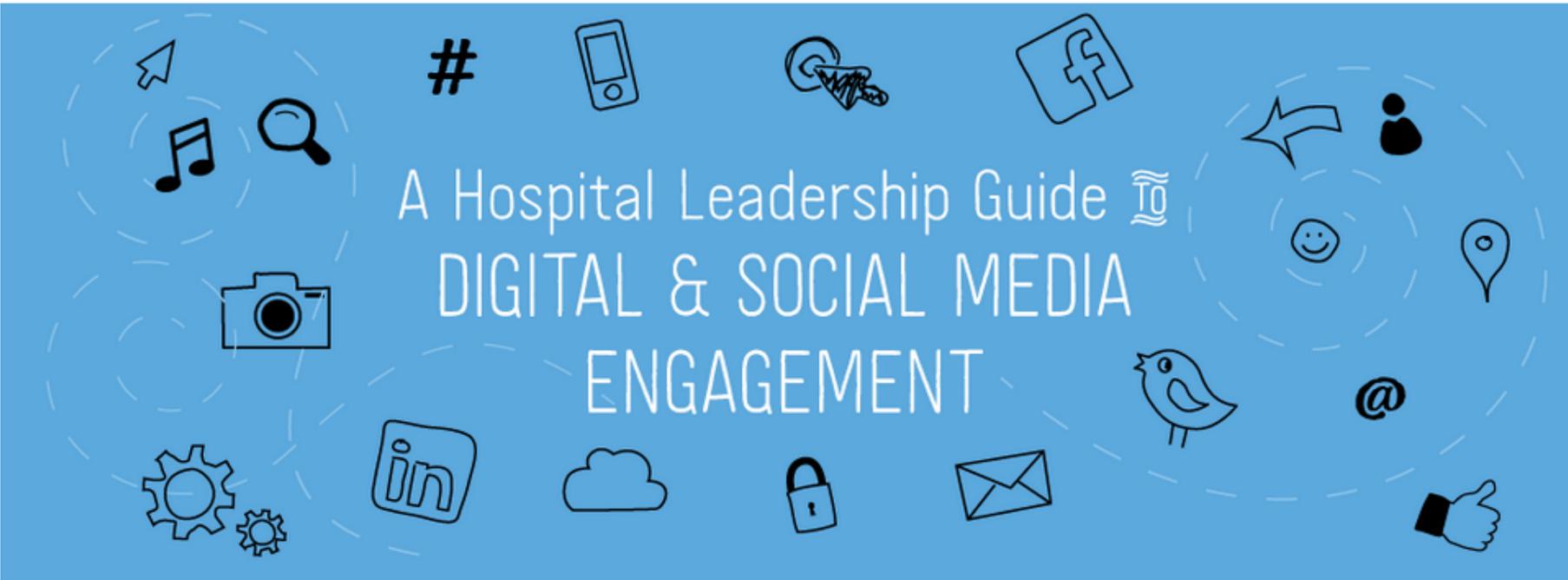


Welcome!

Today's Webcast:
Using Social Media in Your
Hospital or Health System:
What You Need to Know

HospitalSocialMedia.tumblr.com



A Hospital Leadership Guide To DIGITAL & SOCIAL MEDIA ENGAGEMENT

[HOME](#) [ABOUT THIS GUIDE](#) [SHARE YOUR STORY](#) [CONTACT US](#)

Welcome! Hospital and health care executives have a unique role to play in social media execution. Recognizing the importance of social media is the first step in taking your hospital into the digital world. But which platforms should we use? What are the legal implications? How do we define success? These questions and many others are answered in this guide. A Hospital Leadership Guide to Digital & Social Media Engagement will help you and your organization navigate through the healthcare social media world. You can explore the guide using the topic



HOSPITAL USE OF SOCIAL & DIGITAL MEDIA

[Getting Started](#)

[5 Steps To Get Started](#)

HospitalSocialMedia.tumblr.com

- Getting Started
 - 5 Steps To Get Started
 - Setting Up An Infrastructure
 - How To Set Up An Infrastructure
 - Resource Allocation
 - Establishing Clear Policies
 - Benefits And Challenges Of An Open Network
- Engaging Patients
 - Creating Communities
 - Addressing Negative Comments
 - Determining Return On Investment
- Engaging Employees
 - Opportunities To Engage
- Legal Focus
 - HIPAA



HIPAA and Social Media

HIPAA: 8 Things You Need to Know



HIPPA requirements to protect personally identifiable patient information apply to social media.

- Applies 24/7
- Applies when staff are on and off the job
- Applies to social media of the organization and personal social media

HIPAA: 8 Things You Need to Know

2

A HIPAA-compliant patient authorization (in writing; signed by patient or patient's representative) is required for use/disclosure of personally identifiable patient information (PHI) outside of treatment, payment and health care operations.

- Social media is NOT treatment, payment or health care operations.

HIPAA: 8 Things You Need to Know

3

Protected health information (PHI) includes the fact that an individual is treated by a particular provider, even if no other details about the patient's condition or treatment is revealed.

HIPAA: 8 Things You Need to Know

4

HIPAA does not limit or restrict the patient's right to use/disclose their own PHI.



HIPAA: 8 Things You Need to Know

5

A provider's obligation under HIPAA to protect patient privacy continues even after the death of the patient.

- Compliance required for 50 years following the death of the individual.

HIPAA: 8 Things You Need to Know

6

There is no special HIPAA exception allowing a provider to use/disclosure of PHI for matters of public record or during disaster situations.

CONFIDENTIAL

HIPAA: 8 Things You Need to Know

7

Proper de-identification of PHI requires more than just removing the patient's name.

- Even identifiers of the patient's relatives, employer, or household members must be removed.
- A provider must not have actual knowledge that the information could be used alone or in combination with other information to identify the individual.

HIPAA: 8 Things You Need to Know

8

A breach of PHI, including through social media, must be reported to the patient, media (in some circumstances) and HHS.



More Info

Updated Guidelines for releasing information on the condition of patients (February 2003) <http://www.aha.org/content/00-10/updatedguidelines0302.pdf>

Guidelines for Releasing Patient Information to Law Enforcement (July 2005) <http://www.aha.org/content/00-10/guidelinesreleasinginfo.pdf>

Connect with AHA!

Twitter: @Ahahospitals
@Ahaadvocacy
@Protectcare

Facebook: facebook.com/Ahahospitals

YouTube: /AHAhospitals



Barnabas Health

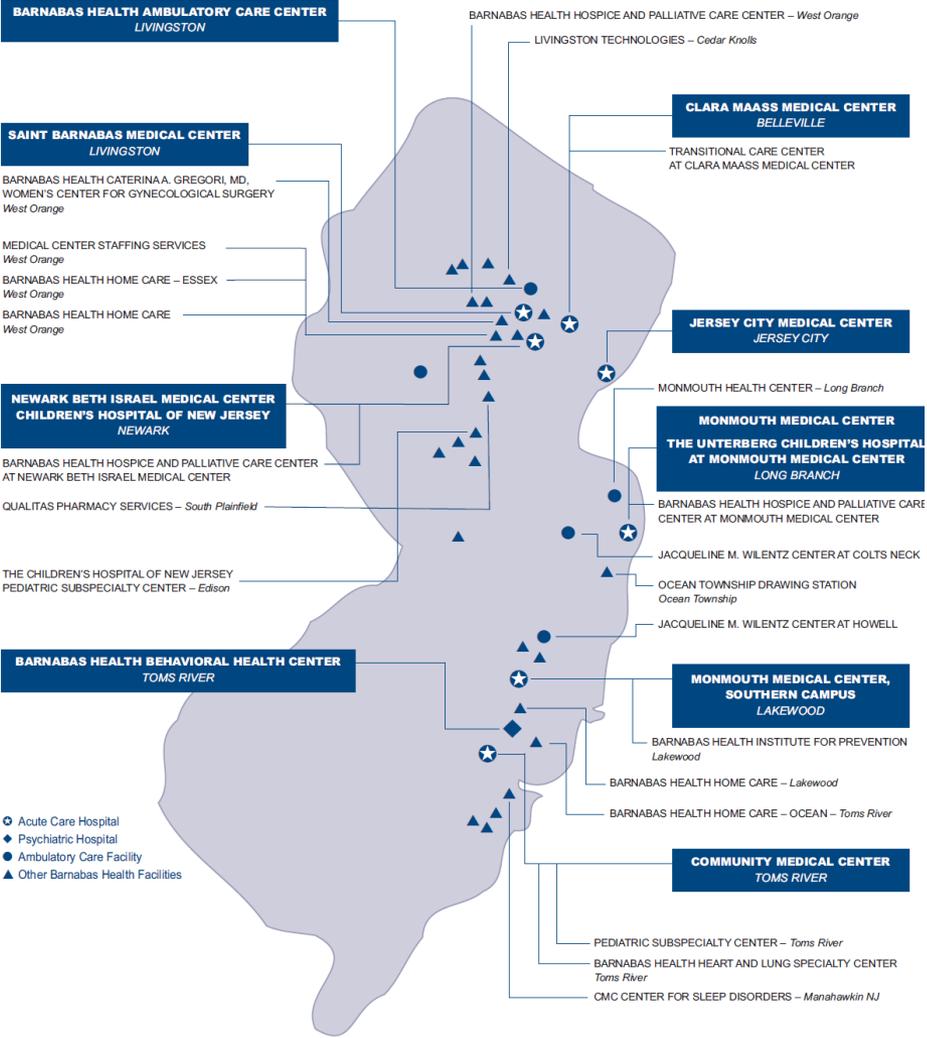
Paul Gruensfelder
Manager, Social Media and Digital Marketing



@Paul_DigitalAdv

Barnabas Health

New Jersey's
largest integrated
health care
delivery system



Aggregate social audience

50+ social media properties

40,000+ aggregate audience

2.1m+ gross social impressions in 2014

Barnabas Health

Our Approach

Where to start

Identify goals

Conduct a SWOT

Research audience scale and necessary growth

Determine resources

Establish channel ownership

Develop content strategy

Social Media Content Goals

What do consumers expect from our content?
(Based on quantitative analysis of our posts)

They want to be educated.

They want to be entertained.

They want to engage on an individual level.

Social Media KPI

Audience growth DOES matter,

Engagement rates are important BUT,

So are website visitors.

So are online and offline conversions.

So are conversations.

Patients do more than “like” Facebook pages and posts.

Strategy

Tactical Executions

Create

Converse

Curate

Barnabas Health is the New Jersey's health care leader and the destination for health and wellness care.

Strategy - Create

Where are our patients going to see our messages?

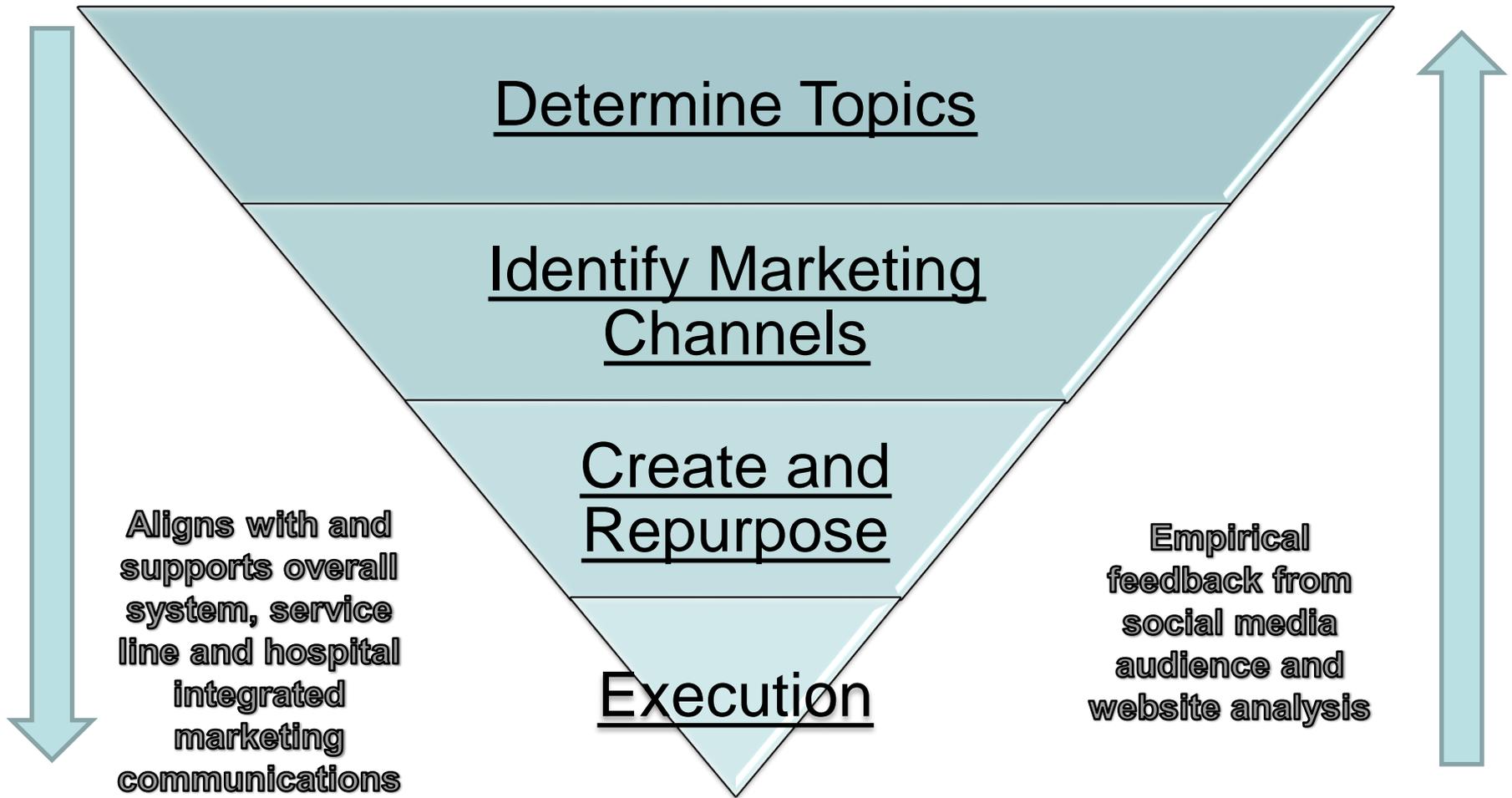
What types of content do they expect to see there?

How will we respond to feedback?



Content Generation

Content Generation Committee – Chaired by Director, Strategic Marketing



Strategy – Create

Content Matrix

Date	Day of Week	Topic	Status / Existing Content Available	Topic / Service Line Supported	AP	HJ	CC	TV	SVS	Dis	CH	HMCS	HH	BHMC	SDHC	CHMC	HD / DHO	JCH	BHNC	BHNC	IPP / DART	HR Record
12/01/2014	Mon	Start Year/Work/With Good Health - Ok morning	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
	Mon	Start Hall Valley/ok good	WRITE																			
12/01/2014	Mon	The power in your hands (dinner presentation)	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/02/2014	Tue	Care for the Caregiver: A Time for you - 12/2 - BHNC	Living																			
12/02/2014	Tue	APP Footer - How to Flu shot, washing your hands in the kitchen in front of you flu	Footer		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/02/2014	Tue	Antique Health Event	Poster/Calendar																			
12/03/2014	Wed	Walk or Walk - Flu Footer/Patient - Health Quiz - http://healthlibrary.barnabaskrill.org/48/FluQuiz	Kronos		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/03/2014	Wed	Bank Home Safety - a program for individuals with MS - 12/3 - ACC	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/04/2014	Thu	Palomares Nephrology Support Group 12/3 - HDI	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/04/2014	Thu	The power in your hands (hand washing)	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/05/2014	Fri	Hand Hygiene - Disinfectant and Towelette - 12/5 - SDHC	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/05/2014	Fri	Community Phlebotomy - SDHC	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/05/2014	Fri	Living Present	WRITE																			
12/05/2014	Fri	Community Phlebotomy - ACC	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/07/2014	Sun	Pulling the "merry" back in the holiday - long form	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/08/2014	Mon	Start year work with good health - Food for thought - For healthy happy holidays (long form)	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/08/2014	Mon	Critics Support Group, Holiday Party and Gluten-Free Cookie Exchange - 12/8 - ACC	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/08/2014	Mon	Pulling the merry back in the holiday - end a budget	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/09/2014	Tue	APP Footer - Wash your hands at holiday meals.	Footer		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/09/2014	Tue	Warning Up In Household Seasonal Fire Safety	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/09/2014	Wed	Walk or Walk - More than 200 screens across state. http://healthlibrary.barnabaskrill.org/48/ColdQuiz	Kronos		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*			
12/09/2014	Wed	Healthy Holiday - Exercise	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/10/2014	Thu	Pulling the merry back in the holiday - Shopping/planning ahead	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/08/2014	Thu	Managing the Holiday Following Loss	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/11/2014	Fri	Dear Peer Support Group - 12/18 - SDHC	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/15/2014	Mon	Business Reassessment	Career		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/15/2014	Tue	Hudson County Car Seat Inspection Station - 12/18 - JCHC	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/15/2014	Mon	Healthy Holiday - Don't skip meals	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/15/2014	Mon	Start Year/Work/With Good Health - Don't Toss Around With Wellbeing	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/15/2014	Tue	Hand Hygiene and Glove Sterilizing - 12/22 - CHMC	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/16/2014	Tue	APP Footer - Bring a healthy dish to the party.	Footer		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/16/2014	Tue	Pulling the merry back in the holiday - acknowledge your feelings	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/17/2014	Wed	Pulling the merry back in the holiday - stay healthy	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/17/2014	Wed	The power of energy gift	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/18/2014	Thu	Healthy Holiday - Don't give up favorite foods	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/18/2014	Thu	Community Phlebotomy - HDI	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/19/2014	Fri	Healthy Holiday - don't stress all day	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/19/2014	Fri	Be Face Like aS, Like the advice	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/22/2014	Mon	Healthy Holiday - skip til you drop	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/22/2014	Mon	Healthy Holiday - eat something light	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/22/2014	Mon	Community Phlebotomy - CHMC	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/24/2014	Wed	Pulling the merry back in the holiday - just say so	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/24/2014	Wed	Community Phlebotomy - JCHC	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/23/2014	Tue	Start Year/Work/With Good Health - Healthy Recipe for Giving Spirit	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/23/2014	Tue	Pulling the merry back in the holiday - saying of family gatherings	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/23/2014	Tue	Compassion Heart Failure and Acute Myocardial Infarction Support Group and Cardiac Rehabilitation Education - 12/30 - CHMC	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/23/2014	Tue	APP Footer	WRITE		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/23/2014	Tue	A mixture of wellness - a conversation with Barbara Miles	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/24/2014	Wed	Walk or Walk - Can stress contribute to heart disease?	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/24/2014	Wed	Pulling the merry back in the holiday - be thankful of what you have	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/25/2014	Thu	A mixture of giving: holiday phlebotomy	WRITE		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/25/2014	Fri	When it's more than a stomach ache	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/27/2014	Mon	Healthy Holiday - infections	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/28/2014	Tue	Healthy Holiday - antibiotics for you	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/29/2014	Wed	Start Year/Work/With Good Health - Start Year/Work/With Good Health	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/29/2014	Wed	Healthy Holiday - wash your hands	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/31/2014	Fri	DHO as Cessna	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/30/2014	Thu	APP Footer	WRITE		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/31/2014	Wed	Walk or Walk - Can stress contribute to weight gain?	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
12/31/2014	Wed	Tips for avoiding extra new year celebrations	Living		*	*	*	*	*	*	*	*	*	*	*	*	*	*				
	Totals	524	68	58	8	25	1	52	44	53	14	34	34	34	36	38	35	37	35	1	2	0

Strategy – Create Social Media Posts

Barnabas Health
January 5 · 🌐

Start Your Week With Good Health – Know Your BMI
You know your weight but do you know your Body Mass Index (BMI)?
Learn more about BMI and calculate your BMI here: <http://ow.ly/GPDjY>.



Start Your Week With Good Health - Know Your BMI
You know yo
how much yo
BARNABASHE

Barnabas Health
Shared publicly · Jun 23, 2015

In recognition of National Safety Month, Barnabas Health reminds parents to keep their children safe by following these precautions

r Parents
h.org
dren safe by following these

Barnabas Health
December 16, 2014 · 🌐

If you're a caregiver, the holidays can present unique challenges.
Barnabas Health Home Care and Hospice offers a resource guide to help you navigate through this challenging time - <http://ow.ly/FZSrc>

Barnabas Health Heart Centers
August 8, 2014 · 🌐

Eating with your heart in mind can help prevent cardiovascular disease.
Try this delicious cantaloupe soup recipe for a cool start to a summer meal!
<http://healthlibrary.barnabashealth.org/.../HeartHeal.../30,250...>

Barnabas Health @barnabas_health · Jun 9

For seniors, is it more than the blues?
ow.ly/O677p

Is it more than the blues?

Barnabas Health Behavioral Health Center

▶ 1.800.300.0628
▶ barnabashealth.org/BehavioralHealth

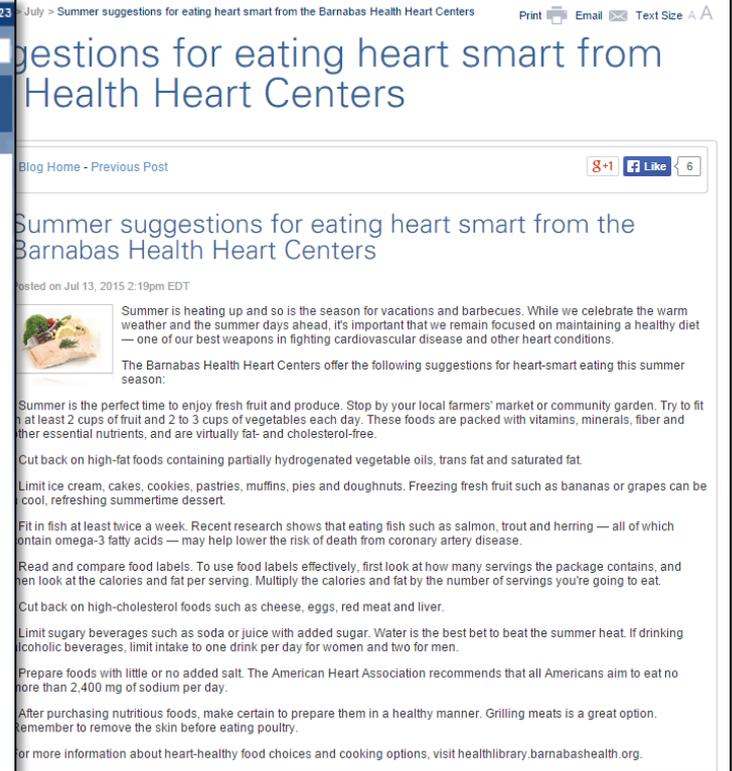
Cantaloupe Soup



Barnabas Health @barnabas_health · Mar 16
Risk factors and screening methods for [#colorectal](#) [#cancer](#)
ow.ly/Kol7H

Strategy – Create

Blog



Strategy – Create

“Life is better healthy” video series



Strategy – Create Leveraging Partnerships

 **New Jersey Marathon**
April 17 · 🌐

Running is a great way to get in shape, but it can also lead to injuries. Barnabas Health explains common injuries and how preventing them can keep you on track toward achieving your fitness goals.
<http://goo.gl/HGs23s>



 **New Jersey Marathon**
April 9 · 🌐

Did you know that water accounts for 60 percent of an adult's body weight and about 74 percent of a newborn's body weight, making it the largest single substance in the human body? Barnabas Health explains why we need water, as well as the causes, symptoms and dangers of dehydration.
<http://goo.gl/CA2kn8>



Why Your Body Needs Water

The Institute of Medicine (IOM) suggests that the average healthy woman drink about nine cups a day of liquids, and the average man about 13 cups a day.

BARNABASHEALTH.ORG

Strategy – Create

Doctor's Day

Over 500 comments

Up more than 10% YOY.

Tremendous feedback from patients and physicians.

IN RECOGNITION OF DOCTORS' DAY

To our more than 5,200 physicians:

Thank You

for helping to build a healthier New Jersey.

Barnabas Health
Life is better healthy.
facebook.com/barnabashealth

[Click Here To Thank Your Doctor](#)

Search for your doctor... [Search](#)

What people are saying:

To: Amer Syed MD
Thank you for being the most compassionate Dr.

Jessie Kozminski [Share](#) [View](#)

To: Julio E Caban MD
Thank you Dr. Caban. You are the epitome of what's physician should be.

Judy Carrey [Share](#) [View](#)

To: Rajneesh G Mehta MD
Thank you for your kindness and compassion. You go above and beyond the practice of medicine, you practice humanity. ♥

Angela Vest [Share](#) [View](#)

To: Debra R Tarantino MD

I cannot say how thankful I am I found you. You took me apart and put me back together again so I could live. Thank you. You may be my Dr but more importantly I consider you my friend. Thank you!

Donna Juliano

To: Thomas E Hackett DO

Thank you doctor. After my surgery I had a very short hospital stay. A very quick recovery time and very little pain and minimal scarring which has all but disappeared now. You were recommended to me as "the best " and I agree completely.

Marsha Weiler [Share](#) [View](#)

Strategy – Create

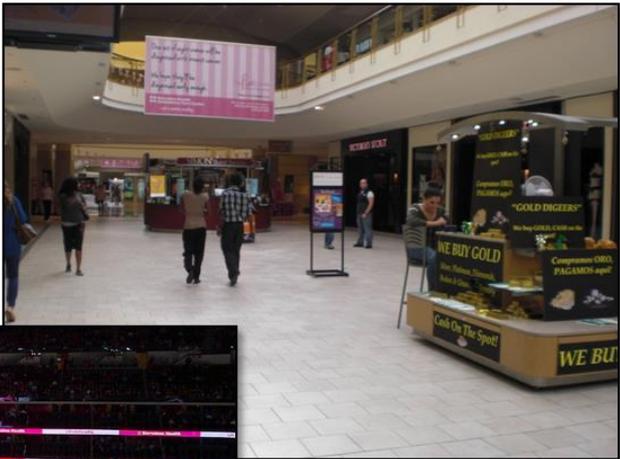
The Pink Crusade

The collage features several key pieces of content:

- Living Magazine Article:** Titled "A Crusade to End Breast Cancer," it discusses the impact of breast cancer and the role of early detection.
- Standing Up to Breast Cancer:** A flyer for an array of area events aimed at raising awareness, listing various community activities.
- A Clearer Picture of Breast Imaging:** An article explaining the benefits of mammograms as the best tool for early detection of breast cancer.
- Debunked Breast Cancer Myths:** A section addressing common misconceptions about breast cancer, such as the belief that it is always fatal or that it is caused by bras.
- Community Events:** Promotional materials for events like "The Fame Factor" and "The Sunday Prep," which include celebrity appearances and fundraising efforts.
- Local News Clippings:** Various articles from local newspapers highlighting community support and medical advancements.

Strategy – Create

The Pink Crusade



Strategy – Create

The Pink Crusade

 **Barnabas Health** @barnabas_health · Oct 8

Did you know exercise helps fight breast cancer? ow.ly/Cr8hf



Did you know?

Exercise helps fight breast cancer.

For more breast health information visit our health library at healthlibrary.barnabashealth.org



 **Barnabas Health**
October 1 at 11:25am · 🌐

Schedule Your Mammogram Today

One out of eight women will be diagnosed with breast cancer. Every two minutes, there is a new breast cancer diagnosis. The majority of women diagnosed with breast cancer have no family history.

At Barnabas Health, we treat more patients with breast cancer than anyone in New Jersey. We see it every day. We know what it can do to families.

The vast majority of breast cancer survivors are the ones who caught the cancer early.

And every single patient who caught it early did so through some kind of screening. A mammogram. Or breast self-exam.

Mammography is the primary imaging tool used to detect breast cancer that cannot be felt during regular breast examinations. Yearly mammograms are recommended starting at age 40 and continuing for as long as a woman is in good health.

That's why we're on a crusade. The Pink Crusade. We're doing everything we can to remind you, to convince you, to urge you to get your mammograms.

Early detection saves lives. Schedule your mammogram today. To schedule your mammogram, visit www.barnabashealth.org/thepinkcrusade



The Pink Crusade
Breast Cancer Awareness Month

Strategy – Create The Pink Crusade

65 Old Short Hills Road, West Orange, New Jersey 07092, PHONE: 1-888-724-7123

Barnabas Health

ABOUT US | GIVING | CAREERS | NEWS | BILLING

I want to Find | Our Locations | Our Services | Our Doctors | For Patients | For Visitors

Breast Cancer Awareness

The Pink Crusade - Breast Cancer Awareness

Call us (888) 724-7123

REQUEST A MAMMOGRAM APPOINTMENT

*First Name
*Last Name
*Date of Birth - Month / Day / Year
*Email
*Phone
*I have a prescription/order from my doctor
*Preferred day
*Preferred time
*Health Insurs
*Best time of
*Enter Security

Why Choose Us

One out of eight women will be diagnosed with breast cancer. Every two minutes, there is a new breast cancer diagnosis. The majority of women diagnosed with breast cancer have no family history. Barnabas Health is on a Pink Crusade to end breast cancer. Learn about self breast examination tips, information on breast imaging, the myths and facts of breast cancer, events and screenings around the area, and more.

Learn more about the Pink Crusade

What if I Have Questions About My Mammogram Appointment?
If you have questions or would prefer to schedule an appointment by phone, call your selected imaging Center (see below):

- The Breast Center at Barnabas Health Ambulatory Care Center, Livingston, 973.322.7800
- Barnabas Health Family Imaging and Breast Center at Bedminster, 908.470.3850
- Clara Maass Medical Center Radiology Department, Belleville, 973.450.2045
- Community Medical Center Radiology Department, Toms River, 732.557.8150
- Imaging Center at Whiting, 65 Lacey Road, Whiting, 732.719.9311
- Women's Imaging Center, 368 Lakehurst Road, Suite 102, Toms River, 732.557.8150
- Criste Kerr Women's Health Center at Jersey City Medical Center, Jersey City, 977.393.5374
- Breast Health Center at Newark Beth Israel Medical Center (Radiology Department), Newark, 973.500.2196
- Jacqueline M. Wientz Breast Center Locations
 - Morrmouth Medical Center, Long Branch 732.923.7700
 - 310 Route 34 South, Colts Neck 732.923.7700
 - 59 Kent Road, Howell 732.923.7700
 - 500 River Avenue, Suite 200, Lakewood 732.942.5925

The Pink Crusade
Breast Cancer Awareness Month

Community Medical Center
Barnabas Health

Dedicate your ribbon and join the crusade

Search...

Schedule Your Mammogram Today

1) Place your Ribbon 2) Write your Dedication 3) Spread the Word

DEBRA WOJCIK
In memory of my mom Agnes Parsons, & my sister, Susan Barrera

Drag and drop the ribbon onto the photo.

The Pink Crusade

Dedicate Your Ribbon Today
One in eight women will be diagnosed with breast cancer. That's why we're on a crusade.

FNGT.IT [Learn More](#)

Like - Comment - Share - 97 8 24

Strategy - Converse

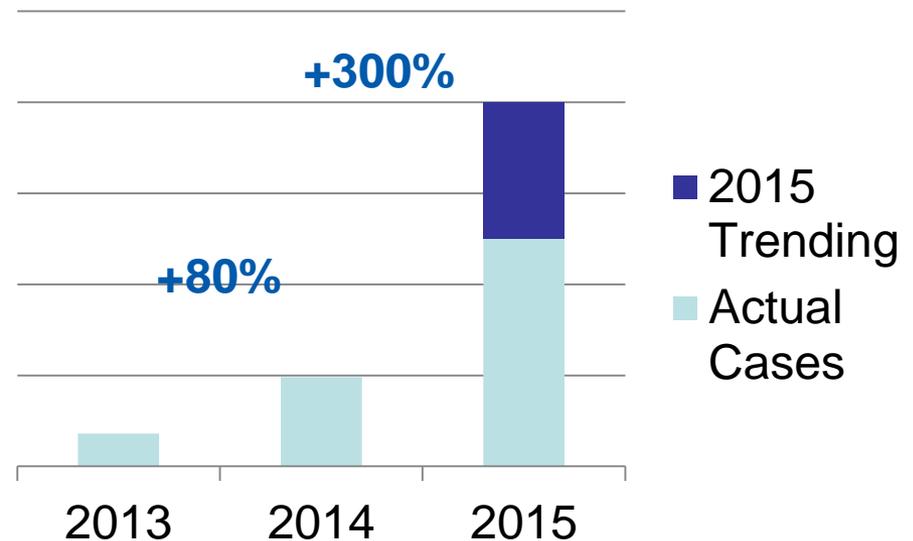
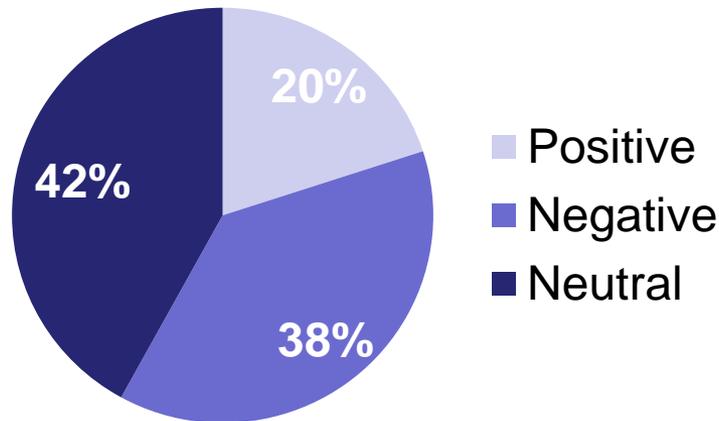
Negative reviews happen.

But maybe not as much as you'd think.

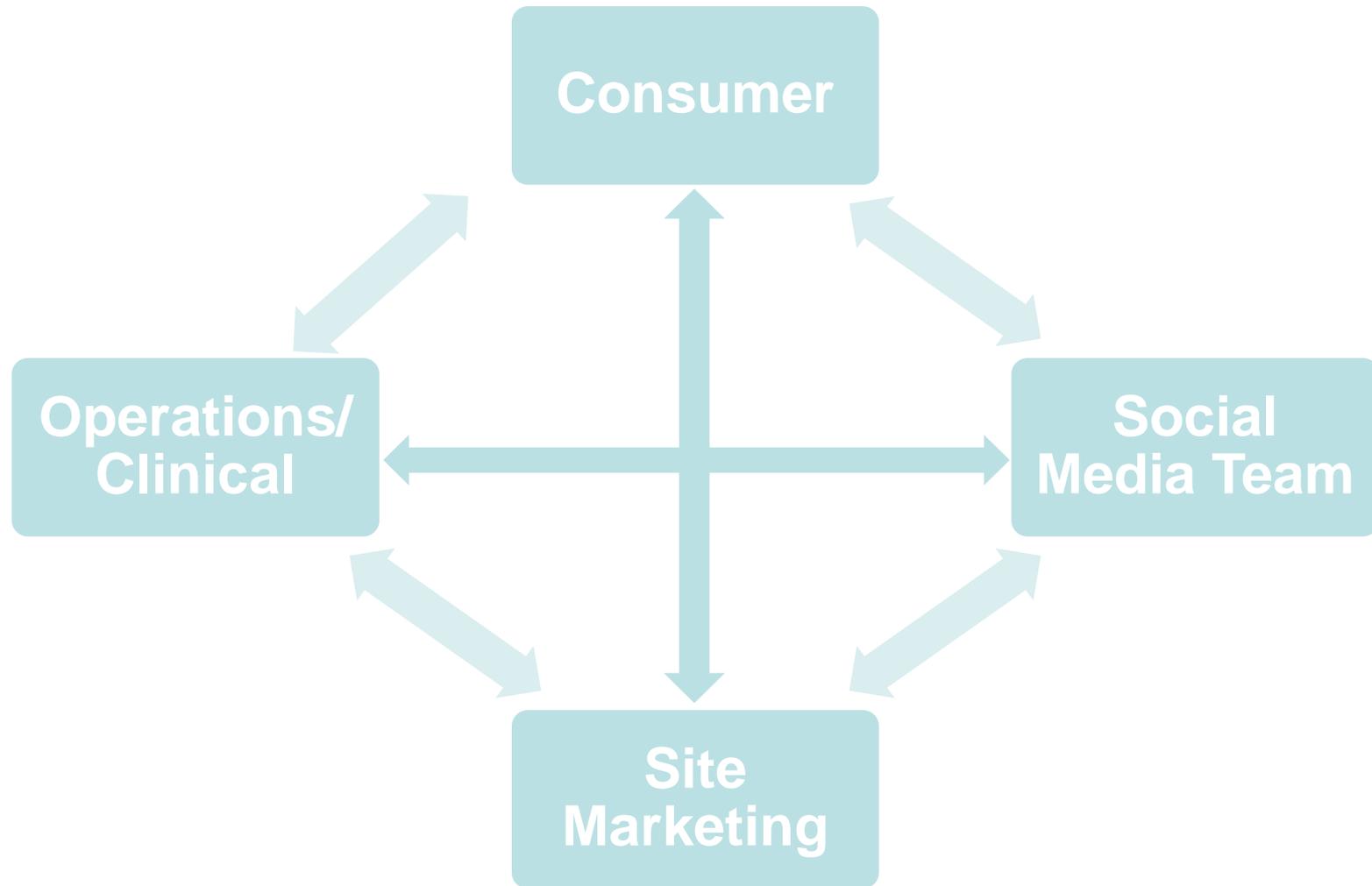
People are talking anyway.

Weigh in, make it right, and show that you're genuine and sincere.

Sentiment



Strategy - Converse



Strategy - Converse

What do patients expect when they reach out directly on social media?

Be responsive.

Be respectful.

Be empathetic, but not necessarily apologetic.

Follow-up appropriately.

...All While Maintaining Your Brand Voice.

Barnabas Health

What to do next?

Improvise and Adapt

Don't be afraid to try new things, but if you do, commit. Your patients will let you know if they like it or not.

Test. Test. Test. – Make decisions with data.

Goals may change, make adjustments to strategy and tactics, processes and resources as needed.

Summary

Social media takes time and resources.

Social media is not a means to an end.

Social media is adaptable and malleable.

Social media is social.

BROOKSSM

Rehabilitation



Digital and Social Media:

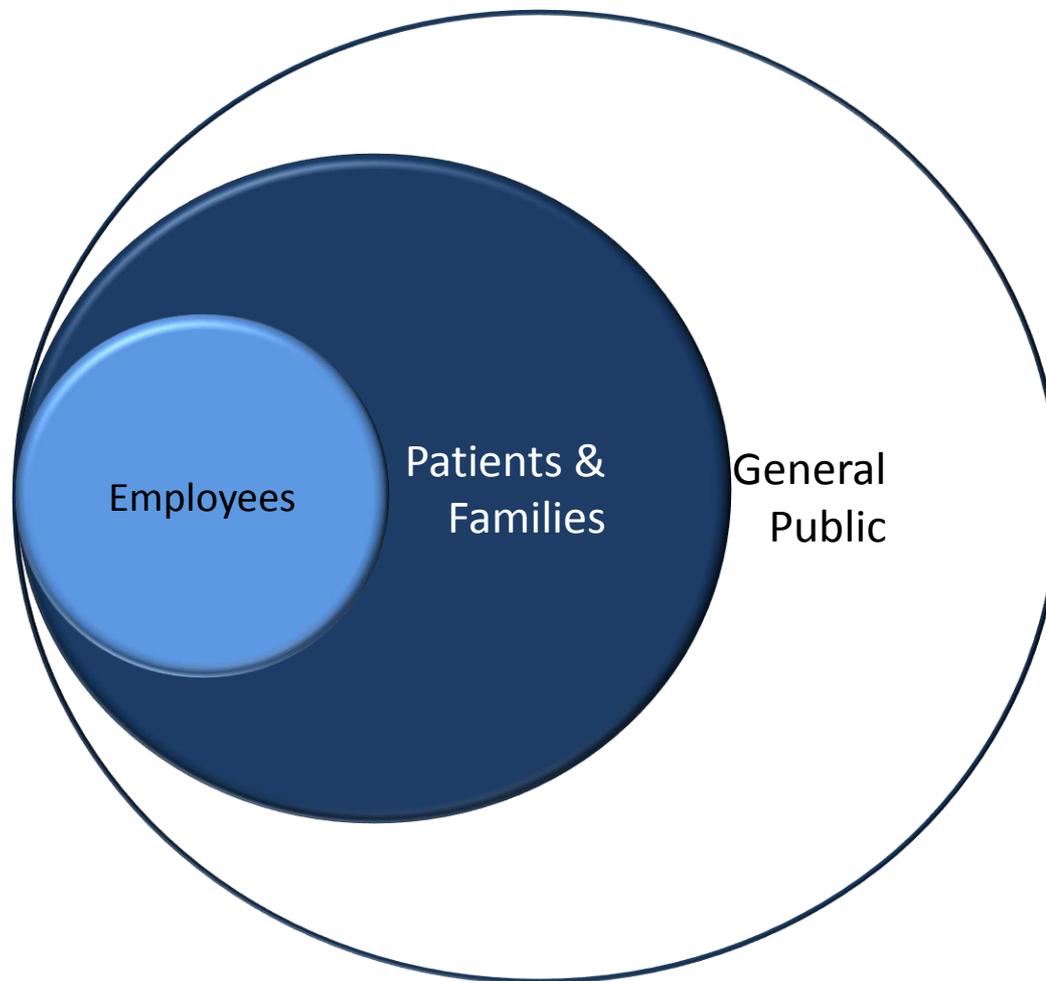
Employee Engagement the First Tier of
Influence

Brooks Rehabilitation

- System Includes:
 - Inpatient Hospital
 - Skilled Nursing /Short-term Rehab
 - Home Health Care
 - Physician Group Practice
 - Rehabilitation Research
 - Outpatient Therapy
 - Assisted Living & Memory Care
 - Community Programs
- Specialty Clinical Programs
 - Brain Injury
 - Spinal Cord Injury
 - Stroke
 - Orthopedics
 - Pediatrics
- Community Programs
 - Adaptive Sports
 - Healthy Living
 - Clubhouse
 - Neuro Recovery



Who do we want to reach with Social Media?



Who is Closest...

...to your brand?

...to your mission?

...to your values as an organization?

Employees



Patients and Families



Engage Your Base

- Engage your base to reach the community at large
 - The average FB user has 338 friends
 - By engaging your base you can earn exposure with their circles
 - Earn the opportunity to engage people who don't have as much connection to your brand

Content is King

- Maximizing amplification
 - Create good content
 - Relevant
 - Well written
 - Meaningful
 - Image Driven –
 - Stock photos vs. real photos
 - Video
 - Likes, comments, shares
 - Opens door to tier two
 - Boost successful posts to hit tier three



Build Good Content

Social Media



Patient Stories

Brooks Rehabilitation
January 14 at 3:00pm · 🌐

Brooks strives to have a life changing impact on our patients, but often times these patients end up impacting us.



Going Home is Bittersweet | Brooks Rehabilitation
Going Home is Bittersweet Jan 14, 2015 In April 2013 a patient named Garrett Putnam began his rehabilitation journey at Brooks in Jacksonville. He returned to his home town last month after spending a year and a half in our care. No one...
BROOKSHEALTH.ORG

3,458 people reached Boost Post

Like · Comment · Share · 👍 141 🗨 6 ➦ 17

Events/Activities

Brooks Rehabilitation
January 19 at 5:45pm · 🌐

Join us on January 31st at the Brooks Family YMCA. We will be hosting a fun, free, educational event for parents and children of all ages and abilities!



www.brookshealth.org
BROOKSHEALTH.ORG

7,284 people reached \$64.32 Left

Like · Comment · Share · 👍 148 🗨 1 ➦ 20

Staff Profiles

Brooks Rehabilitation
December 1, 2014 · Edited · 🌐

Brooks clinician Jodi Morgan recently received a special honor from the Jacksonville Area Speech Pathology Association. Jodi was awarded the organization's Personal Achievement Award for her role in the development of the Speech-Language Pathology Program at Jacksonville University. Congratulations Jodi!



1,736 people reached Boost Post

Messaging Focus

**Patient Stories &
Community Programs**

Staff Profiles

**Industry & Marketplace
Innovation**

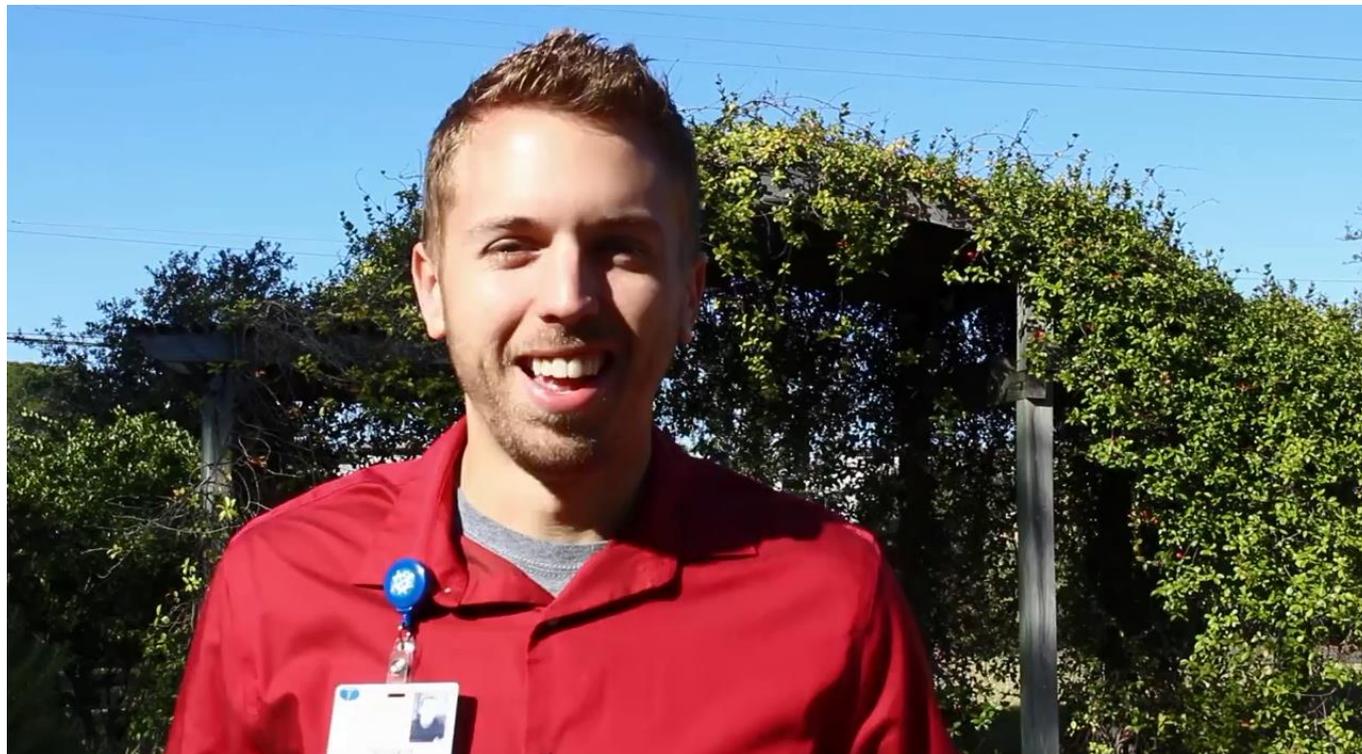
**Research & Academic
Activities**

Dr. Ngo



Organic Reach – 4,000

Thanksgiving



Organic Reach – 7,000

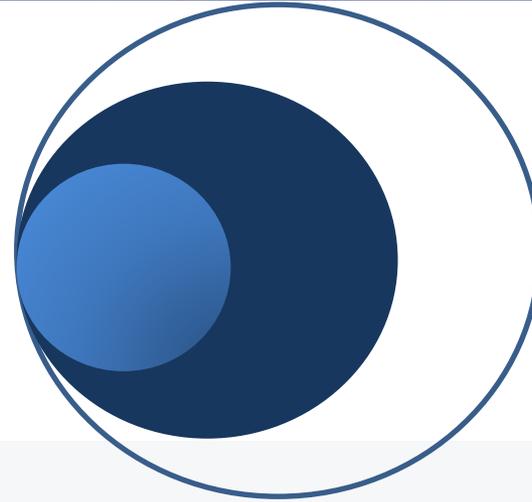
OT Month Campaign

**Organic
Reach
21,000**



Numbers

- Organic Impressions from FB – 693,204(6months)
- Paid amplification – 1,177,605



Total Page Likes as of Today: 15,970



Wrap Up

- Use Digital Media Platforms to build good will for your organization
- Establish your base, it begins with employees, patients, and families
- Engage your base through good content
- As your base engages with the posts the content gets amplified
- A good strategy is to boost successful content through paid ads



Q&A

Questions?

Thank you!

<http://hospitalsocialmedia.tumblr.com/>

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