self-promotion about hours and availability. I will also tweet out questions to colleagues about a professional matter or I will tweet out comments/questions about Greenville.

Question Four – How do you straddle the line between obnoxious advertising and helpful informing?

This is constantly on my mind. I don't tweet or post everyday, mostly due to time constraints. But I try to put up something relevant and helpful on my FB page about twice a week. I try to be a bit more active on Twitter with a few tweets per day. But I don't want every tweet to be about "come to my office". I want my tweets to be more interactive with the community.

Question Five – Have you seen a return on your investment in social media?

Several of my followers have become patients. Also, I feel like I am more active in the community in an odd 21st century way.

Question Six – You have one thing to tell the world. Social media related or otherwise. What is it? Be excellent to each other!