



# Using Social Media within Healthcare Networks

NCHN - June 25, 2019



# Who is Western Healthcare Alliance? (aka WHA)



# What You'll Learn Today

- Social media best practices and trends
- How to measure what you're doing on social media
- Strategies for building social media campaigns
- How to create great, native content for social media
- What has worked best for WHA

# What is Social Media?

- Always changing
- Uncontrolled
- Unpredictable
- Conversational marketing
- Powered by Facebook, LinkedIn, Twitter and other platforms



# Social Media Purpose





Why Use Social Media?



# Overall Social Media Stats

**3.2  
Billion**

Social Media users. Approximately 42% of the current population use social media.

(Oberlo, 2019)



Influencers help build trust.

**49%** of consumers depend on influencer recommendations on Social Media.

(Fourcommunications, 2018)

**2 hours  
22 minutes**

Average time spent on Social Media per day.

(Globalwebindex, 2018)

**91%**

of all Social Media users use a mobile device to access social platforms.

(Lyfemarketing, 2018)

## Social Media users by generation

(Emarketer, 2019)

**90.4%** millennials

**77.5%** Generation X

**48.2%** Baby Boomers



# What's Available



# Facebook

- Facebook remains the most widely used social medial platform. (Perinternet, 2018)
- 68% of US adults use Facebook. (Perinternet, 2018)
- 2.32 billion active monthly users. (Perinternet, 2018)
- 97% of social advertiser choose Facebook as their most useful platform. (Sprout Social, 2019)



# LinkedIn

- LinkedIn has 590 million users.
- LinkedIn performs 277% better than Facebook and Twitter when it comes to generating visitor-to-lead conversions.
- 80% of social media B2B leads come from LinkedIn.
- 62% of the users engage with content on LinkedIn because they found it educational and informative.

(Sprout Social, 2019)



# Twitter

- 885 of social advertisers use Twitter.
- 326 million monthly active users.
- Over 500 million tweets are sent per day.

(Sprout Social, 2019)



# Instagram

- Visual social network (photos and videos)
- 1 billion active users.
- Attracts a young audience, mostly under 35 years old.

(Sprout Social, 2019)



# Snapchat

- 255 million monthly active users and 190 million daily active users.
- 78% of Snapchat users are under 24 years old.

(Statusbrew, 2019)





# Pinterest

- 260 million active monthly users. (Statusbrew, 2019)
- Pinterest reaches 83% of US women between 25 and 54 years old. (Hootsuite, 2019)
- Great for product discovery among millennials. (Hootsuite, 2019)



# YouTube

- 1.9 billion active monthly users (Statusbrew, 2019)
- 400 hours of video are uploaded every minute (Hubspot, 2019)
- On mobile devices, YouTube reaches more adults during prime time than any cable network (Hubspot, 2019)
- Large following of all ages (Hubspot, 2019)





## Western Healthcare Alliance

Published by Bobbie Orchard [?] · April

WHA's Community Care Alliance's Rocky Mountain region was nationally featured by CMS. It's a great honor to have seven case studies featured by CMS. The stories highlight initiatives from ACOs and ESRD ESCOs that focus on engaging beneficiaries, coordinating care, and improving health literacy. Each case study includes a story of what was learned. These stories can help current and future providers become healthier, and successful.



30 YEARS OF COLLABORATION



Western Healthcare Alliance added 25 new photos to the album: WHAAS 2019.

Published by Bobbie Orchard [?] · March 1 ·

WHAAS 2019 was a great success! Thank you to all our members, partners and guests who joined us this year. It was great to see so many collaborative and innovative minds come together for rural healthcare.



WHAAS 2019  
25 Photos

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Alliance

30 YEARS  
OF COLLABORATION



Western Healthcare Alliance

435 followers

5mo

Did

We're hiring! Do you  
the communities the  
Financial Officer to d



Western Healthcare Alliance

435 followers

5mo

The Community Care Alliance is excited to announce a new partnership with The Garage, an advanced population health management technology company providing patient-centered digital solutions to stakeholders across the c...see more

CCA-Garage-Press-Release-November-2018.pdf



communitycarealliance.com

The Garage Expands Footprint in Rural Health with Community Care Alliance Partnership  
Population hea...

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## Annual Summit

FEBRUARY 27 & 28, 2019



1 IDEA → 2 Concept → 3 Meeting → 4 Brainstorm → 5 Education → 6 SUCCESS!



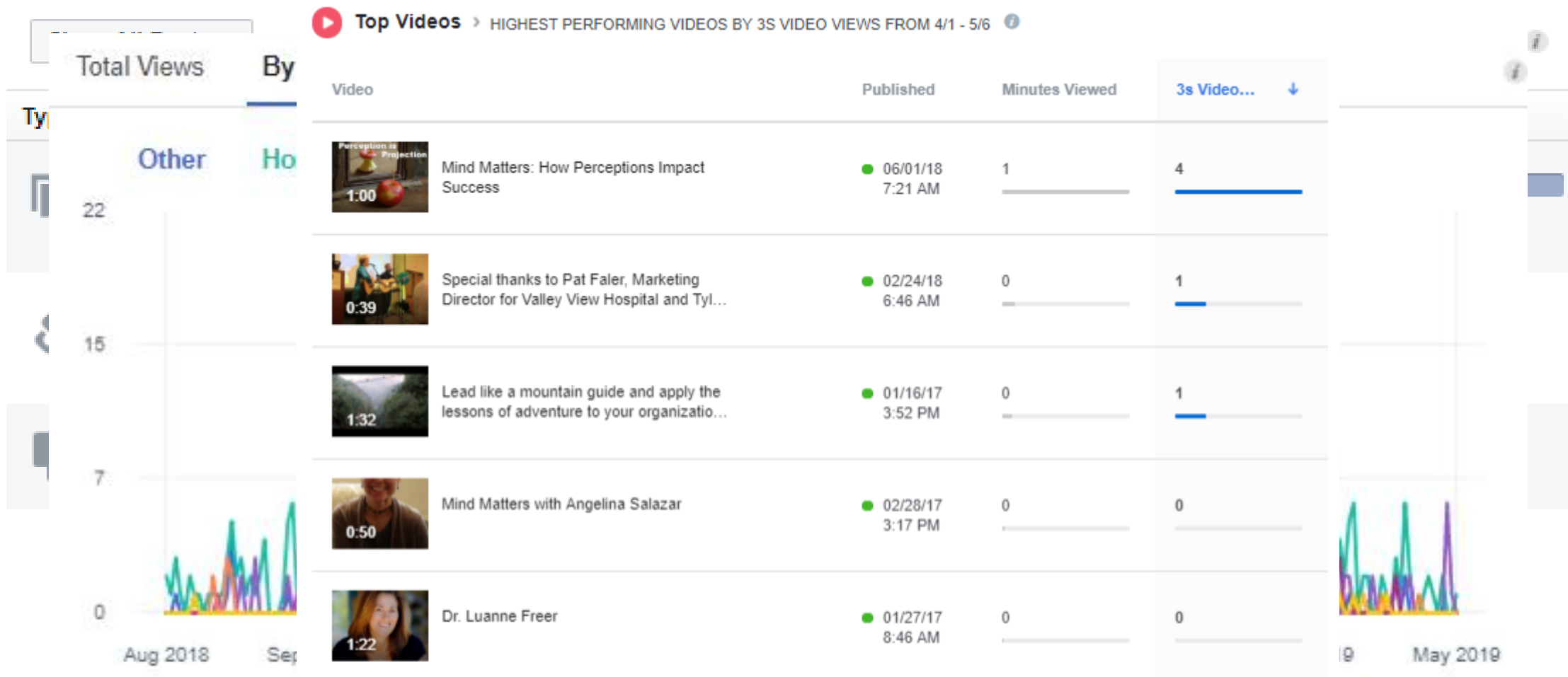
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# Our Facebook Stats



# Our LinkedIn Stats

Visitor metrics <sup>Ⓜ</sup> | Time range: Aug 1, 2018 - May 5, 2019 | Page: All Pages | Metric: Page views

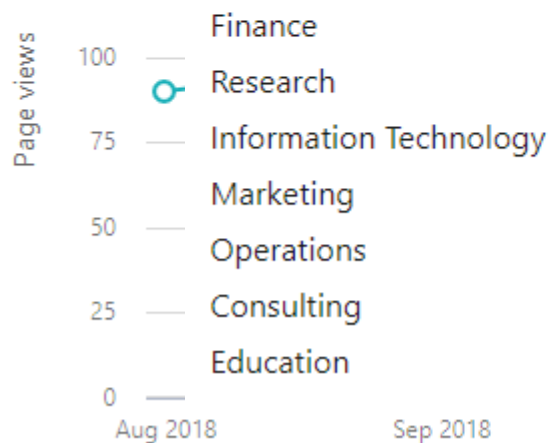
Visitor demographics <sup>Ⓜ</sup> | Time range: Aug 1, 2018 - May 5, 2019 | Data for: Job function

## Top job functions

175

Visitors % of Visitors

It is with great excitement we announce the appointment of Angelina Salazar as our...  
All followers



Desktop and mobile

**Bobbie Orchard**

Date	Visitors	% of Visitors	Page Views	Comments
1/14/2019	2,985	-	197	6.6%
	46	6.02%	65	17
	46	6.02%	2	
	45	5.89%		
	40	5.24%		
	39	5.1%		
	33	4.32%		
	25	3.27%		

# How to do Social Media

- Facilitate discussions, be provocative
- Make Social Media part of the job, just like email
- Offer help, advice, and support
- Personalize requests and approaches
- Promote value-add across channels
- Emphasize quality, not just quantity

# Critical Failures

Goal contradiction

Process disconnect

Multiplicity

Goal Monologue

**It's Not About You!**



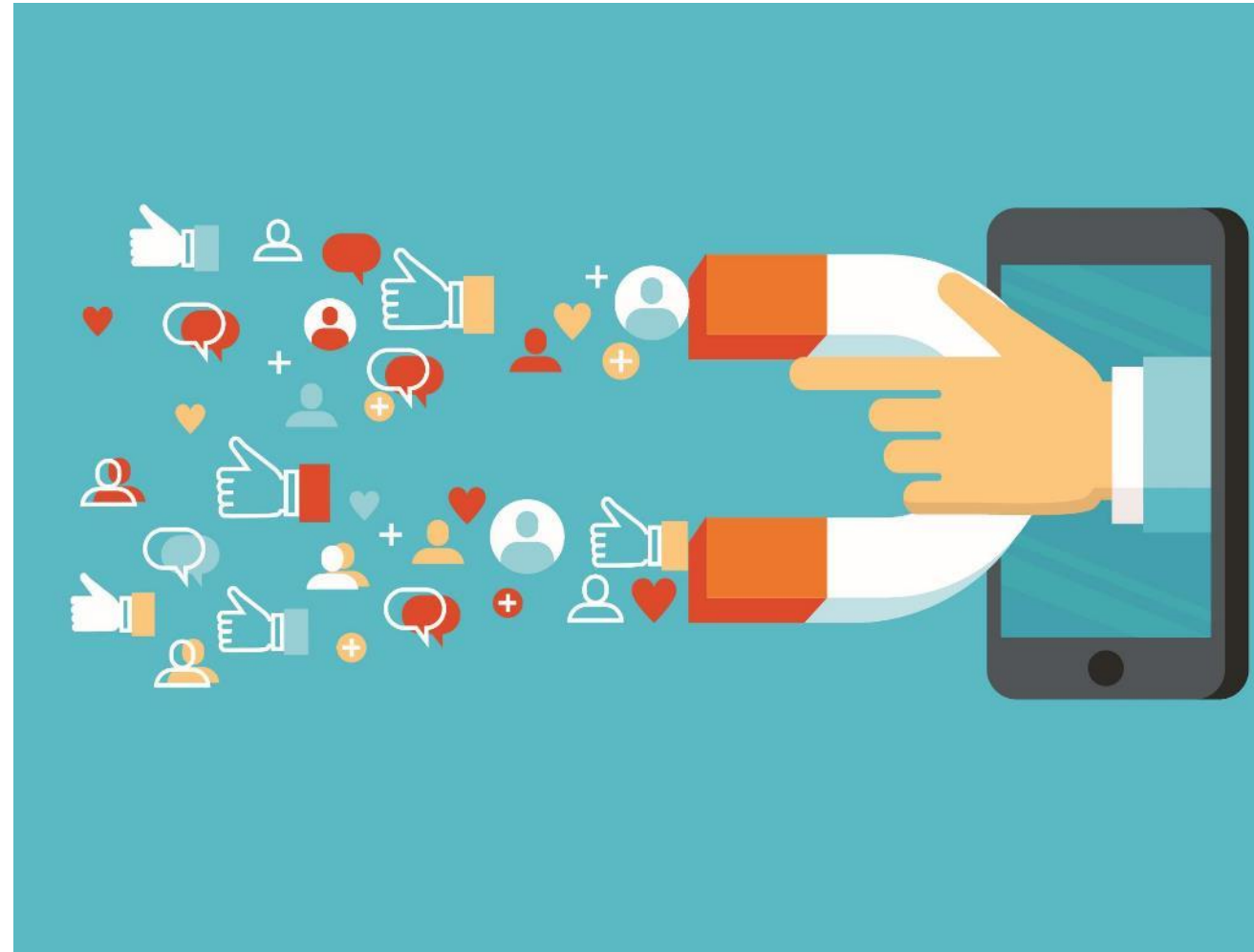
# Make a Plan!

- How does Social Media fit into your overall communications plan?
- Decide what type of member news you want to share? Our members love it when we share from their page!
- Decide how much you share your programs and services. You don't want to appear over salesy.
- Create a Social Media calendar, include all events, announcements, etc. you want to share with your audience.



# How to Engage Your Audience

- Include images
- Video (we're investigating using live video, hear its successful)
- Think before you post!
- Don't be too promotional
- Be transparent
- Spend more time creating fewer, better posts.
- Be concise
- Be interesting
- Instead of saying how great you are, tell a story
- Tag your members
- Share member news on your page
- Use a call to action
- Use humor – when appropriate
- Inject curiosity by asking a question



# Why Do We Share?

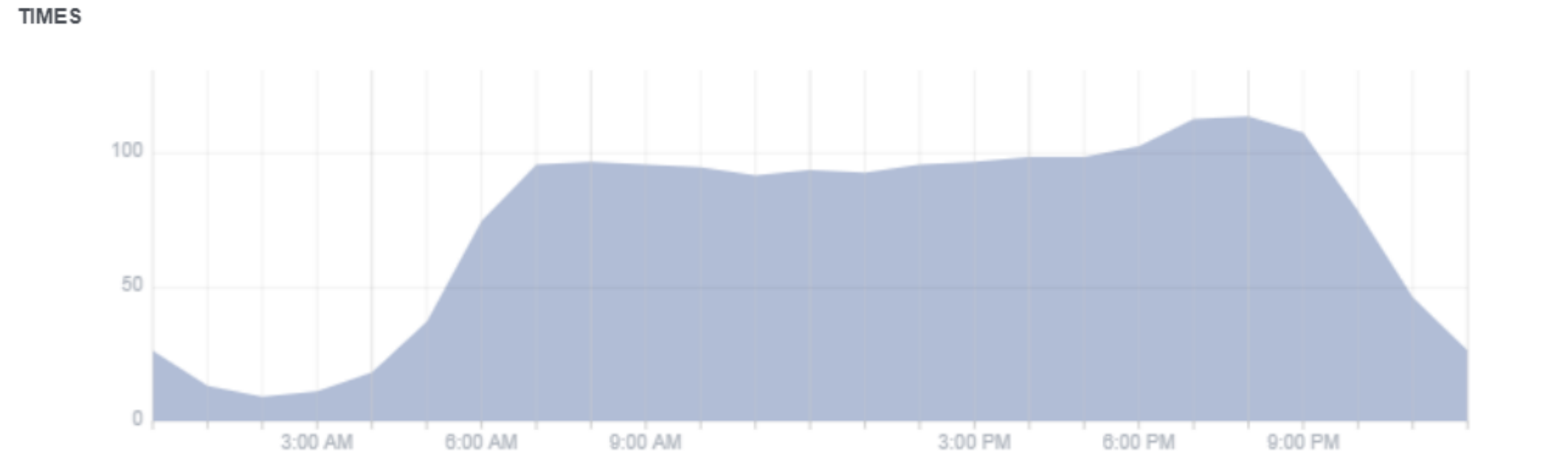
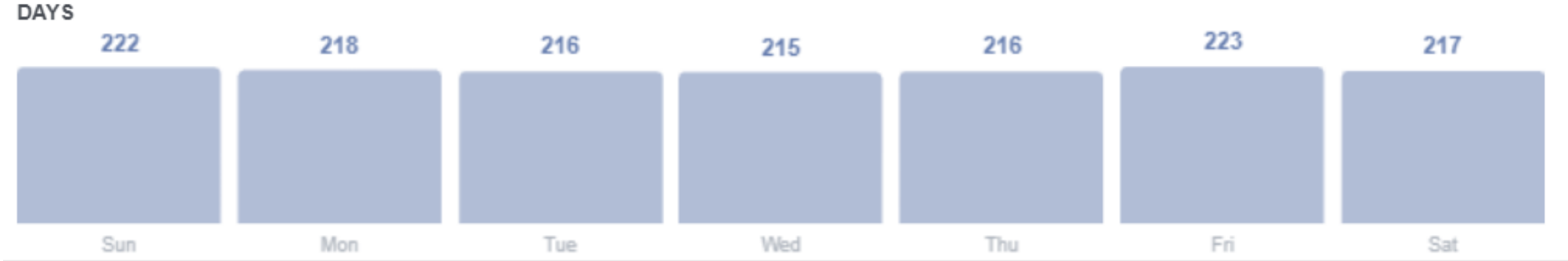
- Entertainment
- Define Ourselves
- Build Relationships
- Support a Cause



# Pay Attention to Your Analytics

When Your Fans Are Online | Post Types | Top Posts from Pages You Watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.







A close-up, slightly blurred photograph of a person's hands using silver scissors to cut green grass. The person is wearing a plaid shirt. The background is out of focus, showing more of the person and the grass.

**STOP OBESSING OVER YOUR  
NUMBER OF FOLLOWERS.**

**START ENGAGING THE  
ONES YOU HAVE.**

Followers don't matter.  
Influencers matter.



# 2019 Social Media Trends



## **TREND 1** Rebuilding trust

*Brands get human as the circle of trust on social media tightens*



## **TREND 2** Storifying social

*Content teams adapt as Stories offer new formats for sharing*



## **TREND 3** Closing the ads gap

*More competition on paid social forces marketers to up their game*



## **TREND 4** Cracking the commerce code

*Improved social shopping technologies (finally) fuel sales*



## **TREND 5** Messaging eats the world

*Customers demand better 1:1 social experiences*

# POST METHOD

**P - PEOPLE** Where do your current supporters hang out? What stories are they most passionate about?

**O - OBJECTIVES** What are you trying to achieve? Can it be measured?

**S - STRATEGY** What value will you offer people in exchange for their email, money, time, or influence?

**T - TECHNOLOGY** What tools should you use?

# Tools to Manage Your Social Media

- Hootsuite - <https://hootsuite.com/plans/free>
- Buffer - <https://buffer.com/>

# Keep Learning ...

- Social Media Examiner <https://www.socialmediaexaminer.com/>
- Buffer Blog <https://buffer.com/resources/>
- Facebook Blog  
[https://www.facebook.com/business/news/insights?ref=ens\\_rdr](https://www.facebook.com/business/news/insights?ref=ens_rdr)
- Hootsuite Blog <https://blog.hootsuite.com/>

Thank You  
& Questions



# Contact Information



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