

Healthcare Social Media Made Simple Planner

Make Google & RateMDs
Your Ally & Friend

MC'd by



BRIAN LEE
Custom Learning Systems

Presented by



JAKE HANSON
Director of Sales
Survey Solutions
jake@adcoagency.com



JULIE RUSSELL
President
AdCo Advertising Agency
julie@adcoagency.com



CRAIG STEWART
Director of Bus. Development
Survey Solutions
craig@adcoagency.com



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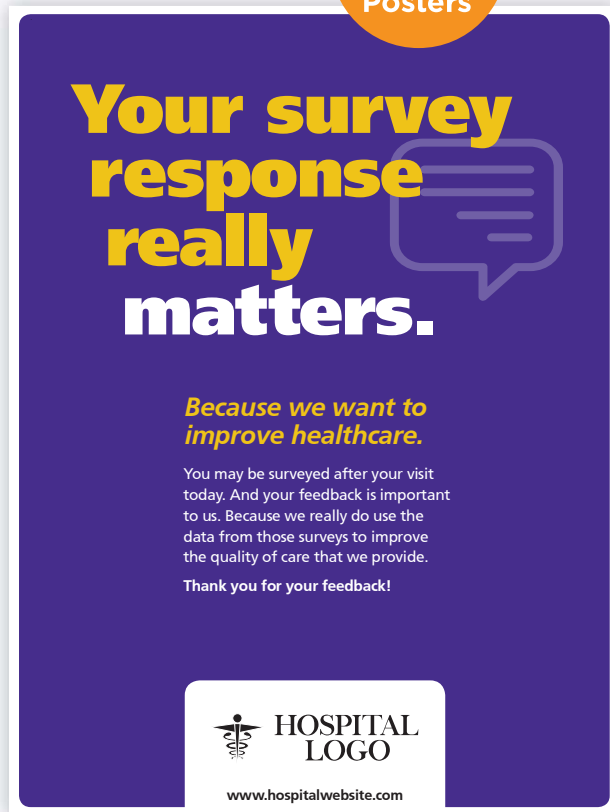
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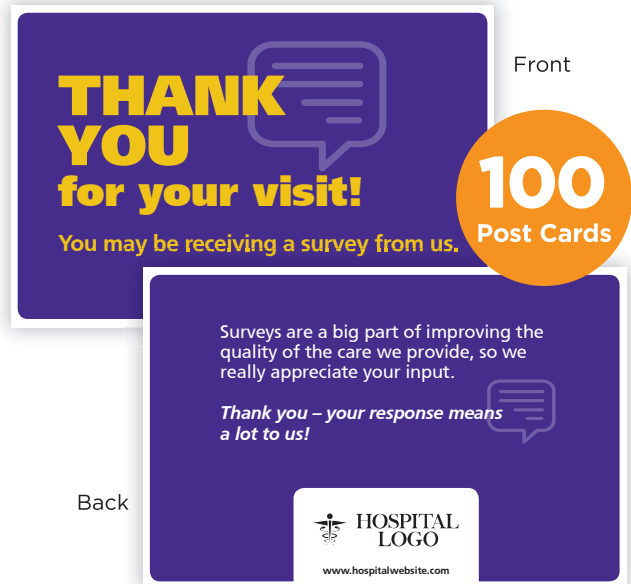
Free Marketing Kit

Posters 18x24 in.

5
Posters



Postcards 6x4 in.



Reminder Cards 3.5x2 in.



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Patient Experience

Ways we already train our team to create memorable and positive visits for patients


1. _____
2. _____
3. _____
4. _____

What do all of these patient interactions have in common?

Next we will show you steps to take these same good practices and apply them when you are not physically present with the patient and still have positive influence and engagements.

Importance of an Online Reputation

- _____ in the community and beyond
Including brand building
Awareness
- Directly _____ opinions
Create the messages you want
Engage with existing and potential patients
- Largest source of consumer _____ and _____
Education your community on what you offer
Share your success stories
Become a trusted resource

What is the  way to accomplish gaining an online reputation? _____



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Who Should I Monitor

Which specific channels are you actively engaging with?

- Healthcare:   

Public at-large, potential patient & employee channels:

- | | |
|---|--|
| <input type="checkbox"/>  | <input type="checkbox"/>  |
| <input type="checkbox"/>  | <input type="checkbox"/>  |
| <input type="checkbox"/>  | <input type="checkbox"/>  |
| <input type="checkbox"/>  | <input type="checkbox"/>  |

Target Audiences:

- | | |
|---|--------------------------------|
| <input type="checkbox"/> Young Adults | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Seniors | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Healthy Lifestyles | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Obesity | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Diabetes | |
| <input type="checkbox"/> ED | |
| <input type="checkbox"/> Lab | |
| <input type="checkbox"/> General Practice | |



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Good Online Practices to Build a 5-Star Rating

What is a good frequency to post? _____

The 3 types of posts are:

1. 10% of posts are _____
2. 65% of posts are _____
3. 92% of this type are shared _____
4. Best for more information _____

What topics should be covered?

- Healthcare news
- Hospital/Clinic updates
- Staff news
- Success stories
- Physician profiles
- Community projects
- Events
- New offerings/equipment
- Safety measures
- Award
- Community Thank You
- Positive reinforcement

Posts can be 'boosted' or paid to reach more audiences

Non-boosted posts will reach only 15% of your followers

We post for consumer validation when they are making choices and decisions to reinforce you are the best choice



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Complimentary Engagement Techniques

What do all hospitals have in common? _____

Two types of patient engagement are _____ and _____

Types of passive engagement

- Wall and room posters
- Table tents and frames
- Wearables
- Computer lock screens
- Equipment attachments
- Thank You cards and stickers
- Appointment reminder cards

Strengths of passive engagement

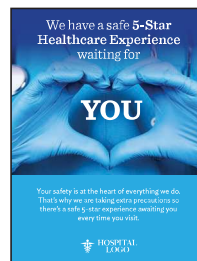
- Serve as reminders
- Occupy time while waiting
- Reinforce patient-centric branding

Free Hospital Marketing Materials

- TheArtDept.Online
- Build and customize your own materials

Ready to Implement Campaigns

Reignite Your Hospital
Safety + Care Always



Easy to Collect Testimonials



Easy to ask for and collect reviews to then use and post in your social media



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Tips to Respond to Online Negativity



Be a Bee! You really want to sting, but you can't because you won't win

4 Steps to Winning and Replying to Online Negativity

1. Be _____ + _____
2. Be _____ + _____
3. Be _____ + use examples/office sources
4. Be _____ + consistent

BONUS

Be kind to trolls.

What is a troll: _____



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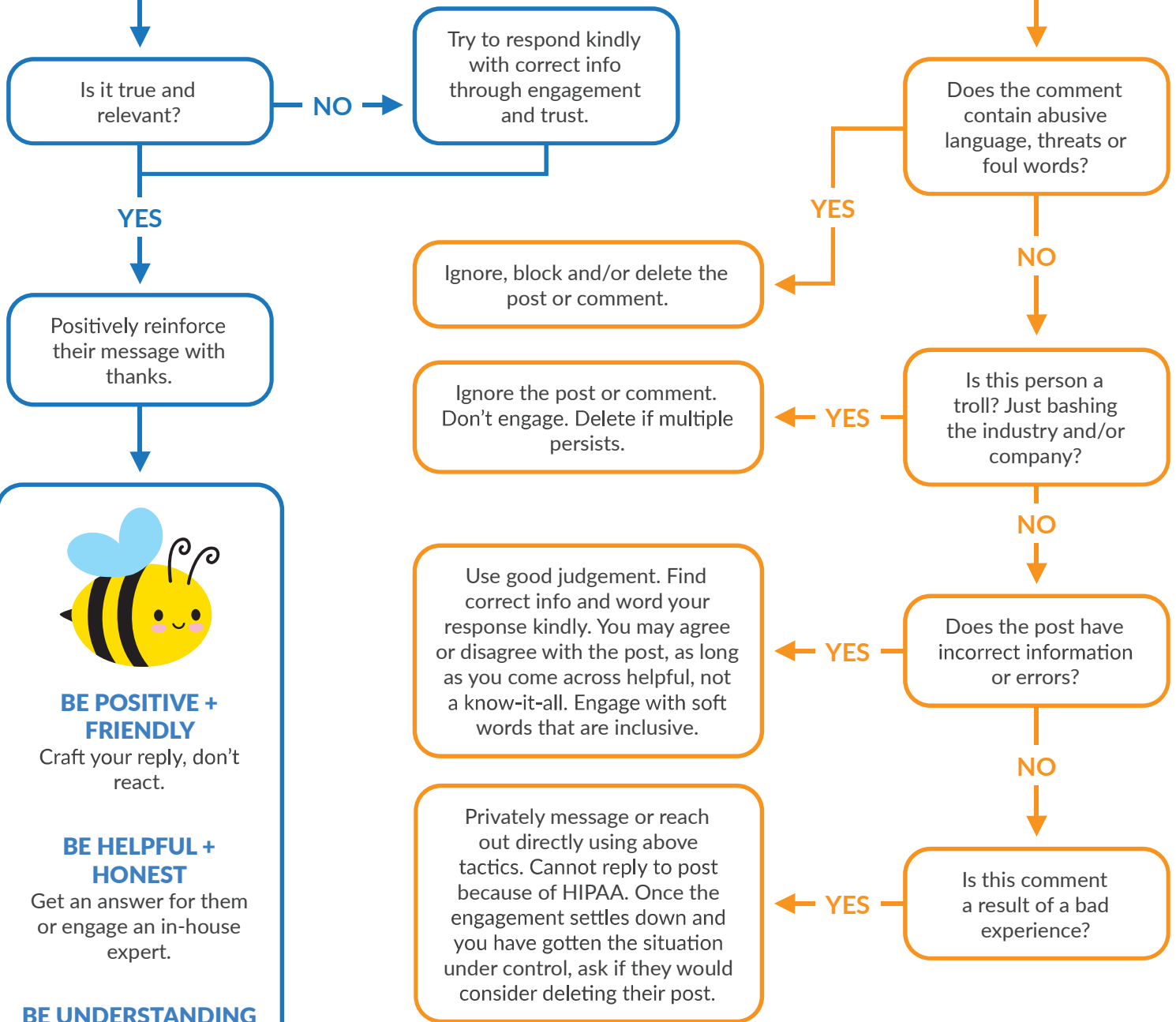
HOW TO REVIEW A POST OR COMMENT

Do I need to engage, or is it just chatter?



POSITIVE

NEGATIVE



BE POSITIVE + FRIENDLY

Craft your reply, don't react.

BE HELPFUL + HONEST

Get an answer for them or engage an in-house expert.

BE UNDERSTANDING + USE EXAMPLES/OFFICE SOURCES

Take your time, write well and proofread.

BE NEUTRAL + CONSISTENT

Your attitude and tone reflects the whole company/organization.

BE KIND TO TROLLS

by not engaging.

For FREE marketing resources visit

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(309) 692-7880 | info@adcoagency.com

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Getting Started

Develop Your Social Media Plan

STEP 1 Be Intentional

STEP 2 Set a direction and goals for success

- Who is the team
- Stay brand-centric
- Develop an online voice
- Create content channels
- Identify and train for quality posting engagements
- Where are all the logins and access info

STEP 3 Perform a full social media audit

- Which channels do we currently monitor
- Which channels do we participate
- What type of testimonials do we already have
- Do a Google/Yahoo/Bing search to see what shows up
- Identify your A-list online friends
- What natural online partners exist
- Who is posting about you already

STEP 4 Start small and build as you go

- Identify your audiences
- Understand the variety of posts needed
- Determine a budget for boosting
- Create the business pages/channels/accounts
- Update and refresh the look/feel

STEP 5 Create a master posting schedule for all channels

- Develop monthly
- Assign for posting randomly
- Include all the topic areas
- Develop the copy and images/video
- Build various post types (text/text+image/video)

STEP 6 Utilize 3rd party software to schedule and manage

- Schedule posting monthly to save time
- Review analytics
- Revise to improve
- Multiple logins
- Hootsuite is a good starting platform

STEP 7 Monitor mentions and comments in real time

- Determine if the post/comment is positive/negative and proceed from there



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Thank you for your time

We appreciate the opportunity to share with you some of our marketing success tools and wish the best of implementation and results for you and your hospital/clinic.

NEED MORE HELP?

Contact us any time!

309.692.7880

CRAIG STEWART

Director of Business Development

craig@adcoagency.com

JAKE HANSON

Director of Sales

jake@adcoagency.com

JULIE RUSSELL

Founder/President

julie@adcoagency.com



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