



**ORHP (Office of Rural Health Policy)**  
**Health Resources and Services Administration**

Using Social Media within Rural Health Networks

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5/14/2019

Causey, Jillian (HRSA)

**Rural Health Network Development  
Planning Program**

**Health Resources and Services  
Administration (HRSA), Federal Office of  
Rural Health Policy Overview**

*“Using Social Media within Rural Health  
Networks”*



**HRSA**  
Health Resources & Services Administrator

**Event:** Using Social Media within Rural Health Networks

**Date:** 5/14/2019

**Event Coordinator:** Causey, Jillian (HRSA)

**Adobe Connect License:** Meeting (<100 participants)

**Unique Users:** 39 Unique Users

**Audio:** Universal Voice/ Conference Bridge

**Start and End Time:** 2:00 PM – 3:00 PM EST.

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>> Welcome and thank you for standing by. At this time participants are in a listen-only mode until the Question-and-Answer Session of today's conference. At that time you may press Star one on your phone to ask a question. I would like to inform all parties that today's conference is being recorded. If you have any questions you may disconnect at this time. I have any questions you may disconnect at this time. I would now like to turn the conference over to Ms. Jillian Causey.

>> Thank you, Sylvia. Hello, everyone, and welcome to the rural health network development to planning program webinar, Using Social Media within Rural Health Networks. Before getting started I wanted to have a few announcements on upcoming deliverables. A quick reminder that this upcoming Friday, May 17, sourcebook is due to TA coach. The next upcoming will be June 7 where strategic plan will be due in EHB. Finally, we just ask that you also remember that your PIMS, your data collection will also be due in EHB for the July cohort. It opens on July 1 and will be open through July cohort. It opens on July 1 and will be open through July 31. For August cohort will open on August 1 and well close on August 31. Finally, Final Programmatic Report is due 90 days post grant. Upcoming deadlines also include no-cost extensions except for July cohorts which our due tomorrow, Wednesday, May 15 through EHB. For the August cohort will August cohort will be due on Monday, June 17. We just ask if you have any questions please reach out to your project officer. Today's webinar we have two wonderful speakers. We have Angela Salazar and Bobbie Orchard. They are from Western healthcare alliance. Ms. Angelina Salazar is Chief Executive Officer of Western health alliance or W A.J. She joined WHA team WHA team in 2016 to strengthen and lead the marketing and communications program for their family of organizations. This is Angela Salazar began her marketing and communications program for their family of organizations. This is Angela Salazar began her career in education and found her world in a world of nonprofits. She advanced to regional development for regional non-profit. Started in marketing for critical access hospital and advanced to Director of customer service, marketing community relations and development. Most recently she held the Executive position of Vice Executive position of Vice President of business development. She has been active in her community serving both for community could members and local several non-profit communities. This is Angela Salazar holds bachelor in minor in Spanish, two master arts degree in language acquisition and psychology, as well as certification in medication. Ms. Bobbie Orchard is Director of marketing for

Western health alliance. In this role she leads communications and marketing strategies for Western healthcare alliance, and their family of companies. In addition, she facilitates communications and marketing to network groups and oversees communications with all of WHA's Peer network groups. Over the last year she has transitioned into working more closely with corporate partners to enhance program offerings and streamline communication processes through reporting. She is also the lead staff member on rolling out new programs inventing new corporate partners for WHA. Her diverse professional background includes positions as Director of revenue management for Starwood hotels, and Executive Director for the -- chamber of commerce. She joined WHA team in 2007 to support the Executive team prior to moving into her current role. She earned her associate's degree for the Colorado Institute of health -- I'm sorry, Colorado Institute of Art. Bobby and Angelina, the floor is all yours.

>> Great. Welcome, everybody. Thank you for taking time out today. Hopefully it's a beautiful day where you are procuring day where you are procuring Grand Junction, Colorado we are looking at temperatures of 80 degrees and quite happy to report that because Colorado has quite influx of different weather temperatures of 80 degrees and quite happy to report that because Colorado has quite influx of different weather patterns. I would like to start out first by just telling you who WHA is. For those who are not familiar with our network, WHA began in 1989, and it started out small group of rural hospitals in Colorado, Western -- decided there is more power in numbers. I'm sure all of you on the call can relate to that. Today WHA has 30 healthcare members in Colorado, and also Eastern Utah. Of those 30 members 22 sure all of you on the call can relate to that. Today WHA has 30 healthcare members in Colorado, and also Eastern Utah. Of those 30 members 22 of them on a subsidiary company of WHA called Healthcare Management, which provides revenue cycle solutions which provides revenue cycle solutions too not only members but other clients around the region. Overall developing and managing and menu of over 30 member-owned Partner programs is how we save them money, and ultimately help them remain sustainable and viable in their communities. Again, I am sure you can relate to that as to that as well. In addition, as our members all of us know about this embarking on the journey of Alternative Payment Models and population health, population health, WHA responded by forming another wholly-owned company called community care alliance. The CCA is dedicated to

creating solutions that ensure quality outcomes. As we all shift towards this reimbursement model to focus on value members are learning of working together to coordinate care and ensure success in our medical communities, rewarding those healthy populations with better care and lower-cost per you wanted to make sure that we let you know who we were but feel free to visit our website WHA Number one .org too learn more about were but feel free to visit our website WHA Number one .org too learn more about us. Today while you are here is to learn about social media with networks. Yes, by the end of this webinar we hope that you will learn, first of all, social media best practices media best practices and trends everywhere. You know that and why you are on the call. Also, how to measure what you do on social media. It's one thing to be doing social media, but how do you measure for how to measure what you do on social media. It's one thing to be doing social media, but how do you measure for effectiveness? Number three, strategies for building social media campaigns so things are consistent and go are consistent and go with your brand. Then how to create great native content for social media. Make sure that people actually want to read or look at what you put out there. Finally, what has worked best for there. Finally, what has worked best for us? Believe us, we have tried all kind of things and we definitely think we found the sweet spot of and we definitely think we found the sweet spot of what success is so we will share that with you today. With that I will turn it over to Bobbie.

>> Great, Thank you, Angelina. What is social media? Social media is constantly changing and always evolving and you cannot predict it. It's uncontrolled, meeting people and companies posed what they want and followers had and followers had the Freedom to comment as they wish, which always isn't in a good way but can be. It's unpredictable. You never know what is going to be posted by others were how way but can be. It's unpredictable. You never know what is going to be posted by others were how people will react and comment on your post. It's always good to watch that. It's a great way to have conversational marketing with your audience by starting a conversation with them and keeping it going. It's also audience by starting a conversation with them and keeping it going. It's also powered by popular platforms like Facebook, LinkedIn, Twitter, Snapchat, Instagram, YouTube and a whole host of other platforms that maybe are not as popular as these that I mentioned. The purpose is social media depends on your business model, but it can help you meet and marketing goal, marketing goal, perhaps reach members in a new way. They might listen better using social media than traditional methods such

as phone calls, e-mail, websites and things like that. We'll engage your audience and their circle of influence bekah too be aligned with your marketing goals and organizational brand. Make sure your messaging is consistent with your brand. It's based on current goals and organizational brand. Make sure your messaging is consistent with your brand. It's based on current events and community-driven. What does your community want to see from you? from you? It's low-risk. It doesn't cost you anything unless you pay for it, which Western healthcare alliance we do not pay for ads. All of ours is organic. And you have access to analytics so you know what works. You can tell what is working and what is All of ours is organic. And you have access to analytics so you know what works. You can tell what is working and what is not. And I'm going to turn it back over to Angelina.

>> Thanks, tonight. Why is social media? And Bobby just pointed out the purpose. If that did not encourage you enough to let me give you a couple of more things. We all know, and I'm going to make an assumption that all of you have a Facebook account, so you understand the power of social media in terms of getting your message out. So, we personally think that social media is one of the best ways to engage our members. It's one thing to be reporting to them, but they actually have a dialogue with you members, so that is first and foremost. Secondly, to communicate your news and events in a somewhat informal way that account, so you understand the power of social media in terms of getting your message out. So, we personally think that social media is one of the best ways to engage our members. It's one thing to be reporting to them, but they actually have a dialogue with you members, so that is first and foremost. Secondly, to communicate your news and events in a somewhat informal way that you send out your newsletters, e-mails or giving out information and then people are in dated with information, but this is a new way. It's much more concise a more conversational, if you will. Another reason why you want to use social media is you can use it for education, the people we know with the Internet, that is what people information and then people are in dated with information, but this is a new way. It's much more concise a more conversational, if you will. Another reason why you want to use social media is you can use it for education, the people we know with the Internet, that is what people are looking for, education information. It's a great way to educate members and those maybe you would like to draw into your network about who you are, what kind of information you can do to solve problems for them. Finally, maybe this is another one I think Bobbie agrees with me on this one.

This is a way for your members to share their information as well. It's one thing to highlight what you are doing, but it's a great way also to highlight what they are doing, and showing how the whole car all of those pieces work together.

>> Overall social media Stats., check this out. Social media users, there are approximately 42% in the current population. Those are current statistics, and I even feel like there may be more than that, so, 3.2 billion. Influencers help the truck -- build trust. 49% on influence or recommendations. What does that mean? Like any typical campaign you see on the television, you see actresses, actors, and mean? Like any typical campaign you see on the television, you see actresses, actors, and people want to do things that may be their favorite actor or actors are using as far as products go. Same thing on social media but it's much more personal. It's about what your friends are doing. Same thing on social media but it's much more personal. It's about what your friends are doing. Statistics also people are more likely to ask a friend who they are using for their doctor, as an example. That is an example of influencers in social media. Social media users by generation, you can see the Stats. there. Obviously, Millennials are the top, but I'm thinking of my mom, a Baby Boomer. She loves Boomer. She loves social media, and the fact it's a little concerning how often she is on her Facebook page. Two hours 22 minutes a day. I think that is more little concerning how often she is on her Facebook page. Two hours 22 minutes a day. I think that is more for some, too be less for others. That's a lot a lot of time of social media consumption. Finally, 91% of all social media users use a mobile device to access social platforms. I would say they access everything. I think our phones have become appendages but they're like an extra arm or leg in some instances. The Stats. in themselves also demonstrate how important social media is for communication.

>> What's available? Will, Bobbie mentioned the major players in social media. There are so many social media platforms, and so today we decided to focus on some of the more popular ones, and we do not use all of these because they don't all work. It really depends on what you are trying on what you are trying to accomplish. Facebook, so, in this particular instance, this is one of our favorite platforms for networks. Facebook remains mostly widely used social media platform used all over the world. 68% of adults use Facebook in the U.S. 2.32 billion active monthly users, and you know what, in spite of all the bad press Facebook has had recently, does it of adults use Facebook in the U.S.

2.32 billion active monthly users, and you know what, in spite of all the bad press Facebook has had recently, does it matter. People of Facebook. 97% of social advertisers choose Facebook as they are most useful platform. With this one, we definitely encourage if you don't already own a Facebook page for your network, you need to set one up. LinkedIn, now, we also use and love LinkedIn. Similar to Facebook in its format but different because it's focused on business. You can see the Stats., 590 million users, performs 277% better than Facebook. I think that is definitely an impactful stat you need to see there when it comes to lead conversations, 80% of social media leads come from LinkedIn. If you have not checked out LinkedIn it's impressive it's impressive when hiring new people are looking for someone to join your network. You can pretty much read their whole bio and resumes to find out what is important to them from a business angle on LinkedIn. 60% of users engage with content on LinkedIn because they find it educational and informative. We as a for that and have a LinkedIn page and have a LinkedIn page for WHA. I will talk more about it but we think it's more effective when you are wanting to focus on that business aspect, we more effective when you are wanting to focus on that business aspect, we also use it for hiring employees.

>> Twitter, so, 885 of social advertisers use Twitter. 326 million monthly active users, and over 500 million tweets are sent per day. Even our President. Is a very highly used social media platform. However, we do not use Twitter. I used to work our President. Is a very highly used social media platform. However, we do not use Twitter. I used to work at a hospital, and we used Twitter only when we were wanting to send out message bite that had to do with emergencies, or some kind of PSA we wanted to out. Other than that, it was not a platform we used even in the hospital-setting. I think from The Network doesn't mean you have to, we just haven't found that are particular membership uses Twitter but they do not engage with us in that even though we had a Twitter just haven't found that are particular membership uses Twitter but they do not engage with us in that even though we had a Twitter account.

>> Instagram, my son has one of these accounts Rick if you had children in that teen arena, I am sure they have one as well. Maybe some of you have an Instagram account. Visual social network, so they use a lot of well. Maybe some of you have an Instagram account. Visual social network, so they use a lot of photos. None if any words. It's all images, and there are 1 billion active users. We are seeing a huge trend of this growing in the future. It attracts a younger audience as I mentioned. We do not use 1 billion active users. We are seeing a



huge trend of this growing in the future. It attracts a younger audience as I mentioned. We do not use Instagram park that is not something we have used, have used, and I do not think we have any plan to in the future, any plan to in the future, but I think it's important you know that it exists, and if you decide to use it, by all means, share your means, share your successes and failures with that.

>> Snapchat is another platform the younger generations can use for 255 million monthly active users and 190 active users and 190 million daily active users. 70% of them are under 24 years old, and we do not use Snapchat. That is another platform that we have not experimented with park it doesn't mean we may not in the future, but I think there so many platforms you can use, we would encourage you doesn't mean we may not in the future, but I think there so many platforms you can use, we would encourage you to start with a few to see how it goes before you try and embrace all of these, because there is also that time management time management factor. Pinterest, 260 million active monthly users reaching 83% of U.S. women between 20 to -- 25 entity four years old. Does it mean men do not have Pinterest's account but tends to focus and consist of female audience. It's great for product discovery, especially Millennials. We and consist of female audience. It's great for product discovery, especially Millennials. We do not have Pinterest account with our network. We don't really see that aligning with what we are trying to accomplish trying to accomplish with our messaging. With that, but it definitely is a popular one. I am sure some am sure some of you have a Pinterest account out there. And YouTube, we do use YouTube. We use YouTube a lot. 1.9billion active monthly users, 400 hours of video uploaded every day, every minute. That is crazy. On your mobile device, people are always watching videos on their phone. It reaches more adult during prime time than any cable network. I thought that stat was especially interesting. And a large following of all ages. Doesn't matter how all ages. Doesn't matter how old you are, you have seen a YouTube video. We do, we have our We do, we have our own YouTube channel which Bobbie will talk about. We do think that it's absolutely a platform that you want to use if you if you are using video. I'm going to turn it over to Bobbie to get more details on how we use these platforms. Great, as Angelina mentioned, we mostly use Facebook, LinkedIn and YouTube, so I will go over some of our posts with that, what has worked with us in the past and currently. For Facebook, Facebook we use it to celebrate company milestones, healthcare events, anniversaries, press releases, all kinds of good stuff at this particular post was

one well-liked by our followers, and it's when one of our companies was ventured -- mentioned in a CMS. Another post we well do is we follow ventured -- mentioned in a CMS. Another post we well do is we follow certain health industry celebrations like mental health month, or this week is national hospital week. We have a post-up on that on both LinkedIn and Facebook. Those are popular by members. They also take what we post and share on their own pages. We also celebrate our members awards by posting and those sharing them from there page or posting directly. This one happens to be from one of our CEOs who won an award. We also use it for advertising. Leadership Academy is one of our programs, and we use one of our CEOs who won an award. We also use it for advertising. Leadership Academy is one of our programs, and we use it to advertise for classes and to give folks to register for those classes, those are popular with our members as well. We also use it for press releases or to announce new staff members. This is when we hired are new CFO earlier this year, this is a very popular post. We also use it to advertise for our annual some which happens every some which happens every February. This was supposed we used with video that was LinkedIn to our YouTube account. And then this post was to celebrate the success of our annual summit. It has a whole host of pictures from the event with all of our members, of pictures from the event with all of our members, centers, corporate partners, and really thanking everybody for attending. For LinkedIn, we do a lot of the same type of posts that we do on Facebook. That was a little different messaging pick this particular post highlights Terry hill is one of our speakers for our for our annual summit. This particular post is another one of the celebrations for one of the health industry weeks. This will be healthcare HR week healthcare HR week that we celebrated and did a post for. And as Angelina mentioned, we also do it when we are hiring. We do not pay for advertising to LinkedIn. We well do it as a post and use the organic reach to us to our followers on there. We also use it to wish our members Happy Holidays, and to advertise for our events as you can see by this post. We also use it for press releases. This was when one of one of our companies partnered with a new entity. You can see how that works. For you two, we use YouTube in a variety of different ways. For channel we use it for education on our services like our community care alliance. This was a video that a video that was put together where we highlighted the Executive Director of the Company talking about value-based care. This video is highlighting are keynote speaker for our annual summit. And then this video is a video put together to advertise for one

of our leadership Academy classes. This was a couple of years ago we did this one. And then also we do it for humor and for together to advertise for one of our leadership Academy classes. This was a couple of years ago we did this one. And then also we do it for humor and for fun. This particular video was for our annual summit several years ago, and it is a Mr. Doubletalk. We thank our members with it. It was quite funny. I would encourage you guys to go to our YouTube channel and take a look at these videos, encourage you guys to go to our YouTube channel and take a look at these videos, and let us know if you have any questions or any questions or anything like that. Next, I would like to look at our Stats. for Facebook. The most popular post are the ones with photos, followed by posted links and then status updates, as you can tell by the graph I have up on the screen posted links and then status updates, as you can tell by the graph I have up on the screen right now. Photos really resonate, and we get a ton of like some of those, so we know that we are engaging our folks. This graph shows are page-view for the last 10 months. The peak centers around national world held a cost of announcement and annual summit and also Angeles member visits. When she's out of the field she out of the field she will take a quick shot off of her iPhone and send it over to us and we do a post about it. We always get a lot of engagement off of those. As Angelina mentioned we do post what a few videos. I think we can be a bit more consistent in posting our videos, whenever we do get pretty good engagement off of that. With so our best growth over the last year by using members is our focus, sharing member visits, awards, et cetera, really being focused on our members and not so much on us. For our focus, sharing member visits, awards, et cetera, really being focused on our members and not so much on us. For LinkedIn, our most popular posts are the ones with announcements about events announcements about events cost definitions or press releases, as this chart shows you. As you can tell from this one, most of our visitors came from Business Development folks. These will be people that are wanting to Partner with us for programs our visitors came from Business Development folks. These will be people that are wanting to Partner with us for programs and services for our members. That are most popular post was the announcement of Angelina being named a new CEO in January of this year. This post it 200-0985 impressions. That means the number post showed on LinkedIn members. 197 clicks and 65 likes. Which is pretty popular for us on there. That is our best one that we have had probably to date for LinkedIn. Now I will turn it back over to miss Angelina.

>> Great, thank you. Just a couple of things I want to point out on what Bobbie was talking about. When you are sending out a message, you might have noticed when Bobbie showed us those different examples, that conversational tone. Again, this is a conversation, and to post it that way instead of something you are reporting on completely changes the engagement with their constituents and members, because then it feels completely different, and people look at that and they read it and it's a conversation. I'm not being talked at. There is engagement. I also want to point out that sharing is absolutely one of the goals, and Bobbie pointed out that when we have pictures of our members, those get shared. You can see how many times photos get here. People like to see themselves on Facebook, and they like to be recognized. I think shifting that gear from highlighting everything you are doing couple of your services, not that that's not important, but maybe demonstrating for a story how that is effecting or making impact on your members, and having your members be the focus is going to get the most bang for your effort when it comes to social media. How do you do it? First of all, remember, you are facilitating discussion. Be provocative. Ask hard questions. You can do this through social media. People expect, actually. If your conversation doesn't feel conversational or feel like it's actually engagement, people will tune out. Peer keep that in mind when writing that copy. And make social media part of the job, just like e-mail. Never you are doing anything, ask yourself, whatever initiative or whatever you are getting out there, social media should be part of the overall plan. We want to communicate this through social media? It's going to look different than that news release but still needs to be incorporated in everything you are doing. Offering help, advice and support is another wonderful thing, and instead of saying we provide this service for you in this will do ABC for you. Social media is not of saying we provide this service for you in this will do ABC for you. Social media is not a place to advertise. People can smell an advertisement and they will tune out because we're all inundated with advertisement. But if you can provide education top and again, using your members as a vehicle for that education can provide education top and again, using your members as a vehicle for that education top again, it's the engagement piece. Personalize those request and approaches. Again, we already talked about this, personalizing is more about the conversational tone, and this -- and as a you are talking to people, picking

up the phone and talking to people but doing it in your social media voice, so to but doing it in your social media voice, so to speak. Promote value-added channels. If you put something on LinkedIn then put it on Facebook and send it in an e-mail. Be consistent among all among all channels of communication. Then you will have people in different ways, and you might think, guys, I'm sending to much information out there. Believe us, you are not cost because you will catch some people, but you are going to catch some people because you are hitting all of these different channels, because people because people are getting so much information, many of you who have marketing experience know the people do not pay attention do not pay attention the first time. Coming up in different ways you are more likely for them to recognize you and read your information. Finally, emphasize quality, not just quantity. We definitely have been in that boat in the beginning where we are putting as much out there thinking, we got to post every day. That people will start to tune much out there thinking, we got to post every day. That people will start to tune out. Don't put it out there unless you find it meaningful, unless it's actually information meaningful, unless it's actually information you think is important, that's part of an overall strategic communication goal, and that you know your members want. Sometimes I think we as network leaders, we think we know what they want, but ask them, and see what they are posting. I think one thing Bobbie does really will is she follows all of our members on there one thing Bobbie does really will is she follows all of our members on their network pages and says, wow, okay, I can see right now what now what is important to our members and then tie that into what we are doing on our network page.

>> I hate to bring up the failures but that is how we learn the critical failures, maybe not so critical, but definitely experiences. The first one is no contradiction. This is when the purpose doesn't match your strategic goal, business need, or even community desire. We talked about that. If you are putting stuff out you are putting stuff out there for the purpose of putting stuff out there that will be out there that will be a goal contradiction, that in itself people will tune you out. The next one, process disconnect. Social media programs that are not connected with other business functions. It's got to be organic. It has to be and feel natural. It somewhat funny saying that because we are all deliberate network leaders of putting information out there, but somehow it has to be connected with the other business functions. Next one, multiplicity. Many and coordinated efforts reduce the effectiveness and cause confusion. Again, when you're putting something out there, do it across all of

your channels and be consistent with your voice. Make sure that you are branding all of your messages to pick if you have your voice. Make sure that you are branding all of your messages to pick if you have a logo, logo should be tied to everything you are doing. You want to know that when people see that they will automatically Associate whatever you are putting with you, and that is part of and that is part of the communication goal. Next, goal monologue. Here is that ignoring potential for discussion and collaboration. Social media I cannot emphasize enough is a conversation. It's not a monologue. If you are using discussion and collaboration. Social media I cannot emphasize enough is a conversation. It's not a monologue. If you are using it to just talk at your members or talk at your constituents, they will tune they will tune you out because there so much information out there. How are you going to grab their attention? to grab their attention? Again, you are having a conversation, so be sure you are looking at that in everything that you put be sure you are looking at that in everything that you put on. And most importantly, and I think we tied this to everything, we tied this to everything, it's not about you. So hard to do. We done this before. We need to highlight all of the wonderful things are leaders, are network staff is doing, and we do a little bit of that, but we always tie into how it relates to our members, because if you get to self-focused about the services we provide for them for them without tying it to them directly, then there is a disconnect, and they will tune us out.

>> Make a plan! There have been many times I noticed, and myself included, that social media is there and I do it, but how does it tie into her overall strategic plan? How does it fit into your communication? your communication? You got to decide what type of member news you want to share, and is it really important? Or you doing it for the sake of doing it, or is it something that you that you know they want to ask we know our members love it when we share from there pages and I mentioned that also, what are also, what are they doing? How can you tie it into what you are doing? Decide how much you share. Again, every day even though you might hear from others, you got to post every day, Bobbie and I disagree with it. I think that if post everyday people will tune you out, especially of what you are posting is not important to them. Be strategic about what you put out there. Finally, created a social media calendar. Bobbie has a wonderful social media calendar where all of our events, announcements are included, and we know which medium is going to be most effective based on experience, but also we know what is coming down the line so we can make sure that we are consistent with our e-mail, Arlington, is coming down the line

so we can make sure that we are consistent with our e-mail, Arlington, Facebook, videos. It doesn't mean we use all of every single time, but we have a calendar so we know what is coming down the pike. we have a calendar so we know what is coming down the pike.

>> I read, Bobbie?

>> Thanks, Angelina. So how do you engage your audience? The best ways we have found to engage your audience include: Too use images. People love to see pictures of things and those are our most popular posts as posts as mentioned before. Video, were investigating seeing -- investigating using live video. We have heard it's successful but have not used not used it yet. Most importantly, think before you post. Make sure that it's something that your audience wants to hear. That goes back to what Angelina just went over. Make sure that it's concise, and not to promotional. Be transparent pick if you can't explain it, don't put it out there.

>> I'm creating fewer, better posts. Like Angelina said, we do not post every day. We are really cautious, and we think about what we are going to post, and we are strategic in what we post so that we get the get the most bang for our buck, even though we are not spending money. Be concise. Get to the point. Be interesting. Do not be like everybody else. Post things that are going to interest your audience. Instead of saying how great you are, tell a story. Tell a story about a member. Tell a story about something going on. Our members love it when we do that. Tag your members. Let them know you are putting them out there, that you are posting about them. Share member news on your page. We do that a lot with certain awards, different announcements from our members. We don't share everything because we had 30 members. That will be a full-time job to a full-time job to share all of them. Use A Call to Action. If you want to do -- if you want them to do something, ask them too. Use humor when appropriate. Our members really like it we ask them a question. It injects curiosity into your posts. Why do we share? Why do people want to know what we are doing on social media? We share to bring entertainment. To bring valuable and entertaining content to our audience. We use it to define ourselves, too give people a better sense of who we are and what we care about. Our mission over the and what we care about. Our mission over the last year has really been to get back to the basics and it really let our members know that we care about them, so to share their stories, too build them up, because that is why we are here. Too build relationships. It keeps us connected to the people we may not be reaching otherwise. Like Angelina said, we send out our

messages via e-mail, otherwise. Like Angelina said, we send out our messages via e-mail, LinkedIn, Facebook, YouTube, however, we need to get our message out there, but it may not resonate as everybody may not use the same way to get the message. Somebody may get a message better off of e-mail than they would off of Facebook. Support get a message better off of e-mail than they would off of Facebook. Support a cause work social media can support causes or issues we care about. Ours happen to about. Ours happen to be our members, so that is our cause. Pay attention to your analytics. Your analytics on Facebook, LinkedIn, YouTube got any of your platforms your platforms are very important. Pay attention to the posts and see which ones resonate with resonate with your audience. If nobody reads it, don't do it again because, obviously, your message did not get across. We pay attention to that and we have really honed our message over honed our message over the last year to wear when we post, are members are paying attention. Your profile is important. As you can see on this screen these are both of our profiles for Facebook and LinkedIn. Make sure it's effective, current, and trustworthy. We change the We change the images on our Facebook headers, and Arlington had her usually once a month or so. And our members really like that. Plus, it keeps our profile fresh. We also use it to highlight events. We well do a special banner at the top for our annual summit, holidays, all different kind of things like that, and our members really engage with that. I would turn it back over to Angelina.

>> Thanks, Bobbie. Stop obsessing over your number of followers and start engaging they want to have. I really like this slide because I think even with because I think even with your personal Facebook page, we tend to, maybe not admit it but we but we want to know how many likes we have. It seems that's more important, but it's really not so important to obsess about the followers. It's about engagement. What we are doing is the bottom-line. It's how bottom-line. It's how do we use this to engage more so maybe you have a network group, meetings with your Board or members. This is that time between those meetings. This is how to engage when not Face to Face or having a conversation to keep the dialogue going throughout going throughout the year.

>> And followers don't matter. Influencers matter. What does that mean? Just because you have a lot of people following you, are the people you want to be following of people following you, are the people you want to be following you? Yes, we want our members to follow is, absolutely. We also want the influencers to matter. I encourage you to identify you to identify in your membership, even in your own staff who are those that you know when they



post something, or post something, or when they share something, they have a lot of engagement. Have a lot of people that are responding and commenting. Those are your key people, and you can use of those strategically. Reach out to them and say, hey, particular member, would you share this Rex we're going to post to this? Would you mind sharing this on your page? Is all about sharing and using those relationships to be able to continue to further your message, and to on your page? Is all about sharing and using those relationships to be able to continue to further your message, and to continue the dialogue we have been talking about now talking about now for the last 40 minutes, and that's what it is.

>> It looks like this is a Bobbie side. Go, tonight.

>> We wanted to share some current trends over the last year for social media with you. According to a recent report by Hootsuite they have identified five key social media trends to watch in 2019. The first one is trust. This one is huge pick your audience must be able to trust you and your brand. Facilitate the help of a trusted member to be an influencer on your behalf. That's really important, and Angelina just touched on that. It's important that your members and your audience trust what you are posting. I cannot highlight that enough. It's very, very important. Second, tell a story. Stories are overwhelmingly visual. They feel real and resonate with the audience on a personal level. It engages your audience and let them feel they are part of the story. And Scott all of our advertising them feel they are part of the story. And Scott all of our advertising our mechanic. I would not pay for what you can do for free Rick really, not applicable for healthcare networks. It's more for if you are selling widgets, shoes, or something like that. Social shopping, Not Applicable. Our members are not looking to buy something from our social media sites. Messaging, nine out of 10 consumers like to use messaging to communicate business. We should all pay attention to our messaging options. Pay attention to if you are getting messages on Facebook or LinkedIn, the people our starting to try to start a conversation with you. It's very important you pay attention to that and our watching that all the time. Another thing we wanted to share with you is the post method. It's people, objectives, strategy, technology. Originally coined by Charlene Lee Ann just burn off in there book a groundswell. It's proven Social media strategy. People, can't achieve basic level on social media if you do not understand your people. No one will share your blog post if you have not answered the only question that really matters. What is in it for them? Objectives, if you don't have a destination, any tool will do. Any practice will do

too. They're objectives help you if you are successful or not. Long-term success on social media requires a lot of trial and error. We have tried a lot of things on social media some have worked, some have not. You have to know what is trial and what is an error, plus they social media some have worked, some have not. You have to know what is trial and what is an error, plus they help you discover what you are doing right peek your strategy is more than just a plan. It is a plan that will meet your objectives based on what you know about your than just a plan. It is a plan that will meet your objectives based on what you know about your people. What you know about your followers, you members. A good strategy focuses on a value exchange between you and your supported. What are you going to give in exchange for their e-mail, money, time, influence, attention? Whether it's a meaningful pledge or sweet stay, write down exactly how you will be offering a value to encourage them to help you achieve your objective. And last, technology. Once you understand your people, objective and strategy, objective and strategy, you can confidently select the tools and analytics you use analytics you use for your campaign. Angelina?

>> Thanks, tonight. I think I like most what Bobbie said to, and I am a consumer of social media. Our attention is more valuable than money in many respects, and seven cost because people's attention is everywhere these days, and making your post valuable, knowing that, oh my gosh, if I am going to engage with my member, their attention is so valuable to me. How do I not waste their I not waste their time? How do I ensure that what I am putting out there is something that is going to add to their lives? I love that. I wish more the media that I consume would respect my attention like that. Tools to manage your social media, so let's say you are a team of one. I know many networks out there may be a staff of one or two. And how do you do this? You have a full-time job, and liked and I mentioned this could be a full-time job. In fact, many companies have full-time social media experts on their staff Rick we don't all have that luxury. We are included and not having that luxury so we all do our best as 18. Bobbie manages this area for our network that we are all responsible

for what we are posting and ensure that so let's say you are a team of one. I know many networks out there may be a staff of one or two. And how do you do this? You have a full-time job, and liked and I mentioned this could be a full-time job. In fact, many companies have full-time social media experts on their staff Rick we don't all have that luxury. We are included and not having that luxury so we all do our best as 18. Bobbie manages this area for our network that we are all responsible for what we are posting and ensure that we follow the protocol that has been set before us. But if you are needing assistance, there are some tools. Hootsuite and buffer are two particular tools that can help you, and some are free, or they offer free options and advanced features for a fee. Hootsuite offers ability to manage multiple profiles in one place, so you can schedule your post ahead of time and it takes care of it for you. Whatever particular date use it been set before us. But if you are needing assistance, there are some tools. Hootsuite and buffer are two particular tools that can help you, and some are free, or they offer free options and advanced features for a fee. Hootsuite offers ability to manage multiple profiles in one place, so you can schedule your post ahead of time and it takes care of it for you. Whatever particular date use it in there it will put it on the social media platform that you provide it. Buffer offers ability to manage three social profiles Rick you can schedule up to 10 post you provide it. Buffer offers ability to manage three social profiles Rick you can schedule up to 10 post and you can utilize your browser extensions. They also have mobile apps, and you can create and schedule content using their image creator. They have a video upload. They have a lot of bells and whistles to, but we encourage you to check those out if you have not already, because I think that it can be really humble. We know whistles to, but we encourage you to check those out if you have not already, because I think that it can be really humble. We know how busy you are and how full your plates are. Too be able to ensure you're getting this and got the tools are great. The next slide, keep learning. We have our favorites here that we have posted for you to learn about social media. Social media is always changing and in healthcare specifically you've got to be careful. We have HIPAA compliance, and in this world where everybody is kind of, I do be pessimistic but, yeah, you got to be careful also on what you put on your social media platform. I do not think so much with our industry but you have to be mindful of that. These particular websites have great resources for you, and we encourage you to steal, look out there and find great ideas and put them out there, experiment. See what works. See what is not working. If you have others you

use, by all means share with each other, but these are our favorites. Feel free to check them out. With that I will open up to any comments or but these are our favorites. Feel free to check them out. With that I will open up to any comments or questions or concerns you may have. Thank you for all of your attention today.

>> Awesome, thank you both so much for that very engaging communication. Operator, can we open up the lines if we have any questions?

>> Yes, thank you. We will now begin the Q&A session. If you would like to ask a question please press Star one, unmute your phone, and record your name clearly. Your name is required to introduce your question. If you need to withdraw your question, press Star two. Again, too ask a question, press Star one. It will take a few moments for the questions to come through. Please stand by.

>> Should I answer? I can see subject questions.

>> Sure.

>> It looks like has a question about what products and services our network offers. Thank you for the question. We offer health care management company offers a full range of revenue cycle services. Big of a to Z the revenue cycle. EVO, legal team, bad debt collection. We have that company. We also offer through our community care alliance company; we have a whole team that helps our members. We manage to ACO and managing contracting services and Care Coordination services. We also offer services for offer services for all of our different network groups. For example, we have what we call are corporate partners. Are-- group meets. They identify problem and it are job is a step to find a solution. We will reach out to vendors and that vendors on behalf of members to be able to provide a service that is affordable and does solve for the most amount of members that we can pick we also have educational services. We provide what we call we call leadership Academy. It's customized leadership training. For those of you that are in rural areas, I'm assuming I'm assuming most of you our, rural health care, we often have communities like a lab tech that find themselves in a Director role. They may be great in the lab but necessarily but necessarily do not know how to manage people our deal with conflict, so we provide that service as well. We provide those trainings for our members so they can ensure that their leaders are able to manage provide those trainings for our members so they can ensure that their leaders are able to manage and lead their teams into success that's a snapshot of some of the services we provide. Bobbie, anything I missed?

>> No, I do not think so.

>> All right, great.

>> Any other questions?

>> I show no questions at this time right now.

>> Here is one.

>> Go ahead.

>> Go ahead, Bobbie.

>> Chris to asks that you mentioned not paying for content or ads. Curious to know if you have tips for beating the algorithm without paying for your content appears in the target audiences feed?

>> You know, we have never really paid for anything but we really just try just try to engage our members. And Vyas following our members pages, it engages them so they in turn engage with our page better. Do you have anything to add to that, Angelina?

>> I would just say that I do not say that I do not hesitate to ask members directly when I meet with them like, hey, get on our page. Like our stuff. And tell them exactly what the goal is, that we want to make sure that the content we are providing them on our page is what they are wanting, and the only way we know is if they follow, like, Stay connected. I think we are providing them on our page is what they are wanting, and the only way we know is if they follow, like, Stay connected. I think to be direct or tell your members what you are wanting to accomplish. I think that transparency is really valuable.

>> Awesome. Any more questions?

>> This is the operator. I do not show any questions at this time.

>> Awesome, thank in. With that it looks like we've answered all of the questions. Again, I want questions. Again, I want to thank you both, Angelina and Bobbie for this amazing webinar. I know that I personally learned a lot. Thank you, so much for that. Just a quick reminder that the slides are available for download the lower right-hand corner, as well as the webinar. It has been recorded, so recorded, so it will be available on the website in the coming days. If you would like to share that with your networks you are more than -- to do that as well. I hope you enjoy the rest of your day and have a great afternoon.

>> Thank in. That concludes today's conference. Speakers, please allow a moment of silence and standby for your post conference.