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



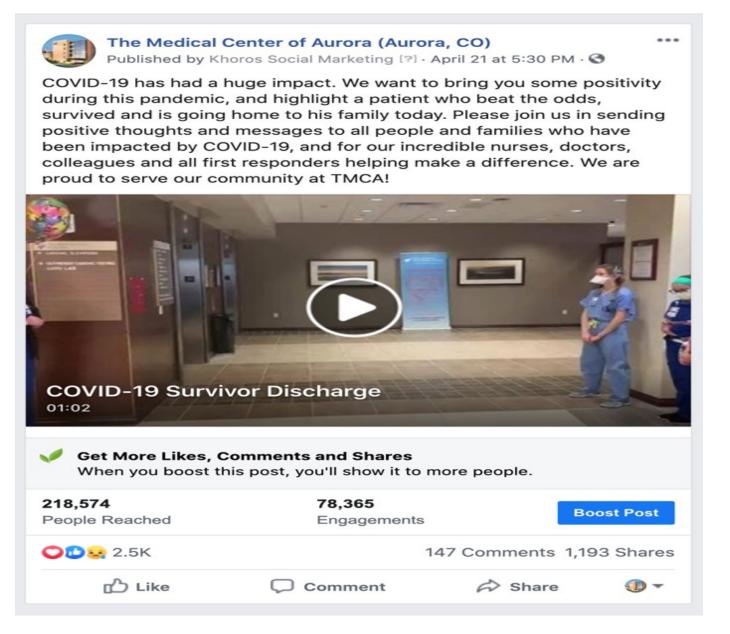




"Please join us in congratulating..."











Analytics















- Blog Post
 - Human interest content

- Easy to interact with
- Applies to many





Video

Casual

Expertly produced





Casual Video

Breaks down barriers

Stories

Vertical camera orientation. All other videos horizontal





Expertly produced

OPhotos

Transitions

Voice-over

oB-roll











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



Static Photo Posts

Awards

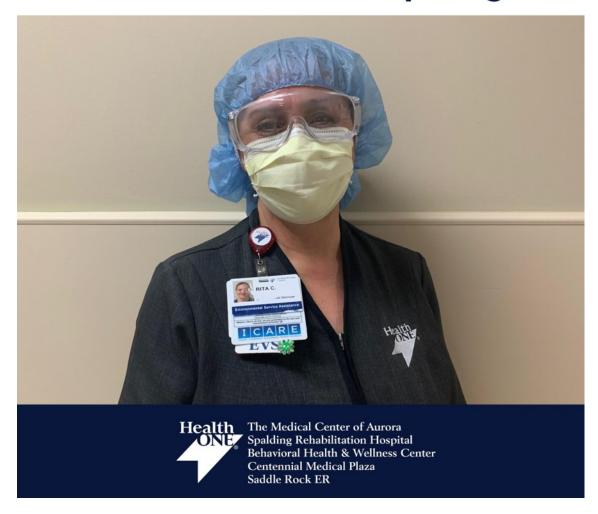
Colleague features

Community partner shout-outs





FRONTLINE HERSpotlight







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)



Facebook

- Diverse, large audience
- Story feature
- Event promotion







Instagram

OVideo

OPhotos

Motion graphics







Twitter

Content heavy

Omega Tweeting

Repurposed Facebook content







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/

