



8 Steps to Social Media Success

CREA+IVE TRIAGE

8 Steps to Social Media Success



Facebook. Twitter. Foursquare. YouTube. Tumblr. Flickr. StumbleUpon. Social media is everywhere, and regardless of whether your community hospital is currently participating in it, people on the web are talking about your hospital – for better or for worse.



Take the social media plunge and learn how to strategically use it to strengthen your community hospital's brand, enhance your reputation and become a resource to your patients.

1

Assess and sell the benefits to leadership.

Assess your online presence.

Before diving in, first assess your community hospital's online presence. Review which social media platforms are being used by industry competitors.

Monitor the web.

Monitor references to your hospital on the web using Google Alerts www.google.com/alerts or on social media sites using socialmention.com.

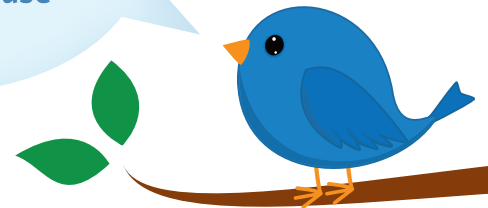
Are your discoveries positive or negative?

Assess your hospital's strengths and weaknesses to create a marketing strategy that will protect your online reputation. Where will your current and future patients search for information? Determine which social media outlets are relevant for your community hospital.

Sell the benefits of social media to your leadership.

Emphasize the power of social media to influence the public's view of your hospital.

80% of internet users have looked **online** for information about **health topics** such as a specific **disease** or **treatment**.

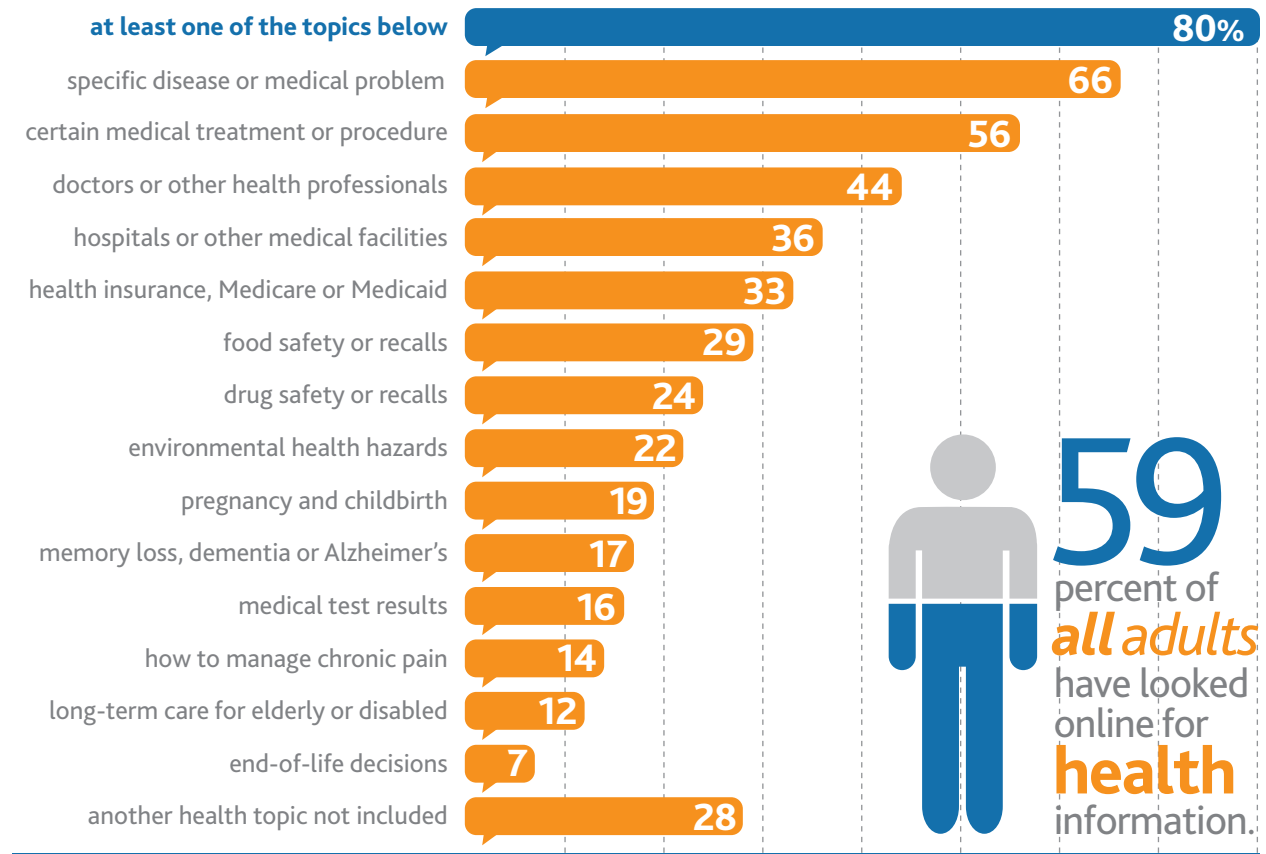


1

Assess and sell the benefits to leadership.

Of the **74 percent** of adults who use the internet, the majority have

Searched for Health Info Online



SOURCE: Pew Research Center's Internet & American Life Project, Aug. 9 - Sept. 13, 2010 Survey. N=3001 adults; margin of error is +/- 3 percentage points for the full sample.

2

Determine goals and strategy.

Improve quality.

Develop a social media plan that will both improve your community hospital's web presence as well as increase its quality. Set goals to use social media as a way to connect with the public. Make your doctors and employees seem more approachable, and show the public that your hospital is a readily available resource to your community.

Build community.

Instead of just focusing on patient care within the hospital, engage your community by expanding awareness of your services through outreach programs.

Outreach programs could range from care for the homeless to healthy eating initiatives. Build on your community's strengths by creating programs your community has a vested interest in.

Expand your hospital brand.

It's likely that a vast majority of your employees are already using social media. Encourage your employees to talk about your community hospital and its related issues via social platforms. Create social media accounts specifically for your hospital.



3

Develop a social media policy.

Set guidelines.

For all social media accounts affiliated with your community hospital (including employees' personal accounts when linked to the main account), set guidelines to protect your hospital. These guidelines should clearly define the hospital's position on social media and terms of use. **Educate** employees on your policy and make efforts to **monitor** what everyone – including your employees – is saying about your community hospital online.

Policy Do's and Don'ts

- [**DO'S**]

- **Act respectfully** – Refrain from making offensive remarks about competitor hospitals. Be politically correct. You don't want obscenities to be associated with your community hospital. Work with integrity.
- **Be conversational** – Social media is a less formal way to interact with patients. Be human – don't be automated. Try to respond to the public's questions, comments and criticisms.
- **Always identify yourself** – Keep discussions open and honest – don't have employees pose as patients to boost your image. Employees should always identify their affiliation to the hospital.


3

Develop a social media policy.

Policy Do's and Don'ts continued

[DON'TS]

- **Don't violate privacy** – Many details about medical cases and issues are confidential. Be sure your employees follow HIPAA and other medical standards when engaging in social media.
- **Don't engage in conflicts of interest** – Prohibit employees from referencing business partners or clients without permission.
- **No "astroturfing"** – Don't disguise your efforts! Warn your employees against having hidden personal agendas as they engage the community through social media.



11% of adult internet users have consulted online **rankings** or **reviews** of **hospitals** or other medical facilities.

4

Concentrate your efforts.

Be realistic.

Even though your blog, Twitter and Facebook accounts are free, they still require a substantial amount of time and energy to maintain. Focus on your team's strengths to determine what content is manageable.

Take action!

Focus your efforts on the social media outlets relevant to your hospital:

- **Facebook** – Create a Facebook page for your community hospital to house your fan base. Community members have the option to “like” your page and may then interact by posting on and participating in your hospital’s wall discussions. Offer incentives and promotions for your Facebook community.
- **Twitter** – Make a Twitter account for frequent updates about your community hospital events and services. “Tweet” medical tips or information; be a reliable health source to the public.
- **LinkedIn** – Set up a LinkedIn group to bring unity and act as a resource. Employees will be professionally linked to one another, making it easy for patients to skim profiles and view qualifications.
- **YouTube** – Create a YouTube channel to house video advertisements, promotions, interviews, patient testimonials and more!
- **Blogs** – Consider starting a resource blog featuring anything from doctors’ writings to healthcare trends and medical insights. WordPress, Tumblr and Google’s Blogger are just three of the many available free blogging platforms.

5

Gather the team and make time.

Appoint team members.

Determine which members of your marketing team will be responsible for which social media platforms to ensure the social media doesn't go unmanaged. Appoint individuals based on skills. Don't expect non-writers to be great bloggers or the non-networker to be able to sustain an active Twitter and LinkedIn account.

Set aside time daily.

Facebook, Twitter and blogs are constantly updating. You could miss crucial information or conversations due to negligence. You should set aside time each day to generate new content, look for mentions of your hospital and bookmark newsworthy information for future sharing.

Be timely.

Respond to comments and concerns in a timely manner. Be an active participant to make your hospital's presence felt on the web.



6

Review your messaging. *Become memorable!*

Be personal.

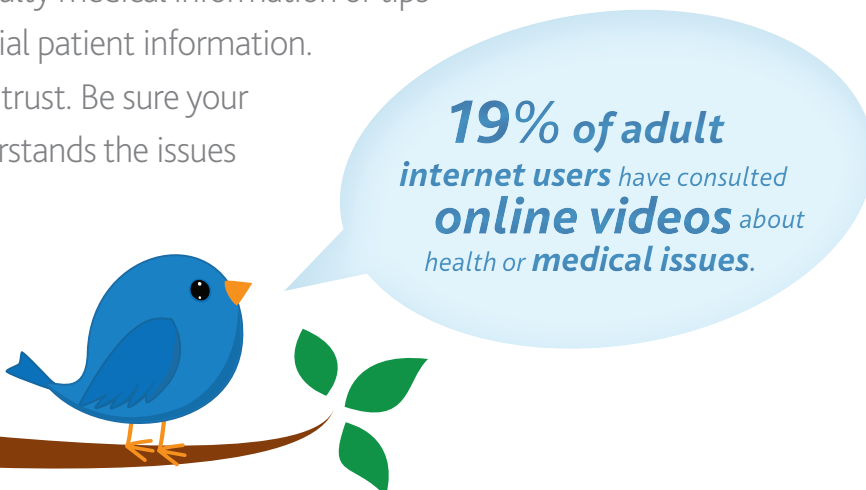
Use real photos of your hospital employees and events. Acknowledge and celebrate your employees' accomplishments as well as the community's successes. Show pride in your workplace. Remain open and responsive to your social media followers' positive and negative feedback.

Be relevant.

Understand your audience, and provide the content they desire. What are the health needs and concerns of your local community? Stay in the know about national medical news, technologies and developments.

Be trusted.

Be careful not to post faulty medical information or tips or release any confidential patient information. Develop a reputation of trust. Be sure your social media team understands the issues and necessary limits.



19% of adult
internet users have consulted
online videos about
health or **medical issues.**

7

Monitor and measure.

Monitor your employees' social media activity.

They are representing YOUR hospital! Designate some “social media police” to ensure employees are protecting your hospital’s interest. Review your social media policy regularly to reiterate guidelines.

Use the tools.

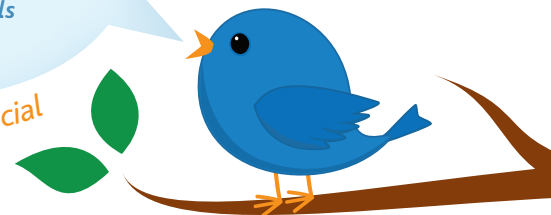
Reviewing all your social media accounts can be both daunting and time consuming. Consider using a social media dashboard such as HootSuite or TweetDeck to simultaneously display multiple accounts.

Measure your success by tracking statistics.

Platforms such as HootSuite will help you track interactions, clicks and impressions. Determine which links are getting the most clicks or which posts are creating the most discussions.

Check out
Creative Triage's article
on **Social Media**
Measurements for
Community Hospitals
for more ideas.

www.creativetriage.com/social



8

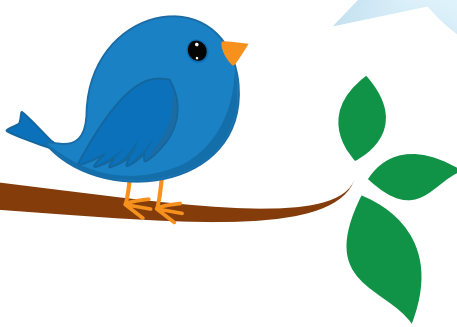
Reevaluate what works and promote your success to leadership.

Learn from your successes and failures.

You won't know if you don't try. Experiment with different ways to market a campaign or service via social media. Try out new methods of gaining community interaction or discussion. Use tracking and observation to determine which strategies work best.

Promote your success.

When a social media campaign succeeds, share it with your leadership team. Remind them why they agreed to invest in all this "tweeting," "liking" and posting in the first place.



25% of adult internet users *have read someone else's* **commentary** *about* **health or medical issues** *on an online news group, website or blog.*

The more time you spend participating in and monitoring your hospital's social media, the greater you will understand your audience, what benefits them and how your hospital can make an impact. Your efforts can build connections that could make a difference in the lives of your future patients. Take steps today to ride the social media wave.

Step	Notes	Staff/depart. involved	Goal Date
Promote			
1 Assess and sell the benefits to leadership.			
• Understand current online presence.			
• Sell the benefits.			
• Assess current staff abilities.			
2 Determine goals and strategy.			
• Goals			
• Strategy			
3 Develop a social media policy.			
• Set guidelines and outline requirements.			
• Identify best practices for individual and team.			
• Train your social media staff.			
4 Concentrate your efforts.			
• Select your social media outposts.			
• Craft optimal marketing plans for each account.			
• Decide who will participate.			
5 Gather the team and make time.			
• Appoint team members.			
• Set aside time daily.			
6 Review messaging.			
• Are you being personal and relevant?			
• Are you maintaining integrity?			
7 Monitor and measure.			
• Measure your results.			
• Track your progress.			
8 Reevaluate and promote your success.			
• Optimize your efforts.			
• Promote success!			

Who is ABZ? And why do I need you?

Creative. Consistent. Smart design.
Award-winning campaigns.

WE ARE YOUR HEALTHCARE PARTNER.

Interested in learning more?
[[contact us](#)] today and discover
what we can do together.

For more than 25 years, ABZ Design has been delivering design that cuts to the very heart of patients' needs. We understand, live and breathe the healthcare industry and its ever-evolving challenges. We know design can't just look pretty; it has to drive results.

We're in the business of building your brand. We deliver where other agencies fail. It's why we've maintained many of our clients since the day we opened our doors decades ago.

- **Today, creative solutions extend beyond yesterday's boundaries.**
- We grow your market share by understanding how to reach your healthcare consumer with a balance of traditional and non-traditional media.
- From brochures to billboards, commercials to cutting-edge print ads, enews to eblasts, social media to microsites – ABZ executes with unrivaled results.

Discover the secret to your healthcare marketing success with ABZ.



