

# SHSMD's Online Certificate Series: 2023 Social Media Strategies & Trends in Health Care

## Full Webinar Breakdowns

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**Monday, August 7**

### **A Winning Social Strategy You Have the Resources to Start Now**

The right social media strategy is the one that gets results and that you can accomplish. Too often, the powers that be influence us with shiny tools and tactics that are realistic in a “perfect world.” What if we truly focused on our audience with the resources we have? What if we clearly identified what our audience wanted, what they rewarded, and, as importantly, what they didn't? See how Kettering Health leaned into representing its audience's values with the resources they had and how it scaled to be on par with national leaders in engagement.

This presentation is hyperfocused on the things that permeate all around us, but for some reason, we can't quite execute properly. We'll focus on small things like amateur photos of real humans, celebrating achievements. We'll give you questions to ask your clients when and appealing to what your audience values will bring you and your service line value.

#### **Learning Objectives:**

This presentation is focused on actionable approaches and philosophies you can implement tomorrow. How a focus on small things like human photos (basic quality), celebrating achievements, and focusing on what your audience values will bring you and your service line value.

- Learn why you don't let influencers determine your social strategy for you.
- Realize and utilize your audience as your biggest asset.
- Understand how catering to your audience will actually give your service line or client more exposure.

#### **Speakers:**

Cari Zahn, Senior Digital Marketing Specialist, Kettering Health, [cari.zahn@ketteringhealth.org](mailto:cari.zahn@ketteringhealth.org)  
Alex Smith, Digital Marketing Manager, Kettering Health, [alex.smith@ketteringhealth.org](mailto:alex.smith@ketteringhealth.org)

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**Wednesday, August 9**

### **Social Media Success Blueprint: Unlocking the Power of Strategic Content Strategies**

Social media platforms are crowded, fast-moving spaces, where your audience's attention is fleeting. It's not enough to post occasionally or when you have the time. It takes strategic thinking and commitment to stand out.

Creating a social media content strategy will not only help you stay consistent and on schedule by ensuring you always know what you need to post next, but it will help you accomplish your business goals. A content strategy makes your content work harder for you — not the other way around.

With a thoughtful content strategy, you can be sure you're spending your social resources on the right platforms, expanding the reach of your most effective content, supporting your business objectives and measuring success.

### **Learning Objectives:**

1. Identify the ideal channels, posting frequency and content mix for your organization based on audience research and web analytics.
2. Create a social media content calendar that supports your business and marketing goals.
3. Measure the effectiveness of your social efforts with unique tracking codes to highlight key conversions driven by social content.

### **Tools and Templates**

- Sample Reader Survey for conducting audience research
- The Ultimate Guide to Reverse Publishing for mining your website data for audience preferences, behavioral trends and topics of interest (also available as an on-demand webinar)
- The Ultimate Guide to Creating a Content Calendar + Template for planning out social posts in conjunction with and in support of business objectives
- How to Make Your Content Work Harder for You — Not the Other Way Around, a comprehensive guide to setting a content strategy, including determining a content brand, conducting internal and external content audits, defining content creation processes, setting content goals, and measuring results.

**Speaker:** Megan Kramer, Senior Content Specialist, GLC

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## **Friday, August 11**

### **What's on the menu? Creating a delicious social strategy**

It's 2023 — At this point, you've seen time and again what social media can do for engagement. But what about driving conversions? We've worked with several health systems to find topics and strategies that not only reach patients but keep them coming back for more. We'll take you through our curated menu of what makes an impactful social strategy, using real-world examples to show how a social media playbook can be more than an appetizer for the rest of your marketing — it's the whole meal.

We will walk you through a case study on National Nutrition Month that shows how a fully-fledged social media strategy can be implemented to start conversations with your audience, creating two-way conversations about health and healthcare. We'll detail how to go beyond

creating a social calendar to developing a full social strategy that leverages similar data-driven insights to speak to the audience you have, about the things they want to talk about.

Our team uses five tiers when developing a social. Look and tone, content plans, platforms, target audiences, and posting strategy all play a pivotal role in creating a social presence that is fully baked and consistent. Join us for this presentation on how to create your own strategy and use this structure to build an online presence that's good to the last bite.

**Learning Objectives:**

- Leverage insights to find untapped potential on social media
- Shift from calendar-based thinking to working from a strategic foundation
- Discover how to use content your audience wants to highlight your organization's offerings

**Speakers:**

Kathleen Perry, Founder & CEO, DECODE Advertising

Cody Brutlag, Director of Marketing, Dignity Health

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**Monday, August 14**

**Ochsner Health: Using Influencer Marketing to Amplify Ongoing Population Health Efforts**

With budgets for conventional marketing coming under increasing scrutiny due to unpredictable economic times and audience preferences changing, many health systems are exploring new tactics – especially influencer marketing on social media and elsewhere. You've probably considered adding influencer marketing to your integrated marketing strategy but may be struggling to get leadership buy-in. Here is your opportunity to learn how Louisiana's largest health system leveraged this powerful tactic to amplify its population health initiatives to make an impact in the communities they serve. Find out what works, what doesn't, and how you can apply those lessons to your own efforts.

**Learning Objectives:**

- Gain an understanding of how influencer marketing can amplify your current marketing efforts.
- Get the information you need to justify this powerful tactic and dispel leadership objections.
- Get actionable insights on how to get started with easy-to-use tools and resources.

**Speakers:**

Adair Leblanc, Manager of Digital Content, Ochsner Health

Amanda Herriman, Social Marketing Strategist, Wax Custom Communications

Craig Fairfield, Managing Director, Wax Custom Communications

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## Wednesday, August 16

### How to Leverage Your Personal Brand on LinkedIn to Amplify Your Organization

Your personal brand on LinkedIn is one of the best tools to amplify the great work of your organization. Building an authentic presence on LinkedIn can push the company brand message to a wider audience which leads to greater visibility, brand awareness and new business opportunities.

#### Learning Objectives:

- How to balance your brand with your organization's
- Strategies to become "top of mind" and known by your network
- How building the "know, like & trust" factor will benefit your organization

#### Speaker:

Rachel Simon, Founder & CEO, Connect the Dots

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## Friday, August 18

### Hospitals that do Podcast Marketing Right. What do they know?

Curious about Podcast marketing? Wondering how to create a successful podcast? Whether you are interested in podcasts geared toward consumer, peer or internal audiences, Bill Klaproth from DoctorPodcasting will be joined by Ken Tran of Weill Cornell Medicine, Elizabeth Neidrauer from BJC Healthcare and DoctorPodcasting Pod Talk host Melanie Cole, MS to showcase how hospitals successfully market their podcasts. The spirited roundtable discussion will explore the dos and don'ts of podcast promotion, distribution, topic creation, hosting and more. At the end of this session, you'll walk away with insight and real-world examples that give you the confidence to take your hospital's podcast to the next level

#### Learning Objectives:

- Participants will be able to create and market a successful podcast for their healthcare organization
- Participants will be able to use podcasts as a marketing tool to spotlight their providers
- Participants will generate ideas how to better use podcasts to engage consumer, peer or internal audiences

#### Speakers:

Ken Tran, Content Strategy Specialist, Weill Cornell Medicine

Elizabeth Neidrauer, Clinical Program Marketing Consultant

Tim Disa II, Director Marketing & Production, DoctorPodcasting by RadioMD

Melanie Cole, Director of Operations, DoctorPodcasting by RadioMD