USING SOCIAL MEDIA TO PROMOTE YOUR QUALITY ACHIEVEMENT

Some hospitals embraced social media from an early stage and have developed very robust programs; others are just beginning to lay the foundation for their social media strategy. Regardless of where you fall on this curve, you have a number of ways you can promote your Quality Achievement across a number of social media platforms. This guide will illustrate those opportunities for you.
WHO IS USING SOCIAL MEDIA IN HEALTH CARE?

• The growing demand for transparency in the health care has led to an increase in the use of social media by thousands of hospitals and other health care facilities across the country.

  - 87% of U.S. hospitals have Facebook pages
  - 66% of U.S. hospitals have Twitter accounts

WHY IS SOCIAL MEDIA IMPORTANT FOR HEALTHCARE MARKETING?

• Health care marketers can use social media sites to build relationships, interact and engage in two-way conversations with patients and promote the services and clinical excellence of your hospital.

• Social media sites enable hospitals to communicate and connect with patients in a familiar and friendly atmosphere.

• Dialogue between you and your patients helps build relationships and increase patient return rates.
ADHERING TO AD GUIDELINES IN SOCIAL MEDIA COMMUNICATIONS

• Please refer to the Healthgrades Ad Guidelines when crafting materials, posts, tweets and other assets that you intend to post/display on your social media channels promoting your quality achievements.
  • Note: The only exception to these guidelines is that like press releases, the Healthgrades logo does not need to accompany every post, tweet or update but the Healthgrades name does need to appear in all communications. (see examples on slides 8 & 14)

• Tweets, posts and updates must be approved as you would your local press release by your account manager.
  • Tip: Send all your social media postings to your account executive in advance of the launch and after approvals are received you can pre-schedule all your approved messages (Tweets, Facebook posts, Google + posts and LinkedIn company updates) from Hootsuite so all of them can be sent out at various times throughout the week without seeking approvals for each message as you want to post them.
HOW TO USE IT

1) Posts promoting your achievements; posts w/ medallion or trophy images.
2) Posts with links to local media coverage of your achievements.
3) Cover image with medallion/trophy images and achievements.
KEY THINGS TO KNOW

1) Tag Healthgrades by putting an ‘@’ sign in front of “Healthgrades” in your post so Healthgrades can ‘like’ and comment on your posts.

2) Include pictures (your award medallion or trophy image or video from an award ceremony) in your posts to engage your likers with multimedia content.

3) Encourage your employees to share your hospital’s posts to their Facebook pages as well as comment on the posts.
SAMPLE POSTS

• “We’ve done it again! We received the 2013 @Healthgrades Vascular Surgery Excellence Award for the fourth year in a row! Thanks to everyone who made this possible.”

• We are one of @Healthgrades America's 100 Best Hospitals in not just 1 specialty, but 3! We received 2013 Excellence Awards in Orthopedic Surgery, Joint Replacement and Spine Surgery.

• We ALL worked hard and it paid off! Acme hospital is a 2013 @Healthgrades America’s 100 Best hospital in Prostatectomy. (Post along with medallion image)

• 5 years and counting. We were once again awarded the 2013 @Healthgrades Specialty Excellence Award in Spine Surgery!
Acme Hospital has been named the #1 hospital for Cardiac Surgery in Arizona in 2013.
Keep in mind your profile photo will cover a portion of the bottom left side of the cover image so don't put anything important there.
HOW TO USE IT

1) Tweets promoting your achievements
2) Background image with medallion images
3) Header/Cover image with medallion images
4) Updated bio to announce achievements
KEY THINGS TO KNOW

• Tweets are only 140 characters including a link. Use a URL shortener such as bitly.com or Ow.ly to condense long URLs.

• Download a free program such as TweetDeck or Hootsuite so you can monitor and engage with people who mention your hospital.
  • Create searches in the program for your hospital name, the hashtags associated with your achievement(s), and Healthgrades.

• Use the hashtag matrix (slide 15) to find hashtags associated with your achievements and add them to tweets so people can find.

• Encourage your employees, patients and partner hospitals to tweet or retweet about your achievements tagging your hospital.

• Tag Healthgrades in your tweets by putting an ‘@’ sign in front of “Healthgrades” so Healthgrades can retweet your tweets about your achievements and to adhere to ad guidelines.
SAMPLE TWEETS

• Tweets with relevant hashtags and announcements of your achievements.
  • “We just received the 2013 @Healthgrades #Cardiac Surgery Excellence Award! #HeartHealth.”

• Tweet pictures of your award and trophy medallions
  • The newest addition to our trophy cabinet! We’re 1 of America’s top 100 hospitals in #Pulmonary Care in 2013. http://www.pictureoftrophy.com

• Retweet local press coverage of achievement(s)

• Tweet links to your local press release on your hospital site and award and trophy medallions.
  • We are one of @Healthgrades 2013 America’s Best Hospitals in not just 1 specialty, but 3! http://www.linktorelease.com/ #orthopedics
Use this table to find the appropriate hashtag to go with your quality achievement announcement.  
*Keep in mind that many of these services lines have many cohorts within them so only use the appropriate hashtag for your achievement.  i.e. Neurosciences: Neurosurgery = #brain, Stroke Care = #Stroke.*

<table>
<thead>
<tr>
<th>Service</th>
<th>Hashtags</th>
<th>Service</th>
<th>Hashtags</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardiac</td>
<td>#HeartHealth, #Cardiologist</td>
<td>Pulmonary</td>
<td>#CHD, #pneumonia, #COPD</td>
</tr>
<tr>
<td>Orthopedics</td>
<td>#Orthopedics, #BackPain</td>
<td>Neurosciences</td>
<td>#Stroke, #Brain</td>
</tr>
<tr>
<td>Critical Care</td>
<td>#Diabetes, #Sepsis</td>
<td>Appendectomy</td>
<td>#Surgery</td>
</tr>
<tr>
<td>Gastrointestinal</td>
<td>#DigestiveHealth</td>
<td>Prostatectomy</td>
<td>#MensHealth, #Prostate</td>
</tr>
<tr>
<td>Vascular</td>
<td>#Cardiology #Brain #Surgery, #CVD</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CUSTOMIZE YOUR PROFILE

• Update your bio to announce your achievement.

Acme Hospital

We’re ranked #1 in Alabama in 2013 for Orthopedic Services AND Joint Replacement for two years in a row by @Healthgrades!

Denver, CO  http://www.acmehospital.com

1,636 TWEETS
442 FOLLOWING
392 FOLLOWERS

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CUSTOMIZE YOUR PROFILE

Keep in mind your profile photo, Twitter name, bio, location and website are all text that is NOT part of the cover photo design and can be changed in Settings >> Profile.
To add a cover photo go to your Twitter profile >> Settings >> Design >> “Change Header”
HOW TO USE IT

1) Posts promoting your achievements; posts w/ medallion or trophy images.
2) Posts with links to local media coverage of your achievements.
3) Cover image with medallion images and achievements announcement.
1) Posts on Google+ are the only posts on a social media site that show up in Google search results which can boost your hospital’s SEO.

2) Similar to Twitter, use the hashtag matrix (slide 15) to find hashtags associated with your achievement(s) and add them to posts so people can find them more easily.

3) Google+ is very similar to Facebook and should be in a similar manner to interact with consumers.
   - Add admins of people you want to be able to post on behalf of the company
   - Post 1-2 times a day and no more than 3.
Keep in mind that although the full length of the cover photo is 940 pixels wide, you should only design to a width with text to 670 pixels so your image is not covered by the profile picture.
HOW TO USE IT

- Re-pin your Quality Achievement medallion from the board on the Healthgrades Pinterest page called “2013 Quality Achievements”.
- Create your own board to promote your Quality Achievement(s) and pin your award medallion(s) and/or trophy image(s), photos from your award ceremony or other visual representations of your achievements.
- Re-pin the multimedia assets (video, infographic) from the Healthgrades “2013 Quality Achievements” board onto the appropriate board on your page.

*note: the 2013 Quality Achievements board will not be available until October 23rd, 2012.*
A social photo sharing website gaining over 10 million subscribers in under 2 years, Pinterest is quickly becoming mainstream.

Pinterest is especially useful for hospitals to inspire patients, promote health and wellness, encourage dialogue about specific illnesses/procedures, and ultimately drive traffic to your site.

Since there are minimal profile customization features, comments, likes and re-pins are useful to promote your hospital and begin a conversation about health, hospitals and doctors with your followers.

Like Twitter, hashtags are used to categorize pins so people can more easily find them and help with the viral distribution of your pins.
OTHER SOCIAL NETWORKS TO CONSIDER

• **YouTube**: Upload videos of your hospital’s local press coverage or award ceremony.
• **Foursquare**: Create a tip at your hospital location announcing your achievement.
• **Wikipedia**: Update your Wikipedia page with “Awards and Honors” and list your Healthgrades achievements.
• **Blog**: Write a blog post detailing your achievement(s) and promote it to followers and fans on your other social media channels.
• **LinkedIn**: Add a cover photo and post a company update announcing your achievement.
OTHER ONLINE PROPERTIES

Remember to update and announce your achievement in the following places.

✓ Company Newsletter
✓ Awards/recognition section on website
✓ Announcement in Newsroom on website
✓ Email Signature
✓ Press release boilerplate
HEALTHGRADES SOCIAL MEDIA ACCOUNTS
EMAIL MEDIA@HEALTHGRADES.COM
WITH ANY QUESTIONS OR COMMENTS ON USING SOCIAL MEDIA TO PROMOTE YOUR QUALITY ACHIEVEMENTS