



UB Neurosurgery is a Buffalo, NY-based academic neurosurgical group affiliated with the University at Buffalo.

AT A GLANCE

Challenges

- Lack of followers
- Lack of engagement
- Lack of support by physicians
- Inconsistent branding

Results

- 270% increase in followers
- Exponential growth in engagement across platforms
- 6+ attendings actively engaging on social
- Streamlined branding



"UBNS has been working with Amanda at Social Savvy MD since 2018. Her innovative and organized approach, combined with her attention to detail, are greatly appreciated by our team.

She's converted our admittedly skeptical team into firm believers in the power of social media."

Michael Cournyea
CEO, UB Neurosurgery

OBJECTIVE

UB Neurosurgery (UBNS) approached Social Savvy MD in 2018 with the objective to build their social media presence to reach local, national and international audiences - elevating their reputation across the board. As the top neurosurgical practice in Western New York, local competition wasn't a concern. Recruitment for the residency and fellowship programs, and positioning UBNS as a top program for training, research, and innovative solutions were priorities.

SOLUTION

With minimal social media followers, we jumped in and developed profiles and organic social media strategies across all major platforms. We aligned on a cohesive brand, and posted consistently across platforms. Content included physician & staff spotlights, educational content, research highlights, and academic program information.

RESULTS

270% increase in followers

In 2018, UBNS had 3,359 total followers. As of August 2023, they now have 12,429 followers and counting.

1,322x growth in Twitter engagement

UBNS began with only 918 Twitter followers and sporadic posting, and went from a 90-day average of 98 engagements to 4,400+ engagements.

Physician engagement + reach

Prior to launch, there was a very low level of personal social media presence for UBNS physicians (close to none). After, the combined following of active neurosurgeons on Twitter alone reaches 13,733 people, plus the combined followers of over 20 active residents and fellows on the platform.

102x increase in Facebook reach

Facebook followers in 2018 were at 2,441 (not bad!), but reach was roughly 900 per month. We increased that to 92,000 per month in 2023.