

Advanced Social Media and Digital Marketing in Health Care
Live Virtual Conference

Teaching Social: Why Understanding Social Media's Usage and Impact is Important for Every Employee

Presented by:

Diane Lang

Senior Manager, Social Media

Nationwide Children's Hospital

#MayoSHSMD



Goals

- How to build a social media curriculum to fit the needs and usage of every employee
- How to get buy-in from the C-Suite
- How a social media curriculum can elevate your brand

Monday:

Comment made by staff member to patient family

Wednesday:

Dad's initial post is shared more than 10,000 times on Facebook

Friday:

Post goes viral



Tuesday:

Dad posts to Facebook about the comment



Thursday:

Story is picked up by media in Virginia and, internationally, in Ireland



Saturday:

Post shared or viewed more than **600K** times

"Dad BLASTS Hospital for Rude Behavior"

Education Goals

- Create advocates
- Reintroduce Policy
- Encourage awareness
- Protect patients and staff



NATIONWIDE CHILDREN'S
When your child needs a hospital, everything matters.



Getting Approval



Image credit Brad Feinknopf

Our Social Landscape

- At the time, nearly 400,000 fans/followers
- Podcasts with worldwide audiences
- Blogs with more than 320 authors
- Patient and staff stories



"I have had to use this hospital for all three of my kids and I know how much care and dedication the staff has for wanting children to get better. Any job I've had – it's always been about helping someone else. That's what we are supposed to do in life. Being here puts your whole life into perspective – really makes you step back for a minute and reflect. It's all about the kids here."

Karen, Unit Coordinator, Pediatric Intensive Care Unit

Engaged Staff and Teams

Doctors on Twitter

[Dr. Elizabeth Allen - Pulmonary Medicine Physician](#)

[Dr. John Barnard - President, The Research Institute at Nationwide Children's Hospital](#)

[Dr. Elise Berlan - Adolescent Medicine Physician, Director, BC4Teens](#)

[Dr. Nicole Caldwell - Pediatrician, Ambulatory Pediatrics](#)

[Dr. Casey Cottrill - Physician, Adolescent Medicine](#)

[Dr. Sarah Denny - Pediatric Emergency Medicine](#)

[Dr. Emily Decker - Pediatrician & Medical Director Cap4Kids](#)

[Dr. Carlo DiLorenzo - Chief, Gastroenterology, Hepatology & Nutrition](#)

[Dr. Kevin Flanigan - Principal Investigator, Center for Gene Therapy, Pediatric Neurologist](#)

[Dr. Jonathan Gisser - Pediatric Gastroenterologist](#)

[Dr. Jonathan Groner - Medical Director, Trauma](#)

[Dr. Venkata R. Javanthi - Chief, Pediatric Urology](#)

[Dr. Benjamin Kopp - Section of Pediatric Pulmonology](#)

[Dr. Marc Levitt - Surgical Director, Center for Colorectal and Pelvic Reconstruction](#)

[Dr. Bill Long - Community Physician](#)

[Dr. Steven Matson - Chief, Adolescent Medicine](#)

[Dr. Lara McKenzie - Principal Investigator, Center for Injury Research and Policy](#)

[Dr. Marc Michalsky - Surgical Director, Center for Healthy Weight and Nutrition](#)

[Dr. Ben Nwomeh - Surgical Director, Inflammatory Bowel Disease](#)

[Dr. Anup Patel - Pediatric Epileptologist](#)

[Dr. Amber Patterson - Pediatric Allergy/ Asthma Specialist](#)

[Dr. Gary A. Smith - Director, Center for Injury Research and Policy](#)

[Dr. Dave Stukus - Pediatric Allergy/Asthma Specialist](#)

[Dr. Jonathan Thacker - Physician](#)

[Dr. Amy Valasek - Sports Medicine Physician](#)

[Dr. Wendy Anderson Willis - Pediatrician, Ambulatory Pediatrics](#)

[Dr. Des Yacob - Pediatric Gastroenterologist](#)

Service Lines on FB

[22Q Center at Nationwide Children's Hospital](#)

[Adult Congenital Heart Disease at Nationwide Children's Hospital](#)

[Center for Family Safety and Healing](#)

[Central Ohio Poison Center](#)

[Children's Champions](#)

[Cleft Lip and Palate Center at Nationwide Children's Hospital](#)

[Epilepsy Center at Nationwide Children's Hospital](#)

[Sports Medicine at Nationwide Children's Hospital](#)

[Kevin Flanigan Lab at The Research Institute at Nationwide Children's Hospital](#)

[Brian Kaspar Lab at The Research Institute at Nationwide Children's Hospital](#)

[Louise Rodino-Klapac Lab at The Research Institute at Nationwide Children's Hospital](#)

[Fostering Connections](#) (Private Facebook Group)

[The Center for Colorectal and Pelvic Reconstruction at Nationwide Children's Hospital](#) (Private Facebook Group)

Service Lines on Twitter

[Nationwide Children's Hospital Careers](#)

[Nationwide Children's Hospital for Docs](#)

[Nationwide Children's Hospital Sports Medicine](#)

[Nationwide Children's Hospital Education Department](#)

[Nationwide Children's Hospital Urology Department](#)

[Nationwide Children's Hospital Surgery](#)

[PediAcast](#)

[Center for Family Safety and Healing](#)

Social Media and Consumers

Choice

Social Media and Consumers

Choice

- 41% of people said social media would affect their choice of a specific doctor, hospital, or medical facility. (source: Demi & Cooper Advertising and DC Interactive Group)
- Nationally, 72% of people look online for healthcare information (source: Pew Research Center). Locally, 84%. (NCH Consumer Survey)

Social Media and Consumers

Trust

Social Media and Consumers

Trust

- 60% of social media users are the most likely to trust social media posts and activity by doctors over any other group. (source:

Infographics Archive)

Structure, Strategy and Support

Reputation Management

- Triage, respond and elevate consumer questions and provide feedback to service lines
- Audit channels for success, future improvement, branding and structure
- Have an established account approval process
- New vendor secured to create procedural governance



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Opportunity Assessment

- Assess rewards and risks associated with content and partnerships prior to sharing in the social space
- Assess opportunities and risks with use of new social platforms

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Support

- Service line social marketing strategy development, execution and performance tracking

The Seven Tiers

C-Suite

Physicians

Fellows

Residents

Leaders

Staff

New Hires



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When your child needs a hospital, everything matters.

Education Goals

- Create advocates



Education Options



PediaCast
with Dr Mike



Intranet



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Be an Advocate



DO be yourself! Speak on your own behalf and reflect the Nationwide Children's Hospital culture.



DO stay tuned to the hospital's social channels. If we post it, it's okay for you to post too.



DO share hospital services and offerings.

The CEO – Dr. Steve Allen



THE STEVE ALLEN SHOW

7:00 P. M.

For the first time, **IN COLOR!**

*Guests will be Anthony Perkins,
Joanne Dru, Johnny Puleo and
his Harmonica Rascals,
Xavier Cugat and Abbe Lane.*

WCKT 7



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The C-Suite



“Away from work I love to ski, golf, bike and create home cooked meals. Reading has always been deeply meaningful to me and ranges from medical journals to contemporary literature and American history.” – Dr. Steve Allen

Leaders



Thought Leadership and Sharing



Changes to Medicaid: The Health of 30 Million Children At Risk

Steve Allen on LinkedIn

March 9, 2017

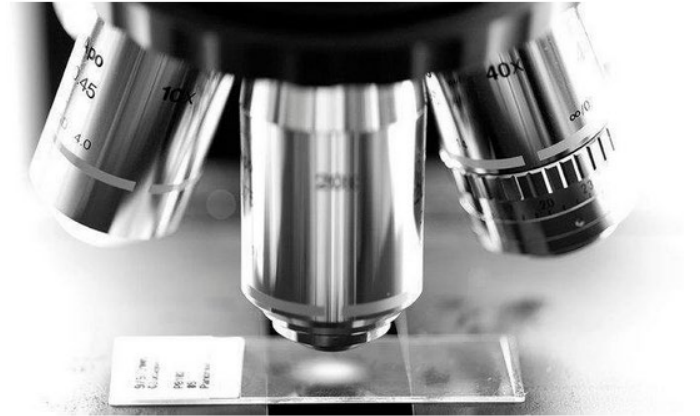
 **1,836 views** of your article



Steve Allen


Chief Executive Officer at Nationwide Children's Hospital
1 mo

Attracting talented faculty and improving patient outcomes is possible when we cultivate an environment that supports innovation. <https://lnkd.in/gHzZM3E>



50 Likes · 1 Comment

 Like  Comment  Share

 **2,767 views** of your post in the feed



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Physicians, Fellows and Residents

- Faculty development lunch and learns
- CME module
- 1:1
- Resident orientation



Physicians, Fellows and Residents

- Promotion of papers, blog posts and research
- Twitter chats and Facebook Live
- Build rapport
- Discuss professional developments
- 57.5% of physicians perceived social media to be beneficial, engaging, and a good way to get current, high-quality information (Source: Journal of Medical Internet Research)

Doctors on Twitter



TWEETS 6,234 FOLLOWING 1,049 FOLLOWERS 2,104 LIKES 1,031 LISTS 42

Following

Dr Mike of PediaCast

@pediacast · FOLLOWS YOU

10 years of podcasts for parents and providers! Join us for the latest pediatric news, listener questions and expert interviews. No pod-fading here!

📍 Nationwide Children's Hospital

🌐 pediacast.org

📅 Joined February 2011

🐦 Tweet to

✉ Message

Tweets Tweets & replies Media



Dr Mike of PediaCast @pediacast · 3h

Do you speak plain language?
#HealthLiteracy on our #digitalhealth
#podcast



The Athlete's Foot & Health Literacy - PediaCast ...
SHOW NOTES DESCRIPTION October is Health Literacy Month! What exactly is health literacy and why is it important? Dr Mary Ann Abrams and Dr Alex Rakowsky...

Who to follow · Refresh · View all



oneSAHD @oneSAHD

Follow



The Brown Gothamite @Br...

Follow



OSU Wexner Med Ctr @O...

Follow

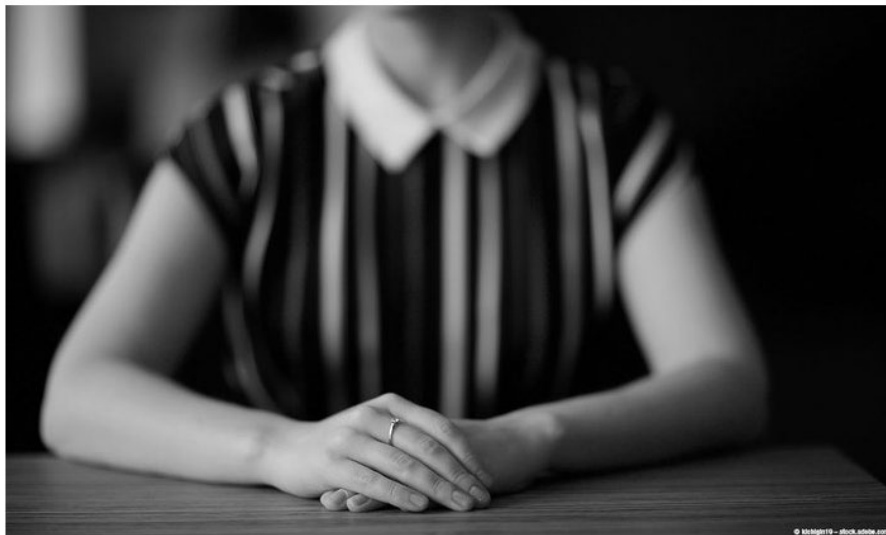
Find friends

Building a Twitter Profile

- Picture
- Name
- Professional affiliations
- Location
- Interests
- Links to other sites



Repurposing and Promotion of Content



13 Reasons Why: Should Parents Be Concerned About This Netflix Series?

Author: [John Ackerman, PhD](#)

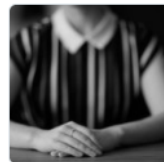
16 COMMENTS

PUBLISHED APRIL 13, 2017 IN: [BEHAVIORAL HEALTH, KIDS & TEENS, PARENTING](#)



Jedi Counsel @Jedi_Counsel · Apr 19

13 Reasons Why: Should Parents Be Concerned About This Series?
700childrens.nationwidechildrens.org/13-reasons-par... (informative, thoughtful piece by [@JohnAckerman78](#))



13 Reasons Why: Should Parents Be Concerned A...

Despite being touted by some as a life-saving work, 13RW could do more harm than good by disregarding best practices in media portrayals of suicide.

700childrens.nationwidechildrens.org

1 1 4



Julie Cerel @juliecerel · Apr 13

Great piece by [@JohnAckerman78](#) on what we've all been trying to say about 13 reasons [#spsm](#)

Dese'Rae L. Stage @deseraestage

Dr. [@JohnAckerman78](#)'s eye-opening post on why 13 Reasons Why is problematic: 700childrens.nationwidechildrens.org/13-reasons-par... [#suicide](#) [#13reasonswhy](#)

6 6



NationwideChildren's @NCHforDocs · Apr 13

From [@JohnAckerman78](#), the young adult drama "13 Reasons Why" could be dangerous to those vulnerable to suicide spr.ly/60138dG4D [#13rw](#)

1 1

Dr. Sean Gallagher and 1 other liked



Dese'Rae L. Stage @deseraestage · Apr 13

Dr. [@JohnAckerman78](#)'s eye-opening post on why 13 Reasons Why is problematic: 700childrens.nationwidechildrens.org/13-reasons-par... [#suicide](#) [#13reasonswhy](#)

1 9 13

Education Goals

- Create advocates
- Reintroduce policy



Staff and New Hires

- Manager education module
- Departmental meetings
- New employee orientation

Be Professional



DO write to share and educate.



DO highlight award-winning doctors and staff by sharing interesting articles and research.



DO remember that your actions may reflect on the hospital's reputation.



DON'T speak on behalf of NCH or use your job title to promote products, causes or candidates.

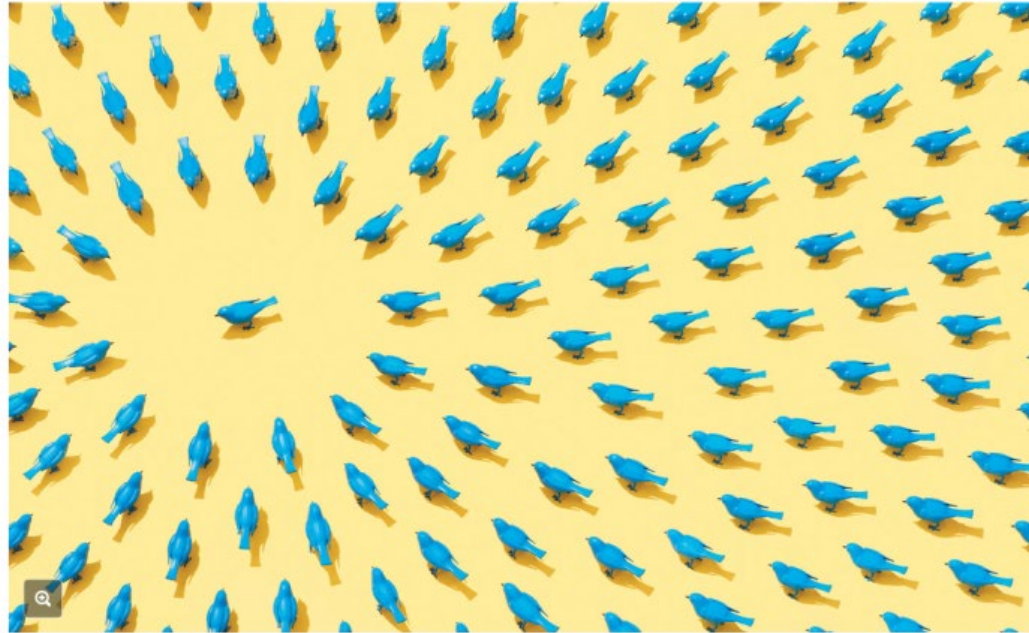
The Bad Side of Social Media

MAGAZINE

1356 COMMENTS

How One Stupid Tweet Blew Up Justine Sacco's Life

By JON RONSON FEB. 12, 2015



Education Goals

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- Reintroduce policy
- Encourage awareness



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Be Aware



DO be mindful of what you say and do, both online and off.



DO recognize that everyone with a smart phone can reach the world in an instant.



DON'T treat privacy settings as protection. Anything you say or post could become public.



DON'T post offensive, sexual or obscene content that could be perceived as profane or vulgar.

Education Goals

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Be Compliant



DON'T friend your patients or their parents. An exception to this is if you had a previous relationship with the parent before their child became a patient.



DO protect patient information and identity. Proper, signed HIPAA consent is always necessary, even when talking about patients in general terms.



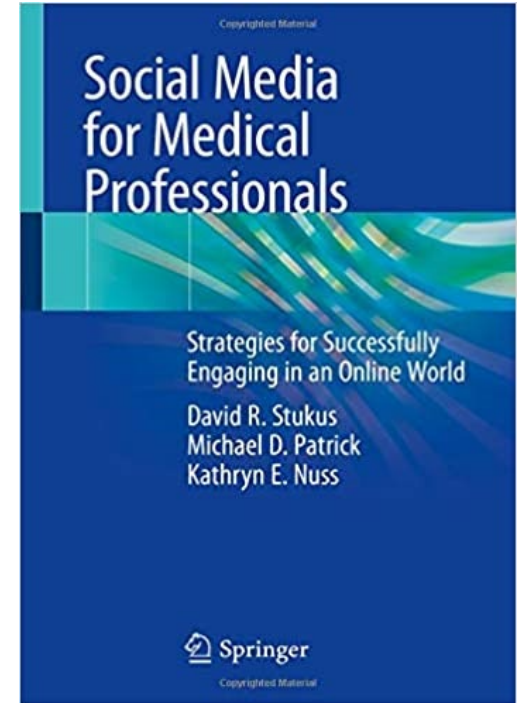
DON'T provide medical advice. If someone asks a medical question, tell them to consult their child's doctor or direct them to an online NCH resource to learn more.

Organizational Competency

- Complaint protocol
- Social Media Committee
- Brand/Marketing Leadership Academy Workshop
- Suicide threat action plan
- Crisis Communications

SUCCESS!

- Recorded a 12-part podcast series for CME credit on Healthcare Social
- Social Media Conference
- Authored textbook on Healthcare Social Media
- Over 11,200 staff trained
 - New hire orientation
 - Group presentations
 - Community advocacy organizations
 - 1:1



Thank You!



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