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- Social Media
- Websites, email and content strategy
- Brand storytelling

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Beating the Algorithm

Social Media Best Practices and Practical Tips



Today's Agenda:

- The state of social media and health care in 2024
- Defining a social media algorithm
- Strategies and tips: Defining your goals, audience, channels, and key messages



Social Media and Health Care in 2024

60%

- Of the world's population are regular social media users



2 hrs, 24 min

- Average time people spend using social media daily



Source: <https://umaine.edu/undiscoveredmaine/small-business/resources/marketing-for-small-business/social-media-tools/social-media-statistics-details/>

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Social Media and Health Care

Does Social Media Really Affect Health Care Decision Making? **Yes!**

80%

- Of internet users age 18-49 report seeking health information on social media platforms

72%

- Of people reported sharing their health care experiences on social media, seeking support from their network

45%

- Healthcare organizations that actively use Facebook report an increase of 45% in website traffic and patient inquiries

Source: <https://media.market.us/social-media-in-healthcare-statistics/>

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Discuss at your table:

- What is your practice's purpose with social media / what do you use it to accomplish?
- What is a barrier you face in accomplishing these goals on social media?



Purpose:

- New patient acquisition
- Patient education and advocacy
- Advertise medical services
- Increase brand recognition
- Foster patient loyalty and communication
- Professional education and collaboration
- Patient education and advocacy
- Nurturing compassion through narrative

Barriers:

- Lacking clear vision of social media's purpose and efficacy
- Concern over liabilities and risks
- Unfamiliarity with social technology and best practices
- Lack of budget for outsourcing or advertising
- **Not enough time/burden on staff**



Trade Secrets: How Ad Agencies Succeed at Social Media



Beating the Algorithm

Trade Secrets: How Ad Agencies Succeed at Social Media



They know that social media is **a component** of a larger strategic marketing plan.

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Trade Secrets: How Ad Agencies Succeed at Social Media

They understand social media algorithms.

- A set of instructions to **serve users engaging content**
- Encourages people to spend more time on the platforms (time = \$ from advertisers)
- **Comments, shares, likes, or time spent** on content result in the algorithm learning individual preferences
- The platform collects this data, then serves individuals their preferred content

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For a more in-depth explanation of Facebook's algorithm, visit:

<https://quickframe.com/blog/how-does-the-facebook-algorithm-work/>



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Trade Secrets: How Ad Agencies Succeed at Social Media

They have a process for developing a social media strategy.

- Goals
- Audience
- Channels
- Key Messages



Step 1: Define Your Goals

What Does Your Practice Want from Social Media?



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Define Your Goals

Examples

- Increase your web traffic by %
- Increase email list signups by #
- Promote a medical service and increase by %
- Respond to # of patient inquiries
- Fill # of practice jobs per year using social media posts and ads
- **# of impressions on patient education post that provides anticipatory guidance (safe sleep, etc.)**



Define Your Goals

- All of your marketing efforts should **tie back to your goals**
- Goals provide your practice with a **focus, priority to-dos, and your budget**
- **State a clear call to action (CTA)** in all of your updates
- Don't underestimate the power of **an ask**, e.g.: "Join our email list to learn more." "Make an appointment by calling [phone] today." "Book your flu shot."



Step 2: Define Your Audience



Define Your Audience


- Defining your audience **using fictional profiles of your ideal customer (“buyer personas”)** helps you internalize the audience you are trying to attract
- A deep understanding of your buyer personas is critical to **driving content creation, attracting your ideal client, and learning more about what drives their decisions**



Define Your Audience Buyer Persona

General Buyer Persona

Gabriel Mesa



Demographics
Age? Income? Location? Gender Identity?

- Your text here
- Your text here
- Your text here
- Your text here

Challenges
What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person's success?

- Your text here
- Your text here

Identifiers
Communication preferences? Social media platforms?

- Your text here
- Your text here
- Your text here
- Your text here

What can we do?
...to help our persona achieve their goals? ...to help our persona overcome their challenges?

- Your text here
- Your text here
- Your text here

Background
Job? Career Path? Family? Lifestyle?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Goals
Primary/secondary goals? Personal vs professional goals? Role-related vs company goals?

- Your text here
- Your text here

Sales Buyer Persona



Joshua Stevens

Demographics
Age? Income? Location? Gender identity?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Communication/Schedule
Device preferences? Preferred communication style (email vs call vs Slack vs Zoom vs Loom...)? Working hours?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Goals/Metrics/Motivations
Primary/secondary goals? Personal vs professional goals? Top metrics they track? Motivations?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Personality Traits
introvert vs extrovert? Straight shooter or wants time to analyze and question?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Background
Job? Career path? Family? Lifestyle? Spending habits?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here



Define Your Audience

- Develop 4-5 personas
- Get specific: define age, income, demographic data, gender identity, location, interests, motivations, device preferences, social media preferences, and more
- If helpful, develop surveys
- Risk warning: Use fictional information only. Facebook allows businesses to upload contact lists to match target audiences. This tactic is not HIPAA compliant.

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Step 3: Define Your Channels



Define Your Channels





Define Your Channels

Focus on a few, execute well.



- 3.05 billion users worldwide; **over 50% are parents**
- Facebook remains the leading social media platform for healthcare marketing, with around **89%** of hospitals actively using it to engage with their audience



Define Your Channels

Focus on a few, execute well.



- Reach: >300,000
- Likes: 8.1k
- Shares: 600
- Comments: 300

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Define Your Channels

Focus on a few, execute well.



- 2.04 billion - Instagram: Photography



- 2.49 billion - YouTube: Video



- 424 million - LinkedIn: B2B use

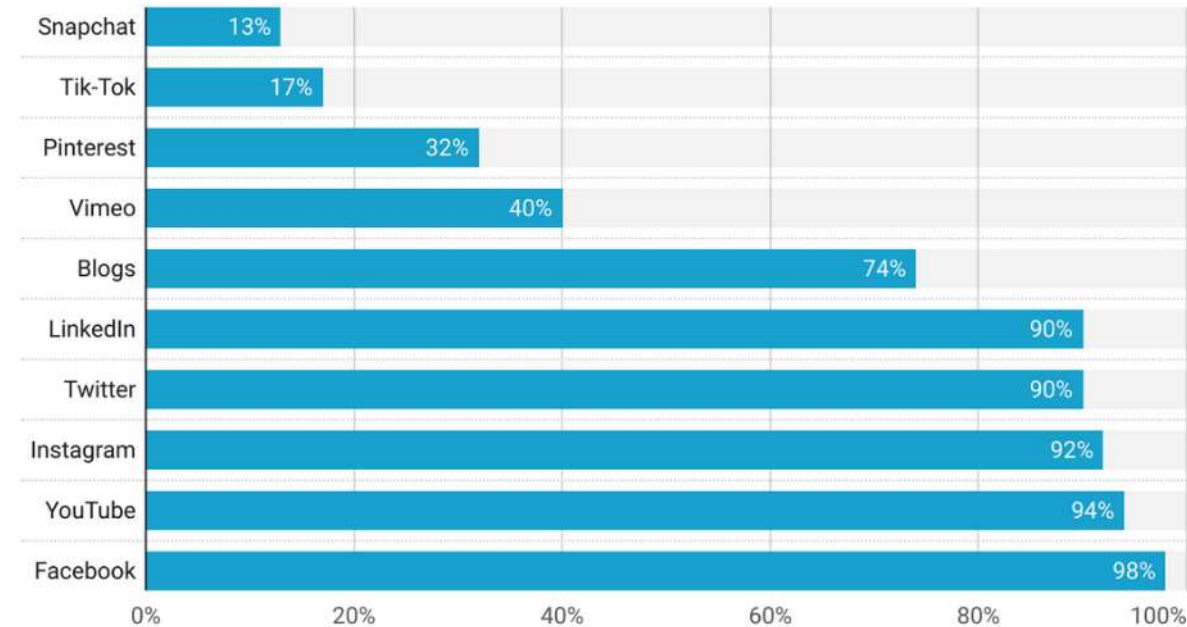
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Define Your Channels

Social Media Usage in Healthcare Marketing

Social Media Usage (March 2022)



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Source: <https://media.market.us/social-media-in-healthcare-statistics/>



Social Media and Health Care Blueprint

- Learn what types of posts are most successful
- Address the most popular topics on social media in health care
- Use boosting and Facebook ads to get more engagement
- Outsource social media successfully
- Succeed at storytelling
- Respond to comments and reviews
- Access tools of the trade
- Being HIPAA compliant while posting



Step 4: Define Your Key Messages



Define Your Key Messages

- Keep **3-4 consistent, actionable, patient-focused messages** central to all of your campaigns
- These messages should emphasize your differentiators in the marketplace
- Use facts to ladder up to these key messages across all of your posts



Define Your Key Messages

Examples

- “Our practice is affiliated with a top 5 pediatric hospital, so you have access to the best specialists and subspecialists.”
- “Our practice offers a warm, caring environment that excels at caring for children and families in our region by keeping a patient-centered focus.”
- “Our practice seeks to serve patients from a variety of backgrounds and treats each patient with dignity and respect.”



Discuss at your table:

- What are 3 key messages that set your practice apart?
- What facts can you use to support those key messages? How would you use them to create a social media post?



Contact Me:

- Access your copy of **Social Media and Health Care Blueprint** for BOP attendees
- Sarah Idso: sarah.m.idso@gmail.com



Beating the Algorithm

Social Media Best Practices and Practical Tips

Part 2 – Using Social Media to Find, Guide & Keep Happy Patients



Business of Pediatrics



Lucy Kosturko, PhD

Co-founder & Chief Product Officer
Social Cascade



Scott McQuiggan, PhD

Co-founder & Chief Executive Officer
Social Cascade

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Recap: Why social media?

It's where people are. **Every day.**

Social media is **the top tool** for making decisions about where to find care; consulting peers

People are exhausted and looking for **local, trustworthy** content; providers are the top source

Opportunity to **build trust, educate and empower** existing patients and beyond

Called to **combat misinformation**

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By the numbers

- **62.3%** of world uses social media; **80%** of Americans
- Average daily social media use: **2 hours, 23 minutes**
- More than half of Americans identify social media as the **top source** for health information
- **93%** of people trust their doctors as source of health info shared on Facebook and Instagram

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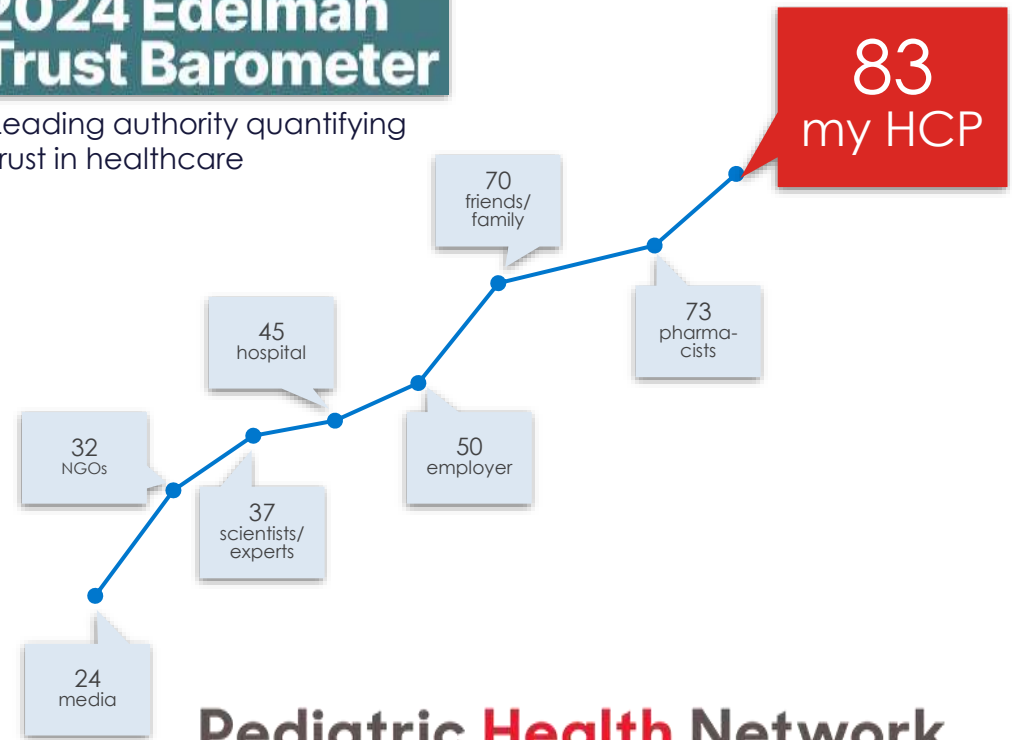
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2024 Edelman Trust Barometer

Leading authority quantifying trust in healthcare



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**What Should You Do If
You Are Worried
About Your Child's
Development?**



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Find, Guide, & Keep Happy Patients



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Find, Guide, & Keep Happy Patients

- Internet behaviors are shifting
- Search Engine Optimization and findability prioritizes social media more than ever before

THE WALL STREET JOURNAL
WSJ

TECHNOLOGY | KEYWORDS: CHRISTOPHER MIMS

Googling Is for Old People. That's a Problem for Google.

And it's not just demographics that are weighing on the search giant. Its core business is under siege from pressures that threaten to dismantle its ecosystem of search dominance and digital advertising.



By *Christopher Mims* [Follow](#)

Nov. 29, 2024 9:00 pm ET

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 Business of Pediatrics

Find, Guide, & Keep Happy Patients

Enable high-value word-of-mouth referrals &

- 1 Grew from **0 to 1200 patients in less than a year**, with organic social leading the way
- 2 Social Engagement grew **5,000% in 90 days**
- 3 Notable **appreciation for content** among patient families



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Find, Guide, & Keep Happy Patients

Randomly Assigned Social Feed Survey Results (275 Parents)

On a scale of 1-10, how likely would you be to choose this pediatrician or primary care practice?

Robust social media presence **significantly increases patient satisfaction and likelihood to recommend** by extending positive in-office experiences to digital channels.

Typical S

Practice



Find, Guide, & Keep Happy Patients

Randomly Assigned Social Feed Survey Results (275 Parents)

On a scale of 1-10, how likely would you be to choose this pediatrician or primary care practice?

6.0

Typical Social Presence Practice

8.3

Active Social Presence Practice

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Discuss at your table:

What are 3-5 words you hope families use to describe your practice?



Find, Guide, & Keep Happy Patients

Randomly Assigned Social Feed Survey Results (275 Parents)

List 3-5 words that describe this pediatric practice.

Typical Social Presence Practice

**Good
Clean
Friendly
Nice**

Active Social Presence Practice

**Caring
Friend
Supportive
Expert**

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Active PHN Practice (Patient Insight Survey)

List 3-5 words that describe this pediatric practice.



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Find, Guide, & Keep Happy Patients



Extend **positive** in-office experiences

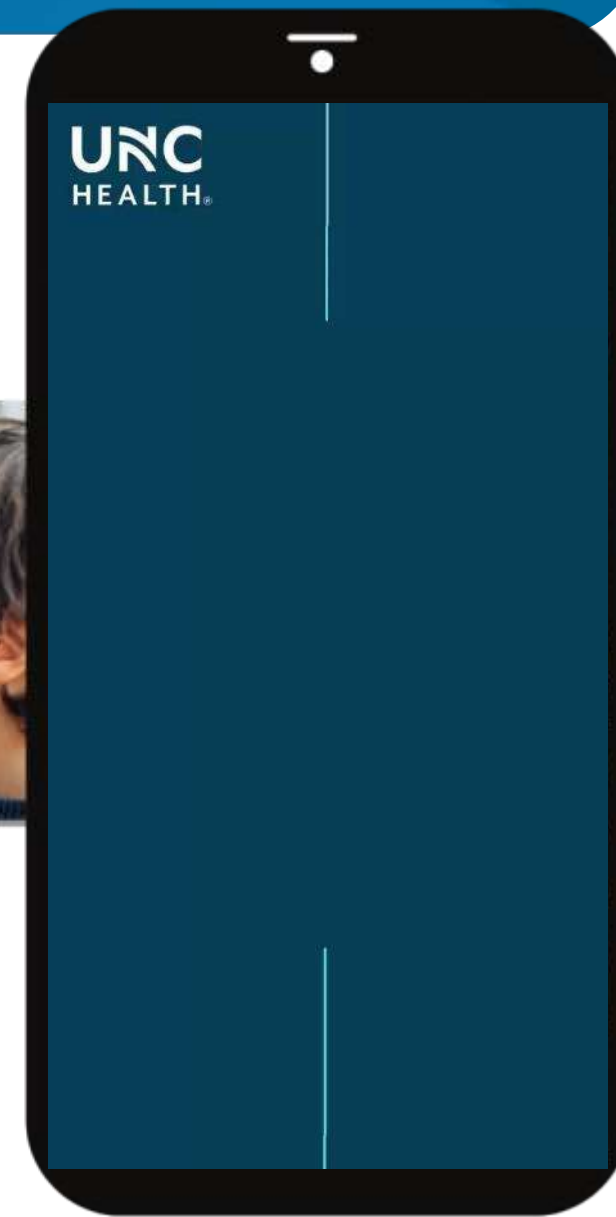
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Extend **positive** in-office experiences





Find, Guide, & Keep Happy Patients

Retaining patients is **20% cheaper** than attracting new patients

Increasing competitive pressure from large, national brands—with BIG marketing budgets

Establish your practice as a place for **on-demand information**

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In a competitive environment, patient satisfaction matters

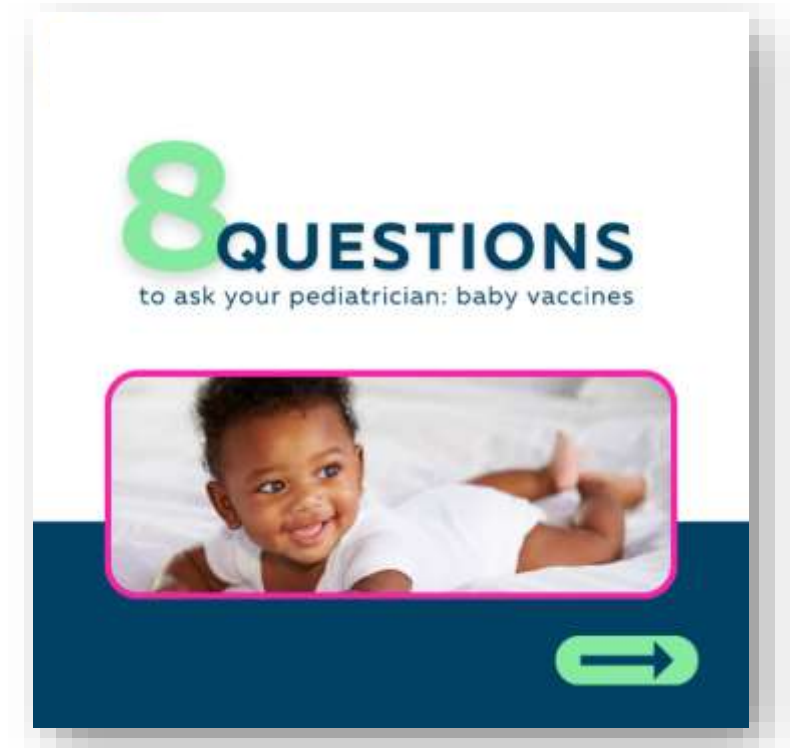


- 1 Novant Health Pediatric clinics in Winston-Salem, NC developed an **active and engaging social presence**.
- 2 Connected patients to the practice **between office visits**, becoming a community hub sharing national, regional, and local health information.
- 3 **Increased patient satisfaction by 30%** with improved practice communication and online reputation.



Find, Guide, & Keep Happy Patients

- Patients need to hear a message **at least seven times** to encourage behavioral change
- Reinforce messaging in the places patients are **already going on a daily basis**
- Communicate priority information in an **engaging, consumable format**



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Find, Guide, & Keep Happy Patients



- Encourage patients to learn more and **visit your website** increasing traffic and SEO
- Direct patients to schedule high-value appointments and **keep your appointment calendar filled**
- Guide patients to services that **increase value metrics and reimbursements**

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Find, Guide, & Keep Happy Patients



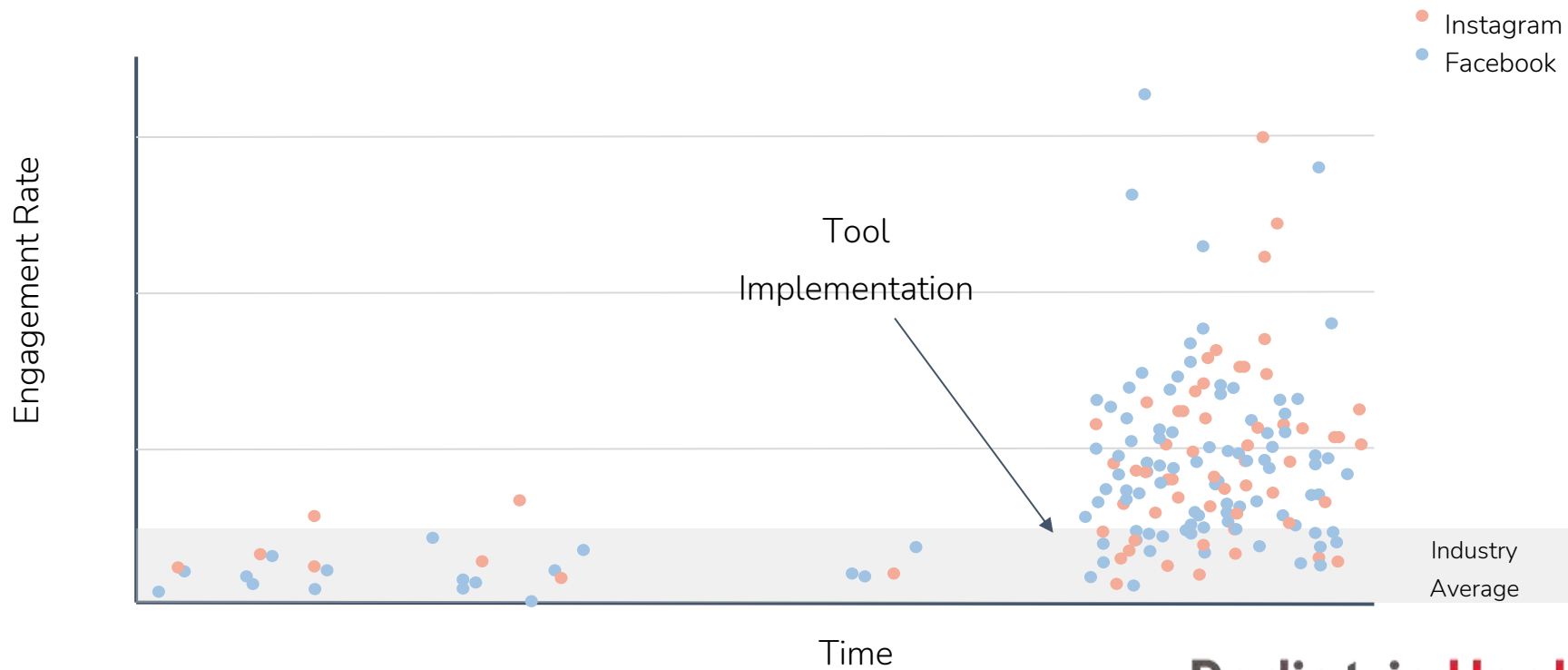
Thank you for sharing. This surprised me.

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Find, Guide, & Keep Happy Patients





Find, Guide, & Keep Happy Patients

Randomly Assigned Social Feed Survey Results (275 Parents)

How much does this social media message help you better understand...



76%: very likely/likely



83%: a great deal/a lot



80%: very likely/likely

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Summary

- Social Media is the platform to find, guide, and keep happy patients.
- An active presence has implications for patient acquisition, retention, quality measures, patient education, and other practice goals.
- 4+ posts /week needed to beat the algorithm.
- Your practice is already an influencer.
- Be authentic. Make it personal when you can. Share your story.
- There are tools & resources to make it easier and save time.

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Contact Us:

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