

# Health Care Social Media: 2022 Trends & Strategies

SHSMD Certificate Series | August 8 - 19, 2022 | 24/7 Access

## Module 1: Influencer Marketing

### **Webinar 1: *The Power of Influencer Marketing in Health Care***

Tuesday, August 9, 12pm-1:15pm Central

*Presenters: Craig Fairfield, Managing Director, Wax Custom Communications, Amanda Herriman, Marketing Manager/Strategist, Wax Custom Communications and Suzanne Tamargo, Director, Communications and Marketing, Community Care Plan*

How is your company supposed to break through all the online noise and make an impact? Find out how you can leverage the power of influencer marketing during this talk about our award-winning “Abuela Says” campaign.

Learning Objectives:

- Learn how to maximize your ROI in influencer marketing.
- Explore strategies for building effective relationships with influencers.
- See how culture, upbringing and other external factors play a role in how audiences perceive your messaging.
- Identify opportunities for supporting campaigns through digital channels.
- Discover the power of humor in elevating your marketing campaign.

### **Webinar 2: Case Study: *Docs on Tik Tok: Mastering Clinical "Edu-tainment"***

Thursday, August 11, 12-1pm Central

*Presenters: Megan Augustyniak, Social Media Manager, Northwestern Medicine & Katie Hunter, Senior Creative Specialist, Northwestern Medicine*

Northwestern Medicine launched their TikTok account in April of 2021, with a vaccine advocacy video that quickly went viral on the platform shortly after, and has continuously optimized their strategy since then. Over the past year, they’ve learned to efficiently create content that inspires and educates the Generation Z audience while still conforming with brand standards.

Learning Objectives:

- Avoid controversial topics and maintain professionalism
- Leverage existing content and internal review processes
- Optimize and evolve your strategy based off initial learnings

**Webinar 3 (Pre-Recorded): *Hospital Podcast Marketing: Easy content creation direct from your doctors for your social media, website and more***

*Presenters: Bill Klapproth, Director of Marketing and Pod Talk Host for DoctorPodcasting by RadioMD.*

Consumers want to hear directly from their local hospitals and physicians, and marketers like you are under constant pressure to create content. Learn how hospital podcasting marketing is an ideal solution for both, giving you an easy way to create and share original health content direct from your doctors for your social media, website, newsletters and more.

## Module 2: Leveraging Paid Social Media

### **Webinar 1 and 2: Demand + Brand: A Paid Social Synergy to Grow Patient Volume**

Tuesday, August 16 and Thursday, August 18 from 12-1pm Central

*Presenter: Kevin Michaels, Social Media Director, BVK*

In this interactive (two webinar) workshop, we'll take a deep dive into ways to leverage paid social to motivate consumers to act within every stage of the funnel.

Topics covered:

- **Strategy & Planning** — Translating key business objectives into an implementation roadmap, inclusive of audience targeting, content strategy development and more.
- **Creative Development** — Designing a holistic, social-first content strategy that serves consumers tiered content based on level of engagement with your brand.
- **Implementation** — How to activate a Demand + Brand strategy within paid social platforms.
- **Measurement & Optimization** — Translating social media metrics into key organizational objectives, attributing new patient volume to paid social and optimizing based on real-time performance indicators.
- **Demand + Brand Analogs** — A look at real-world examples of the Demand + Brand framework coming to life within leading health systems and plans.

## Module 3: Social Media Governance Trends and Best Practices

### **Webinar 3: Hospital Social Media Governance Survey Insights, Trends and Best Practices**

Friday August 19, 12pm-1pm Central

*Presenters: Ashley Anderson, Director Brand Engagement, Cedars-Sinai and Lee Aase, Of Counsel, Jarrard Phillips Cate & Hancock, Inc.*

Ashley Anderson of Cedars Sinai commissioned the Hospital Social Media Governance Survey to gather industry best practices. Ashley and Lee Aase, who formerly led the **Mayo Clinic Social Media Network**, will share survey results and implications for hospital social media leaders.

Learning Objectives:

- Describe common procedures and expectations for creation of hospital sub-brand social media accounts
- Develop sound criteria for approval of new accounts, and
- Articulate a management philosophy for incorporating sub-brand accounts in the overall organizational social media strategy.

***Access to recordings from the 2020 and 2021 “Advanced Health Care Social Media and Digital Marketing Virtual Conference” co-hosted with Mayo Clinic Social Media Network.***

**2021 "Advanced Health Care Social Media and Digital Marketing Virtual Conference" Recordings:**

- Long COVID: Enabled by Social Media, Patients Define an Urgent New Need
- How Clubhouse Conversations are Connecting Health Care Researchers, Practitioners, Patients, and More.... Join the Club!
- Smarter Together: Influencer Marketing, TikTok, & Other Digital Tactics to Shake Up Your Marketing Mix
- Real-Time Relevance: How Johns Hopkins Medicine Uses Digital Behavioral Insights to Engage Physicians
- How Stress, Burnout and Fatigue Impacts Performance
- Creating Inclusive Web and Social Content for Transgender Patients Emerging Trends in Internal Communications
- Emerging Trends in Internal Communications  
The Strategic Advantage of Owning Your Online Community

**2020 "Advanced Health Care Social Media and Digital Marketing Virtual Conference" Recordings:**

- Artificial Intelligence and the Future of Health Care Marketing
- Showcasing the Patient Experience through Social Media Content
- Leveraging Twitter to Identify Physician Influencers and Drive Reputation
- The Plot Thickens: How to Enhance Storytelling on Social Media
- Beyond Posting: Using Social to Boost Marketing, Strengthen the Customer Journey, and Break Down Silos
- At Times it's Too Much to Bear: Supporting Patients with Facebook Groups and Online Communities
- CEOs Taking a Stand: Building a National Thought Leadership Position
- Understanding Digital Marketing in a Privacy-Focused World

**\*All live webinars are recorded and available to access 24/7 within the course platform.**