Advanced Social Media and Digital Marketing in Health Care

Live Virtual Conference

At Times It's Too Hard to Bear
Supporting Patients with Facebook Groups

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AHA Events

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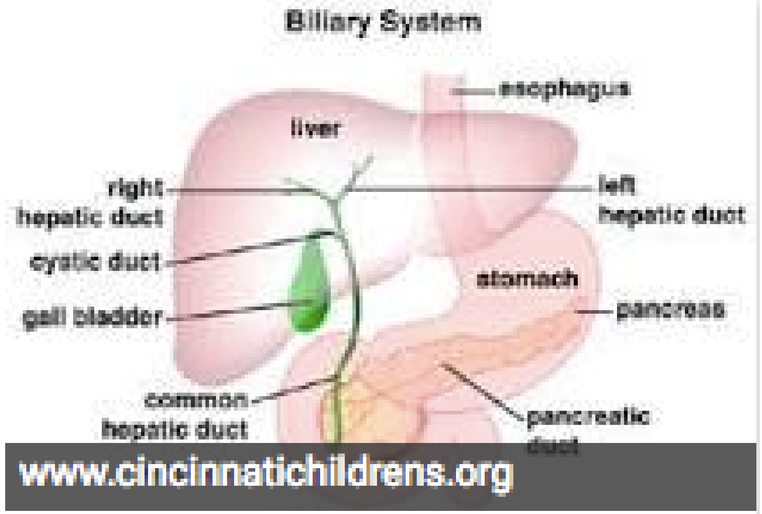
MAYO CLINIC

Biliary atresia, also known as extrahepatic ductopenia and progressive obliterative cholangiopathy, is a childhood disease of the liver in which one or more bile ducts are abnormally narrow, blocked, or absent. It can be congenital or acquired.

Biliary atresia - Wikipedia
https://en.wikipedia.org/wiki/Biliary_atresia



About 1 in every 20,000 births

“I do not have any family support - physical or emotional. At times the isolation and the depression are too much to bear alone. It is receiving support from this group that is my life line.”

-Support Group Member

For the next 10 minutes:

Pros and cons of Facebook
Start and grow your community
Generate ROI

Let’s start with a poll

- Have you considered starting an online patient community of some kind?
- Do you currently manage an online patient community?

Pros and Cons of Facebook

Strengths

- (Almost) everyone is there
- The platform is familiar
- Simple to set up
- No software costs

Limitations

- Trust and privacy concerns
- Anything can change at any time
- Weak metrics and community management tools

How to Start and Grow a Successful Facebook Group

There is a very big difference between a Facebook page and a Facebook group

Research

Choose the right community manager

Don’t be a know-it-all

Be a party host

Empathize first - then educate

Ask meaningful questions to continue the conversation

Share the duties

Protect your community when things get out of hand

Download the eBook

Start small

Focus on activity, not numbers

Remember:
Disclosure and empathy are the glue that hold a community together

ROI

Establish trust
Then educate
Don’t sell

Call to Action:

Be an advocate for patient support groups

Resources

- FeverBee
- CMX
- Hive Strategies