

## A Guide to Social Media

### Promoting Your Healthy Kansas Hospital Initiative

Congratulations! You've done the hard work when it comes implementing the Healthy Kansas Hospital initiative for your facility. Now comes time to promote all the wonderful changes occurring in your facility and illustrate how it affects the broader community. And how you can be a leader in encouraging healthier options. Social media is a great way to share your message and encourage others to follow your lead. There are best practices when it comes to social media and we want to highlight a few to ensure you are maximizing your messaging and reach.

#### Social Media Do's and Don'ts for Hospitals

##### DO

**USE!** Use Twitter (i.e. Twitter ID) handles to target a specific audience in your Tweet to bring attention to your position.

**EDUCATE!** Educate on Healthy Kansas Hospitals and your facility's policy changes.

**ENGAGE!** Talk to your followers or "friends." Answer and pose questions in your timeline or feed.

**RESPOND!** Respond to mentions in a timely manner. Social media is available 24/7.

**SHARE!** Share messages from other organizations to your followers or posting links on your social accounts.

**PLAN!** When developing promotional plans, include key messages to be delivered in 140 characters via Twitter or in short Facebook posts.

**CREATE!** Develop a network of followers. Interact with them so they are more inclined to retweet or "like" your messages.

**ENCOURAGE!** Encourage employees and community members to make personal changes to their own food and beverage thinking.

**MOBILIZE!** Encourage employees to engage via your organization's social media policy.

##### DON'T

**BE AFRAID!** Engagement with your stakeholders, including community members, staff, and other hospitals, should be a natural part of the communication process.

**BE PASSIVE!** Social media is a communication engagement tool. Don't open an account and let it go inactive.

**SAY TOO MUCH!** HIPAA and other laws protecting patient privacy and limiting disclosure of patient information apply.

#### Kansas Hospital Association Accounts

The Kansas Hospital Association is on the following platforms. We'll be sharing Healthy Kansas Hospital content occasionally. Make sure you are following these accounts and sharing the content as well.



kansashospitals



Kansas Hospital Association

#### Best Social Practices to Promote Your Healthy Kansas Hospital Initiative

- Share your "why" on starting a Healthy Kansas Hospital initiative
- Use local images and videos to create a sense of community around the changes
- Select hospital ambassadors to help champion the changes
- Detail your changes to menus and work practices
- Highlight the healthy options found in your facility
- Show images of employees participating in committees and healthy activities
- Document your journey implementing each phase of the Healthy Kansas Hospital initiative
- Use the Healthy Kansas Hospitals toolkits to help craft messaging around healthy lifestyles
- Direct users to the Additional Resources links to promote health information

#### Other Ideas

- Highlight healthy cafeteria specialties
- Remind the public the cafeteria is a lunch option
- Utilize Kansas Health Matters data to tell the story of health challenges in your community
- Share your experience implementing healthy work initiatives