

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

Showcasing the Patient Experience through Social Media Content

Presented by: Sarah Scroggins & Caitlin Ruiz

#MayoSHSMD

Introductions



Sarah Scroggins
Director, Social Media
🐦 @SarahAScroggins



Caitlin Ruiz
Manager, Social Media
🐦 @MrsCaitRuiz

FUN FACT: Sarah and Caitlin saw each other IRL at a live TV show taping where Caitlin worked... met on Twitter... chatted over LinkedIn... and Caitlin was hired a month later! NOW that's social networking.



One of the 10th largest not-for-profit health systems in the U.S.



70,000 team members & 10,000 Volunteers



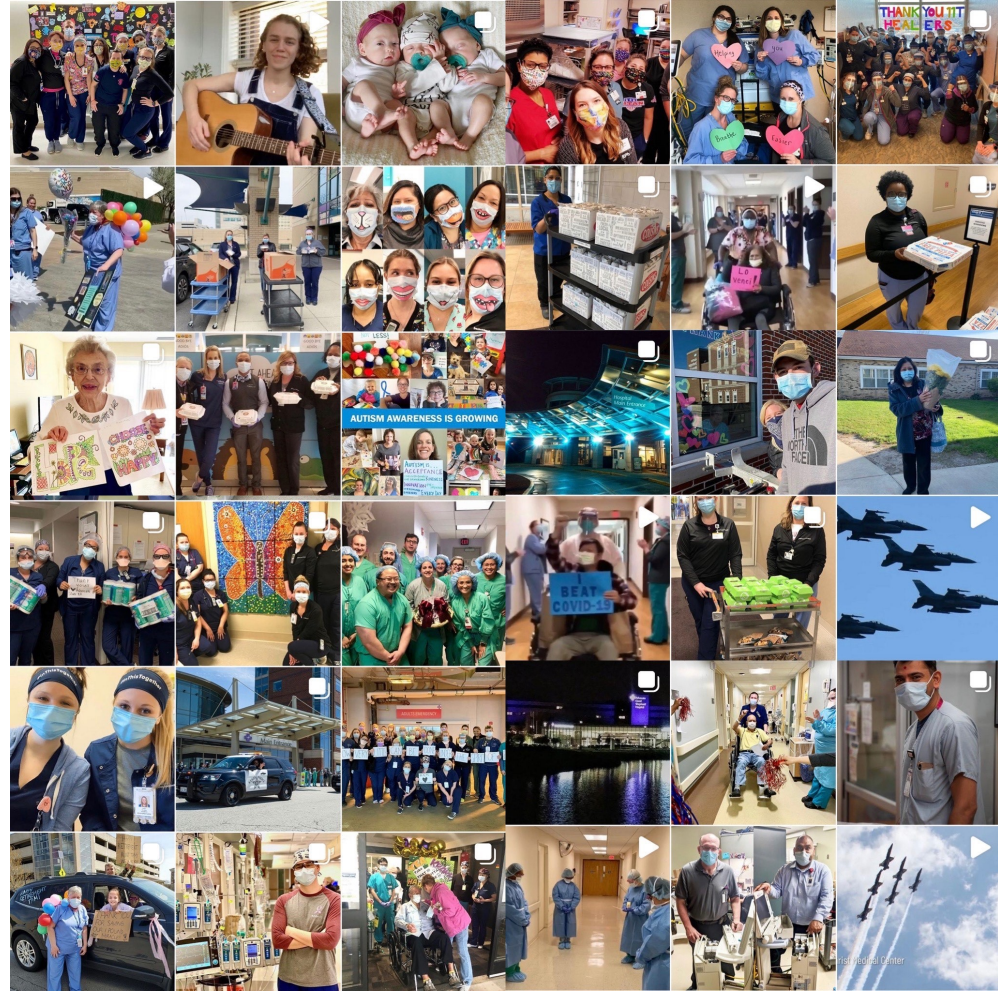
8,300 physicians



500+ locations & 28 hospitals

What we'll cover

- Creating an engaging content strategy with UGC and the patient experience at the core
- Tips to avoid risk and how to capture patient consent
- Utilizing UGC to tell a bigger story outside of social media (earned media, video, etc.)



Poll

Who else gets excited when a brand engages with you or reposts your photo?

Me!

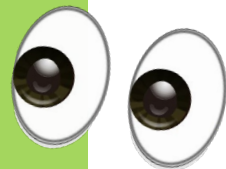
Not so much...

How do you compete with viral cat videos?



How do you inspire people to take action with all the clutter and ads in newsfeeds?

How do you engage an audience with short attention spans?



“The average person scrolls through 300 feet of mobile content every day. That's equivalent to the size of the Statue of Liberty.”

- Andrew Keller, Global Creative Director, Facebook



Be Real.

Be Authentic.

Be Personal.

Be Thumb-Stopping

Poll

Is your organization using UGC as part of their content strategy?

Yes

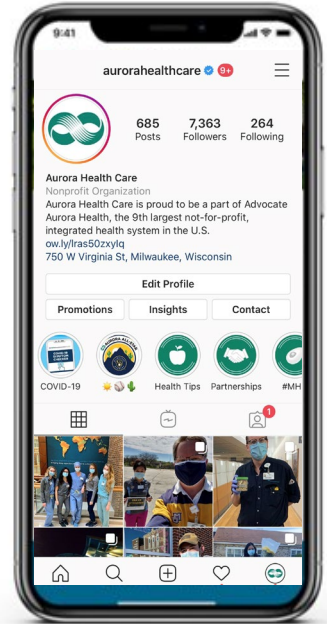
No

Our Strategy

- Tell **real stories**, unedited and unfiltered
- Create and share content that **fits the platform**
- Use content that already exists and **tells your best story**
- Strategically **align** with system priorities and growth areas to highlight particular service lines/services, technology/innovation, team member engagement, etc.
- Post **often** on your channels (and don't forget Instagram Story!)
- Actively source and **ask** for the content

How we got started

- Created guidelines for our channels
 - Ex: If it's Instagram, we do not post stock images, graphics or filtered images.
- Identified risks and how we get patient consent forms
 - Set up process on how we get consent from social media images - working on online consent form
- Set up daily check-ins to find UGC
 - Utilizing Instagram check-ins as our first source of this content
 - Facebook tags, private messages, comments in posts, etc.



Poll

Does your organization have an online consent form?

Yes

No

Risks/Things to Remember

- Review profiles to ensure nothing glaring stands out on the patient's story you are re-sharing
- Kids in the photos? Make sure you have consent from the guardian/parent
- Medical ID bands or other identifying info in background? Be sure to blur out or crop
- Team members in photos? Make sure they are comfortable
- In depth patient experience and medical information from a patient? Ensure the information is factual from care team.



Impacting Patient Experience

- Our stories and posts always showcase the patient experience in some way
 - A baby born at our hospital
 - A patient recovering from a surgery
 - A patient thanking the nurse for saving their life
 - A group of team members celebrating a milestone
 - A cancer survivor ringing the bell for their last chemo treatment
- We know patients don't share their experiences unless they were phenomenal or the worst experience ever



**Let's get to the
content...**

Patient Testimonials



Patient Testimonials Cont.



Creating Magical Moments

Setting the stage for great content through events and activations with our partners (both internally and externally) to provide once-in-a-lifetime experiences for our patients and their families.



Creating Magical Moments



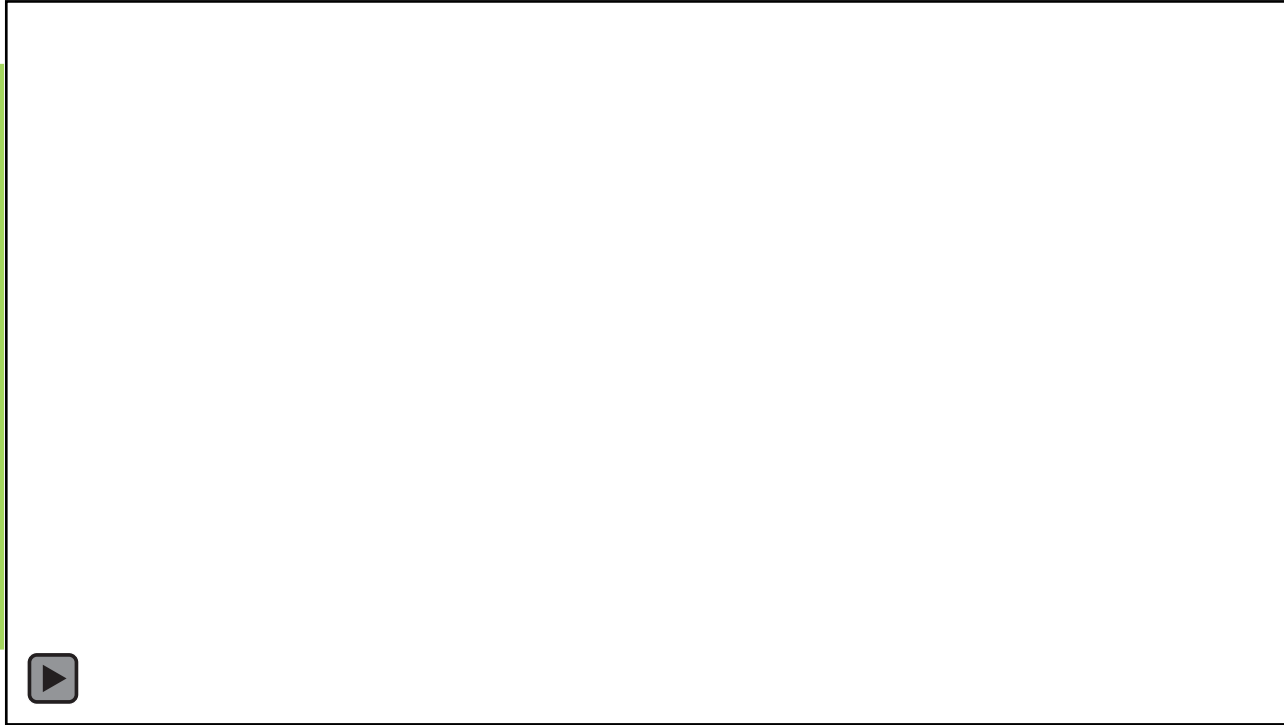
Congratulations on the new addition to your team!

During the month of March, all babies born at an Advocate hospital will receive a special Baby Bull welcome gift courtesy of Advocate Children's Hospital and the Chicago Bulls.

Share a photo of your Baby Bull wearing this onesie and tag [@AdvocateKids](#) and [@ChicagoBulls](#) on Twitter and/or Instagram for a chance to be featured as a "Baby Bull of the Game" this month!



"All the NICU Babies"



UGC during COVID-19



The Impact

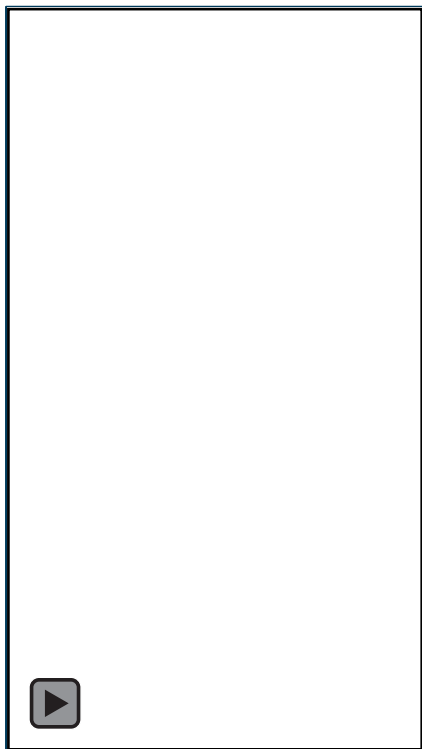
185% increase in engagement on our content during COVID-19

3x more engagement on our UGC content than other posts

Extending the Story

- We always ensure our stories live on outside of social media
 - Share within our internal newsletter
 - Pitch to the media
 - Do we tell a bigger story?
 - Write a health enews article
 - Turn their story into a video
- Recognition: Share the positive story with our patient experience team to raise up to leadership and the team members who were impacted

Chemo Celebration



kvill86 LAST DAY OF CHEMO!!!!!!

I don't even know what to say... I'm so grateful for everything I've been through (what doesn't kill you makes you stronger) and for everyone in my life, especially the staff at Advocate. This is such a wonderful surprise from them and I can't thank them enough for their friendship and their care - they've made this journey less scary and gave me a lot of strength.

I look forward to getting the news that I am officially cancer free when I take my last scan at the end of this month. In the meantime, I am definitely going to celebrate finishing the end of my chemotherapy journey!!!!!! 🎉🎊❤️

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The end of a long journey with chemotherapy

By: Meghan Murray



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Cancer can affect anyone, regardless of age and how healthy they are. Karen Hughes, a young and active woman experienced firsthand how cancer can strike out of nowhere.

"My journey with cancer started when I returned from a trip to Kenya with my best friend, Saarah, on June 11, 2019," Hughes says. "An hour after landing, I noticed a big bump on my collarbone, had severe hot flashes, and my face and neck started to swell and go numb. We thought it was some sort of allergic reaction, so I took Benadryl and didn't think anything else of it."

But after days of denial, light-headedness, difficulty breathing, excruciating pain, frustrating trips to multiple doctors, and finally a trip to the [emergency room](#), Hughes received the life-changing diagnosis.

"After X-rays, CT scans, ultrasounds of my neck and chest, and more bloodwork," she says, "I found out I had multiple tumors, including a tumor in my chest that was so large it had pushed both of my lungs to my sides, 100% blocked my left brachiocephalic vein, 80% blocked my superior vena cava, and two out of the three tumors in my neck had wrapped around and were pressing against another main artery."

Wrap-Up

- Where does our social strategy take us post-COVID-19?
- How will our UGC strategy be affected?

Patient experience will be more important than ever.

Poll

Would you like to implement a UGC strategy?

Yes, we already have a UGC strategy

Yes, it's in the strategy for this year

Not quite there yet

Not in the plans

QUESTIONS?

THANK YOU