

SOCIAL MEDIA: A BEGINNER'S GUIDE



Social Media

▶ Disclosures: None

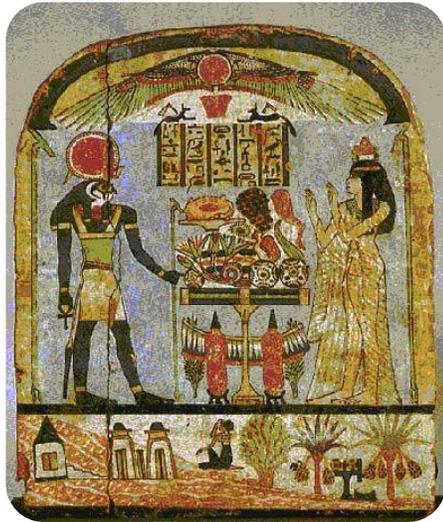
Pediatricians need to have an active presence.....

- ▶ Deliver consistent, evidence-based health information
- ▶ Address current medical topics/issues/events as they occur
- ▶ Create networks with like-minded entities to promote children's health
- ▶ Announce and support community events
- ▶ Promote ourselves as an involved resource in the community
- ▶ Critical to a successful clinic



Social Media: The good “old” days

- ▶ Started in Egypt, 4,000 years ago with public messages carved into steel
- ▶ Media has changed very little over time, as compared to the dramatic changes over the last 20 years
- ▶ Print: magazines, newspapers, yellow pages, etc..
- ▶ TV: commercials
- ▶ Radio: ads
- ▶ Billboards



Social Media: Today

- ▶ Hospitals are analog in a digital world. Digital technology has changed the world
- ▶ 80% of U.S. adults own a smartphone
- ▶ Almost three quarters of adults have used an on-demand online service
- ▶ For busy Americans, the “convenience” of the digital economy is a necessity
- ▶ Top 4 companies by market capital are all tech companies: Apple, Alphabet/Google, Microsoft, Amazon



Social Media: Generations

Generation name	Birth years, Ages in 2010	% of total adult population*	% of internet-using population*
Millennials	Born 1977-1992, Ages 18-33	30	35
Gen X	Born 1965-1976, Ages 34-45	19	21
Younger Boomers	Born 1955-1964, Ages 46-55	20	20
Older Boomers	Born 1946-1954, Ages 56-64	14	13
Silent Generation	Born 1937-1945, Ages 65-73	7	5
G.I. Generation	Born -1936, Age 74+	9	3

* Source: Pew Research Center's Internet & American Life Project, April 29-May 30, 2010 Tracking Survey. N=2,252 adults 18 and older.

Social Media: Millennials

- ▶ 71% want to book appointments with mobile apps
- ▶ 74% would prefer to see a doctor virtually
- ▶ **75% look at online reviews before selecting a physician**
- ▶ One-third downloaded a health app in the last 30 days
- ▶ 42% have used synchronous video telemedicine



Sources: Salesforce: 2016 State of the Connected Patient,; Rock Health: "50 Things We Now Know about Digital Health Consumers," Jan. 9, 2017; Ripton, J.T.: "Five Ways Millennials Are Changing the Healthcare Industry," Becker's Hospital Review, March 1, 2017; Koren, D.: "What Millennials Want When It Comes to Healthcare." Media Post, Dec. 23, 2016

Social Media: Millennials

- ▶ They are born 1981-1996, currently ages 22-37
- ▶ Generally thought to distrust institutions
- ▶ Trust but avoid doctors
- ▶ Early adopters of technology
- ▶ Desire access and convenience
- ▶ Will “research” products and services before making a decision
- ▶ They view health “holistically”
- ▶ “SHARED-EXPERIENCE” GENERATION



HOLDING US BACK.....

- ▶ NO time
- ▶ NOT worth it
- ▶ UNPROFESSIONAL
- ▶ NOT tech savvy
- ▶ WHERE to begin?



Social Media: CAUTIONS

- ▶ DO NOT post anything negative about a patient or colleague
- ▶ DO NOT HINT at patient identification
- ▶ DO NOT connect with a patient
- ▶ DO NOT dispense specific medical advice
- ▶ DO NOT let anyone post on your behalf
- ▶ DO NOT rely on common sense



Social Media: 3 “P’s”

- ▶ **PURPOSE**: Why are we posting?
 - Medical topic
 - Special event
 - Promote your clinic
 - Community initiatives
- ▶ **PLAN**: Strategy
 - Timing, frequency, and verbiage
 - Platform
- ▶ **PERSISTENCE**



Social Media: Platforms

- ▶ Website
- ▶ Facebook
- ▶ Instagram
- ▶ YouTube
- ▶ Twitter
- ▶ Healthgrades
- ▶ Vitals
- ▶ Google/Google+
- ▶ Yelp



Social Media: The “R” word

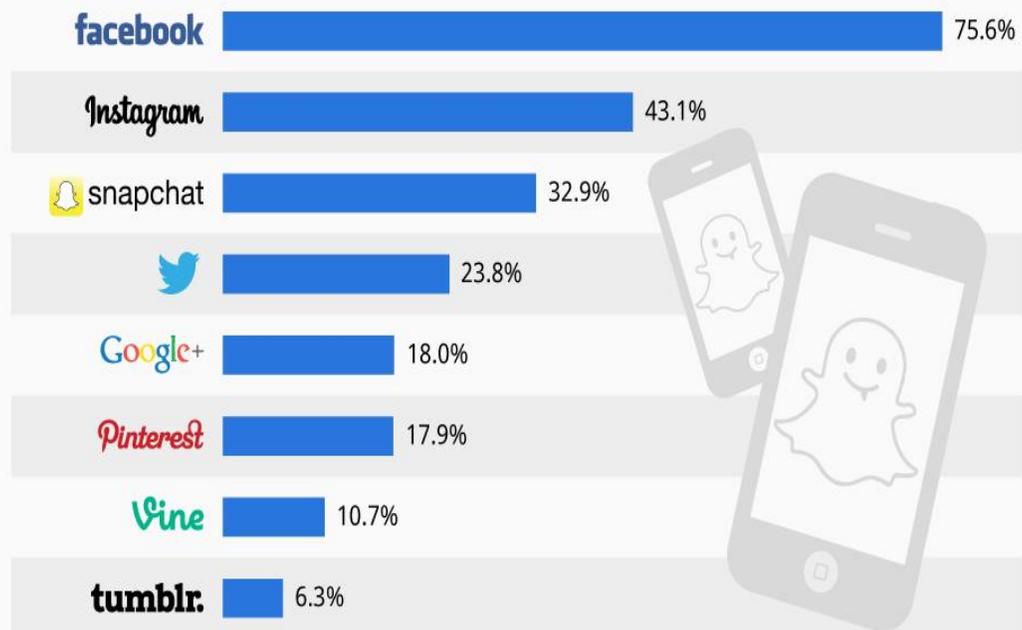
- ▶ Acknowledge all reviews, positive and negative
- ▶ Do not be defensive
- ▶ Keep your responses general and appreciative of all input to improve our delivery of care
- ▶ NEVER allow your discussion regarding a negative review to be thru social media



Social Media: Platforms

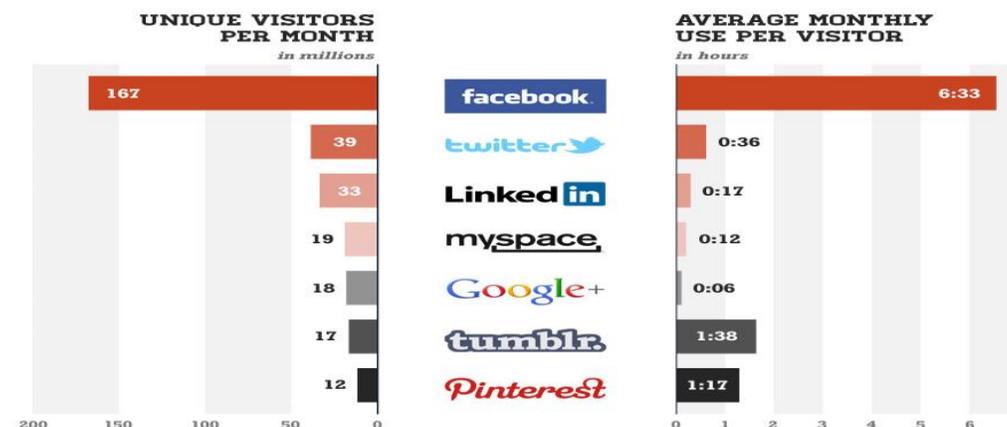
Snapchat More Popular Than Twitter Among Millennials

Most popular social media apps among Americans aged 18-34 (% of smartphone users)

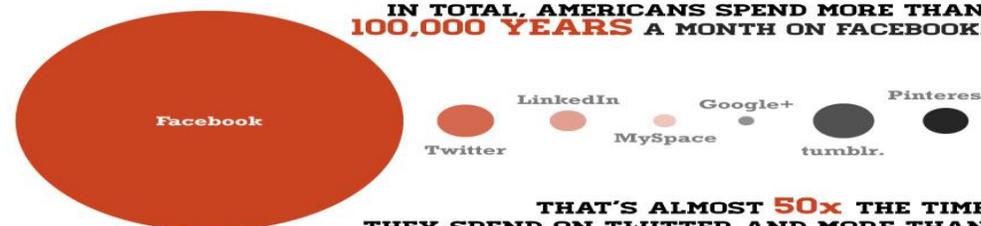


Time is money

Social network use in the United States



IN TOTAL, AMERICANS SPEND MORE THAN 100,000 YEARS A MONTH ON FACEBOOK.



THAT'S ALMOST 50x THE TIME THEY SPEND ON TWITTER AND MORE THAN 600x THE TIME THEY SPEND ON GOOGLE+.

All numbers are estimates



Social Media: Terms

- ▶ Hashtag: adding # or @ before a phrase will allow searches to find everything about that topic, ie. #pediatrics. This was created organically by Twitter users in 2007 to catalog information about the San Diego forest fires information
- ▶ SEO: Search engine optimization
- ▶ **Engagement: Interaction with your post; likes, shares, and comments**
- ▶ Reach: the number of people that have your post enter their page
- ▶ Shares: people that click on your post to share
- ▶ Followers: people that follow your page
- ▶ Preview: amount of people that hover above your post



Social Media: ENGAGEMENT

- ▶ Include photo of staff, providers in clinic
- ▶ Use of social media real time from events: Instagram, Twitter, Facebook
- ▶ Do not use stock photos
- ▶ When proper clearance obtained, use patient photos appropriately
- ▶ Video
- ▶ Blogs
- ▶ Timing
- ▶ Topic



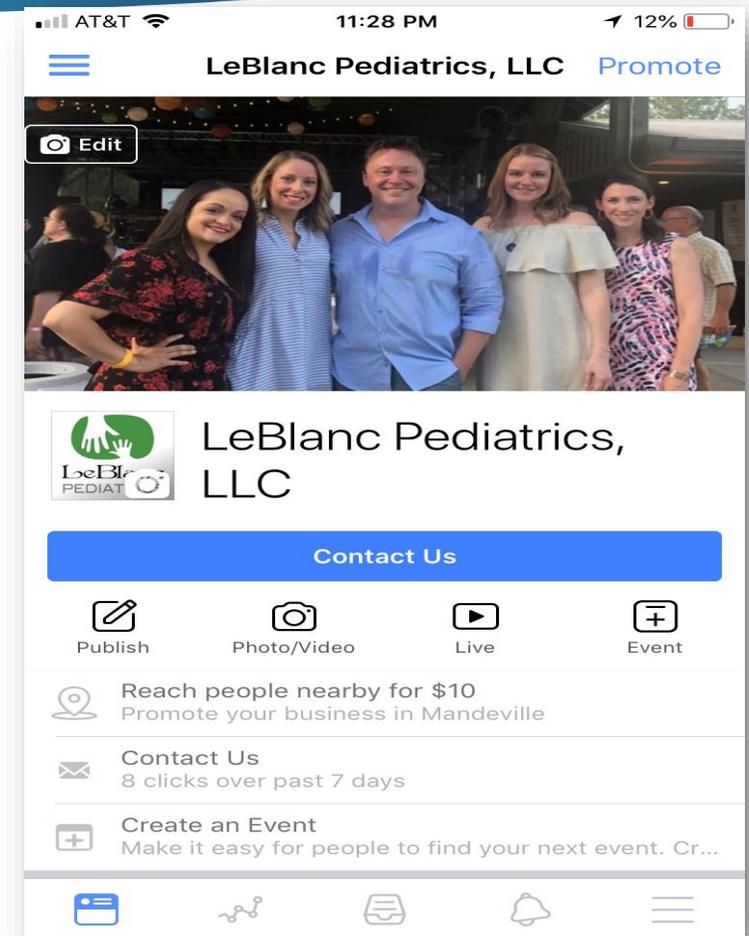
Social Media: Websites

- ▶ Provide pertinent information regarding your clinic
- ▶ KEEP IT UP-TO-DATE
- ▶ Easy to navigate on a smart phone
- ▶ Provide a blog or medical information to increase traffic
- ▶ Cross reference your social media sites
- ▶ SEO is focused on to help enhance your presence on searches



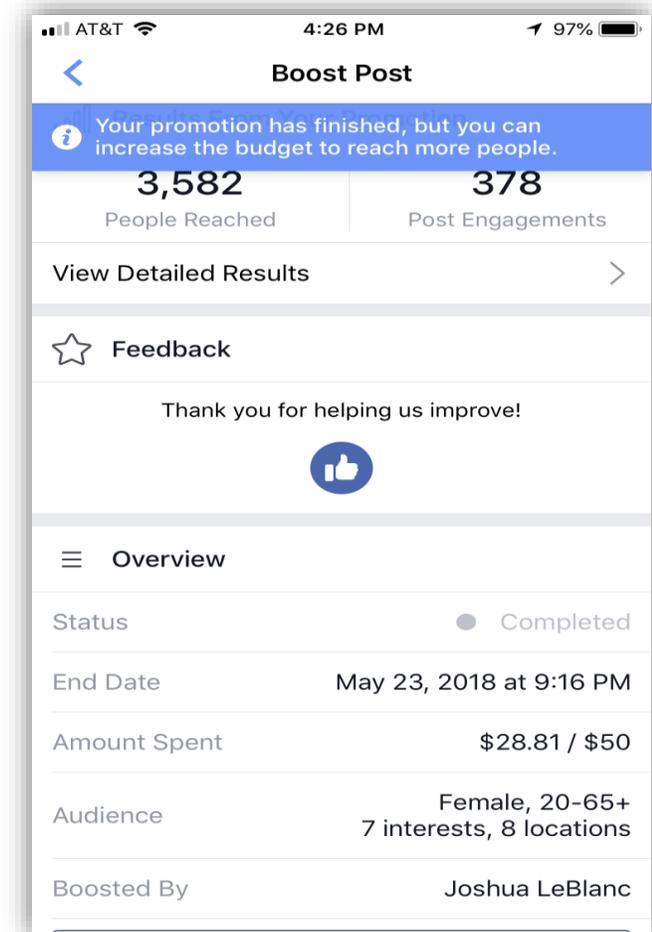
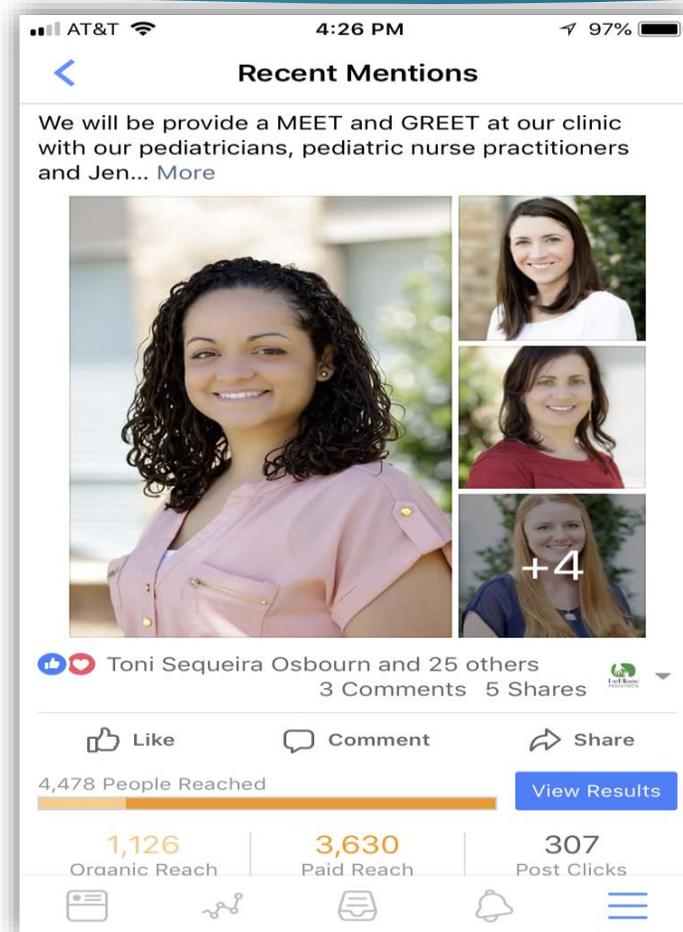
Social Media: Facebook

- ▶ Facebook started in 2004 by Mark Zuckerberg. It was initially limited to Harvard, surrounding colleges and finally in 2006 to everyone with an email address and over the age of 13
- ▶ Currently, 845 million active monthly users with 2.7 billion daily likes and comments
- ▶ The data supports our target population is here
- ▶ The most popular social media platform
- ▶ We have posted multiple times per week for 7 years
- ▶ Real-time feedback regarding the “success” of your post



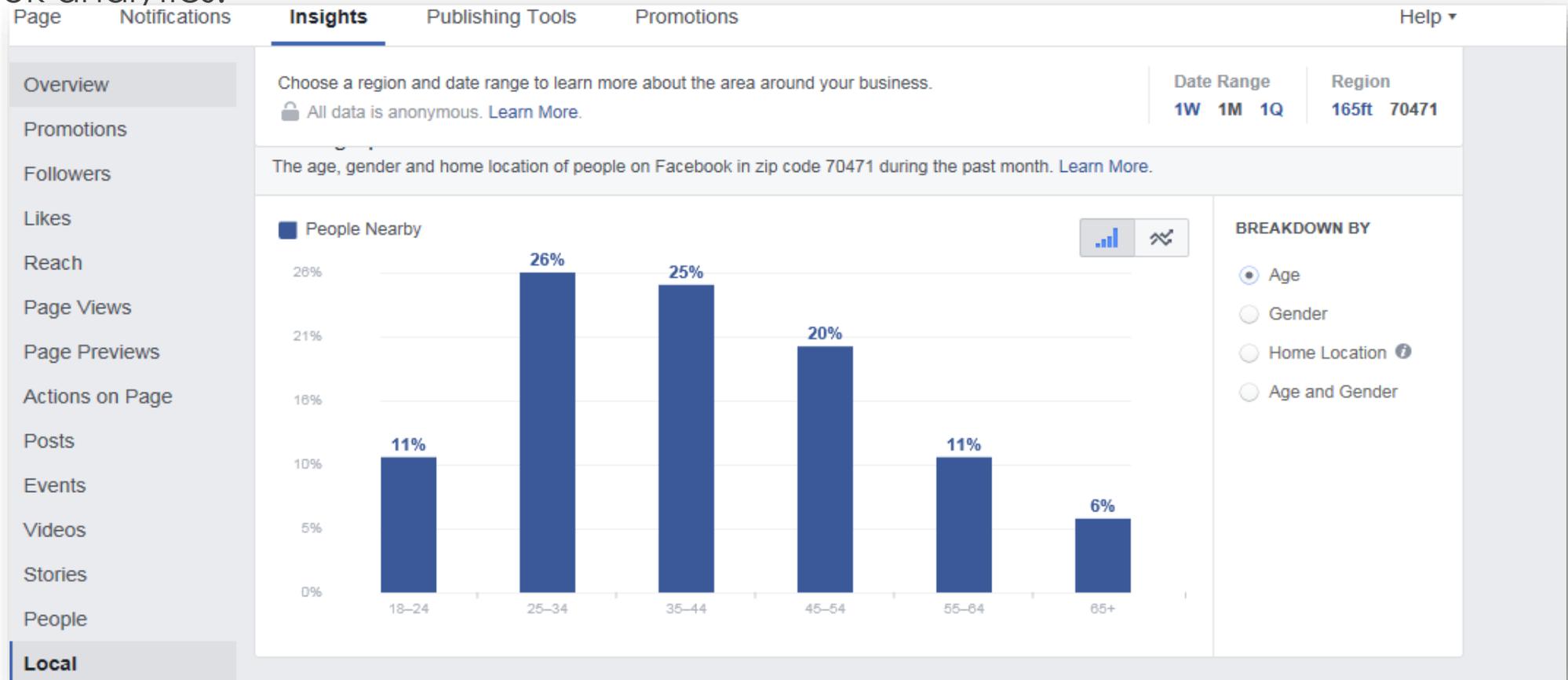
Social Media: Facebook

- ▶ Posts are individually composed
- ▶ Generated 2-3x per week
- ▶ Appropriate photos are linked to each post
- ▶ Focus on a few sites as sources for your posts, for example, Healthychildren.org

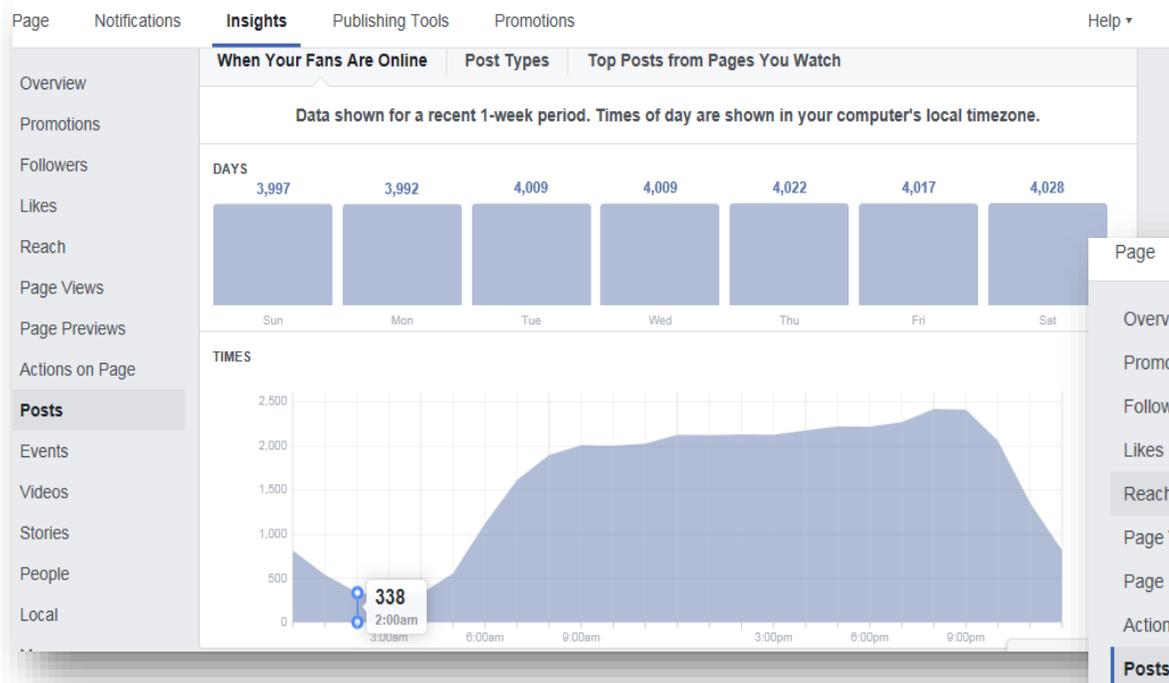


Social Media: Facebook posts

► Facebook analytics:



Social Media: Facebook posts



Page Notifications **Insights** Publishing Tools Promotions Help ▾

All Posts Published

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
07/26/2018 9:39 pm	LEBLANC PEDIATRICS WILL BE A CAR SEAT	📄	🌐	3.4K	479 169	Boost Post
07/17/2018 8:40 pm	LEBLANC PEDIATRICS, COVINGTON SATELLITE	📄	🌐	8.6K	1.6K 551	View Promotion
07/17/2018 7:38 am	WE APOLOGIZE for any inconvenience... Our phones	📄	🌐	1.9K	253 28	View Promotion
07/16/2018 9:11 pm	THANK YOU DR. BULLOCK!! As Dr. Elaine Bullock	📄	🌐	6.6K	671 309	View Promotion
07/04/2018 4:21 am	LeBlanc Pediatrics, LLC	🔗	🌐	485	4 8	Boost Post
07/01/2018 9:17 pm	HOLIDAY WEEK UPDATE... Happy 4th of July from	📄	🌐	2.4K	121 63	View Promotion
06/28/2018 9:36 pm	OUR NEXT PRENATAL CLASS IS AUGUST 23RD...	📄	🌐	5.3K	203 70	Chat (62)

Social Media: Facebook posts/ads

- ▶ Likes
- ▶ Shares
- ▶ Clicks
- ▶ Negative feedback

 **LeBlanc Pediatrics, LLC**
Published by Joshua LeBlanc [?] · Yesterday at 8:40 PM · 🌐

LEBLANC PEDIATRICS, COVINGTON SATELLITE CLINIC update!!
We are very excited to announce our COVINGTON CLINIC will be located on Tyler St., between 18th and 19th Street. Things are moving ahead!!
The clinic will be built with same decor, well and sick wings of the clinic and the dedication to the patients of the Northshore.
Visit our website:
leblancpediatrics.com... See More



Performance for Your Post

4,991 People Reached

431 Reactions, Comments & Shares 🗒

263 👍 Like	242 On Post	21 On Shares
82 ❤️ Love	77 On Post	5 On Shares
5 😲 Wow	5 On Post	0 On Shares
61 Comments	47 On Post	14 On Shares
25 Shares	25 On Post	0 On Shares

1,229 Post Clicks

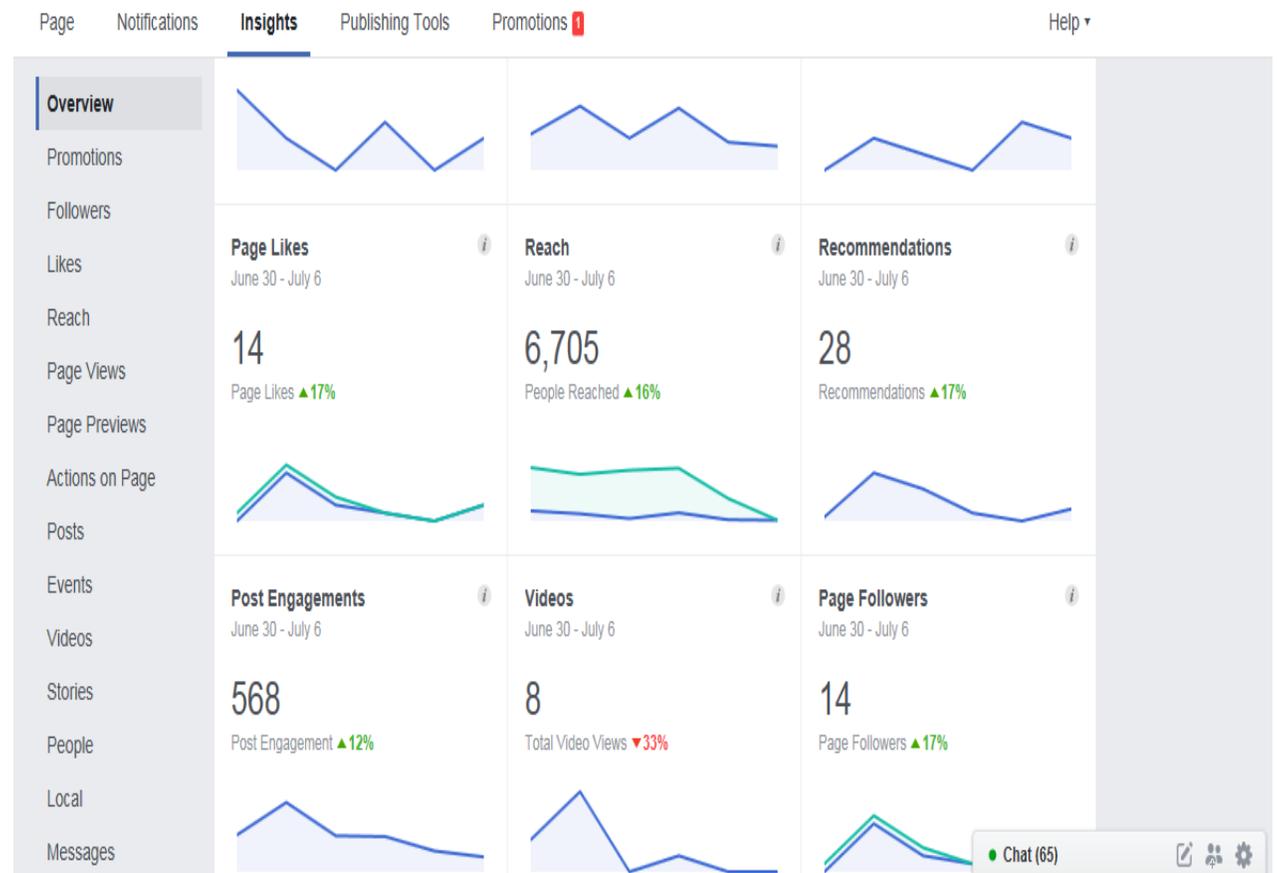
415 Photo Views	16 Link Clicks	798 Other Clicks 🗒
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Social Media: Facebook insights

- ▶ Insight section provide overall data about your site during a period of time.
- ▶ Publishing tools allows you to compose a post and schedule it for the future.
- ▶ Hootsuite is an example of a site where you can schedule posts for multiple social media platforms



Social Media: Facebook ads

- ▶ Example:
- ▶ The ad will also run through Instagram.
- ▶ Facebook:

Post Details

LeBlanc Pediatrics, LLC
Published by Joshua LeBlanc [?] · July 16 at 9:11 PM · 🌐

THANK YOU DR. BULLOCK!!
As Dr. Elaine Bullock approaches her 1 year anniversary, we want to thank her for her compassion, expertise and enthusiasm. She has been a truly amazing colleague.

LeBlanc Pediatrics



Performance for Your Post

6,625 People Reached

309 Reactions, Comments & Shares

233 Like	219 On Post	14 On Shares
53 Love	50 On Post	3 On Shares
20 Comments	20 On Post	0 On Shares
6 Shares	6 On Post	0 On Shares

671 Post Clicks

427 Photo Views	0 Link Clicks	244 Other Clicks
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NEGATIVE FEEDBACK

3 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is

Instagram:



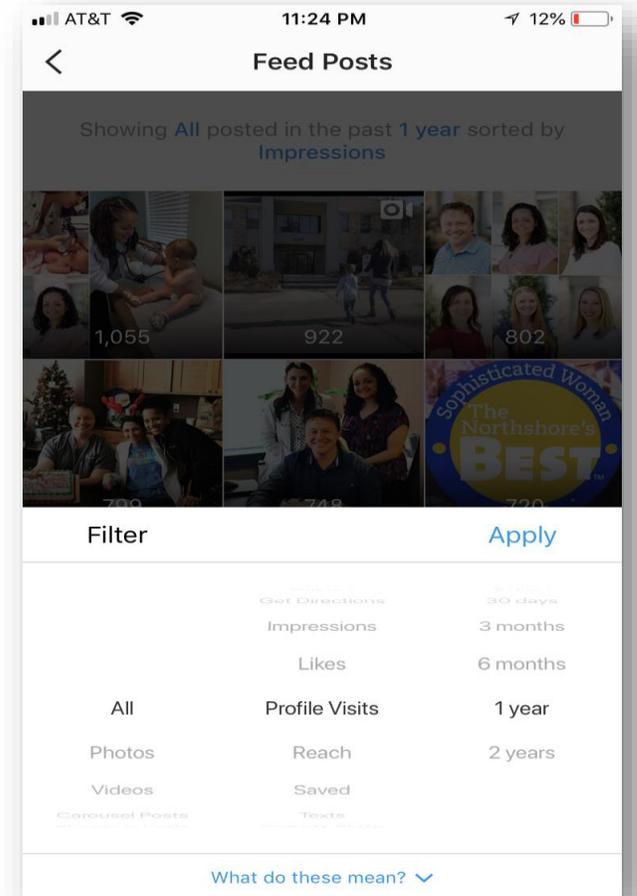
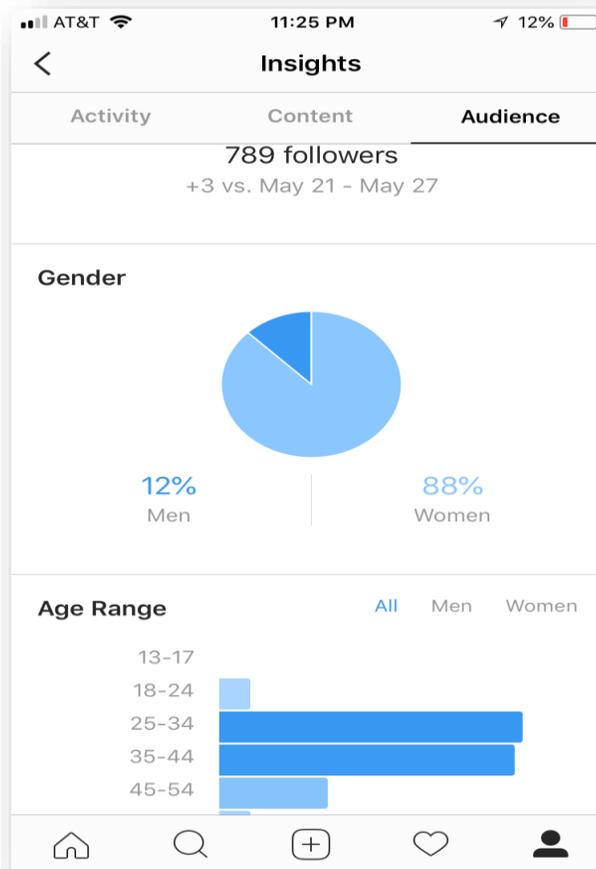
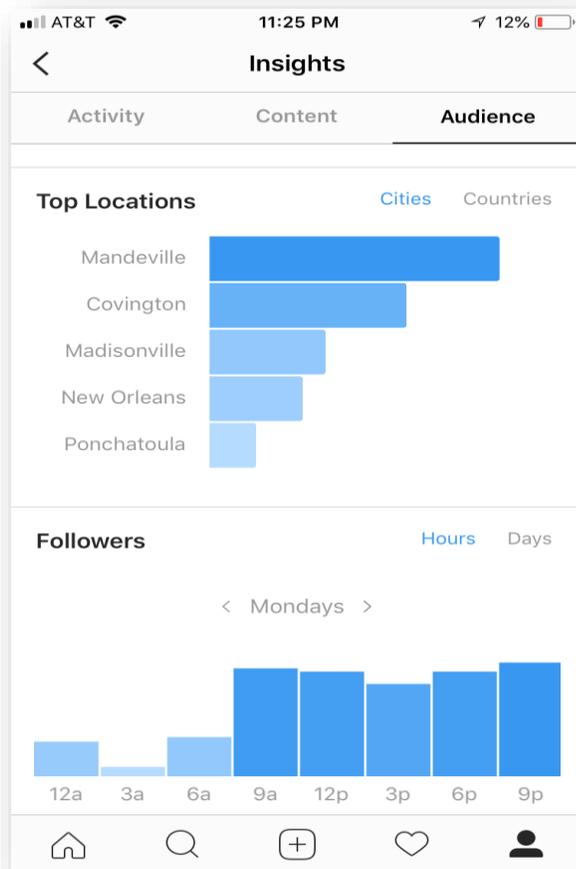
AT&T 11:22 PM 12%

+3 leblancpediatrics

Sophisticated Woman
The Northshore's
BEST
2017

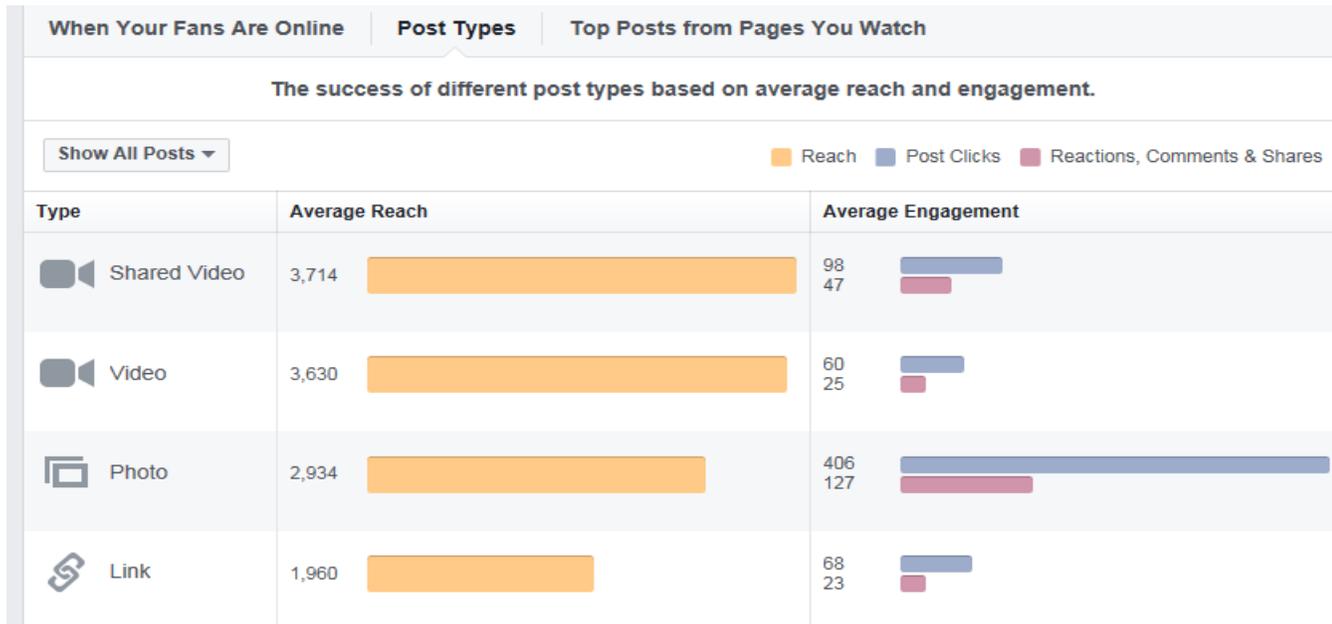
Home Search Add Heart Profile

Social Media: Instagram



Social Media: Youtube/Videos

- ▶ Facebook Live
- ▶ Utilize videos to discuss pertinent medical topics.
- ▶ Demonstrations of appropriate techniques, ie.. Asthma MDI use



Social Media: Twitter

- ▶ An online news and social networking service on which users post and interact with messages known as "tweets".
- ▶ Founded in 2006, initial "tweets" were limited to 140 characters but in 2017 increased to 280.
- ▶ "Twitter is turning out to be an excellent birds-eye view of what research is capturing the attention of [social media](#), and is giving me the opportunity to comment on it in real time, and to a larger audience, that may or may not include patients directly under my care," Don S. Dizon, MD, Director, Oncology Sexual Health Clinic and Assistant in Medicine at Massachusetts General Hospital Cancer Center, in Boston, MA



American Academy of Pediatrics

Top Latest People Photos Videos News Broadcasts

Search filters · Show

10 new results

Who to follow · Refresh · View all



Find people you know

People

View all



Amer Acad Pediatrics
@AmerAcadPeds
The American Academy of Pediatrics.
Dedicated to the health of all children.

Amer Acad Pediatrics
@RecruitAAP
The American Academy of Pediatrics (AAP) is an organization of over 66,000 pediatricians and 475 staff committed to the health for children. We are hiring!

Social Media: Summary

- ▶ Claim your identity in social media
- ▶ Create a more interactive environment between physicians and patients
- ▶ Understand our patients are already talking about us
- ▶ Focus on a few platforms
- ▶ Utilize the analytics to improve your reach and effect
- ▶ Do not discuss patients
- ▶ An alliance between AAP and local community groups will help spread our message
- ▶ **Influence user-generated content**

LETS GET STARTED.....

