

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

Utilization of Content, Modality and Platform in Health Care Social Media

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#MayoSHSMD



Overview

- Content
- Modality
- Social Media Platform

Content

- Key into your community



- Speaking to a broad audience



- Word choice



- Positive messaging



“Please join us in congratulating...”



The Medical Center of Aurora (Aurora, CO)

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COVID-19 has had a huge impact. We want to bring you some positivity during this pandemic, and highlight a patient who beat the odds, survived and is going home to his family today. Please join us in sending positive thoughts and messages to all people and families who have been impacted by COVID-19, and for our incredible nurses, doctors, colleagues and all first responders helping make a difference. We are proud to serve our community at TMCA!



Get More Likes, Comments and Shares

When you boost this post, you'll show it to more people.

218,574

People Reached

78,365

Engagements

[Boost Post](#)

2.5K

147 Comments 1,193 Shares

Like

Comment

Share



Analytics



Modality

Modality

- Blog Post
 - Human interest content
 - Easy to interact with
 - Applies to many

Modality

- Video
 - Casual
 - Expertly produced

Modality

- Casual Video
 - Breaks down barriers
 - Stories
 - Vertical camera orientation. All other videos horizontal

Modality

- Expertly produced
 - Photos
 - Transitions
 - Voice-over
 - B-roll



Modality

- Motion Graphic
 - Statistics
 - Numbers
 - Strong Messaging



Making a Motion Graphic



Screen Record

Click through at the speed you want

NOTE: You will need to edit out the beginning and end of your recording

Modality

- Static Photo Posts
 - Awards
 - Colleague features
 - Community partner shout-outs

FRONTLINE HERO *Spotlight*



The Medical Center of Aurora
Spalding Rehabilitation Hospital
Behavioral Health & Wellness Center
Centennial Medical Plaza
Saddle Rock ER

Social Media Platform

- Facebook



Facebook is by far the most popular social media platform, and is the third most visited website after Google and Youtube (Cooper, P, 2020)

Social Media Platform

- Facebook
 - Diverse, large audience
 - Story feature
 - Event promotion



Social Media Platform

- Instagram
 - Video
 - Photos
 - Motion graphics



Social Media Platform

- Twitter
 - Content heavy
 - @ Tweeting
 - Repurposed Facebook content



Social Media Platform

- LinkedIn
 - Professionals
 - Awards



Thank you!

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Resources

- Cooper, Paige. (2020). 140+ Social Media Statistics that Matter to Marketers in 2020. Retrieved from <https://blog.hootsuite.com/social-media-statistics-for-social-media-managers/>