

Rx for Social Success

Navigating Algorithms and Leveraging Best Practices for Health Care



The Golden Rule

Provide valuable information to your audience.

Don't go chasing an algorithm. Algorithms change based on each platform's goals. Focus on your current and potential patients' and providers' goals.

Having said that ...

Facebook Algorithm

Facebook's proprietary algorithm analyzes millions of data points across billions of people to determine what is most likely to resonate with users. It uses AI to predict engagement based on numerous aspects, including the following.

- When the post went live
- Who posted it
- How much the user interacts with the poster
- What kind of content the post is (e.g., link, photo or video)
- How the user interacts with similar posts
- The user's current time of day
- How fast the user's internet connections is

Facebook Algorithm

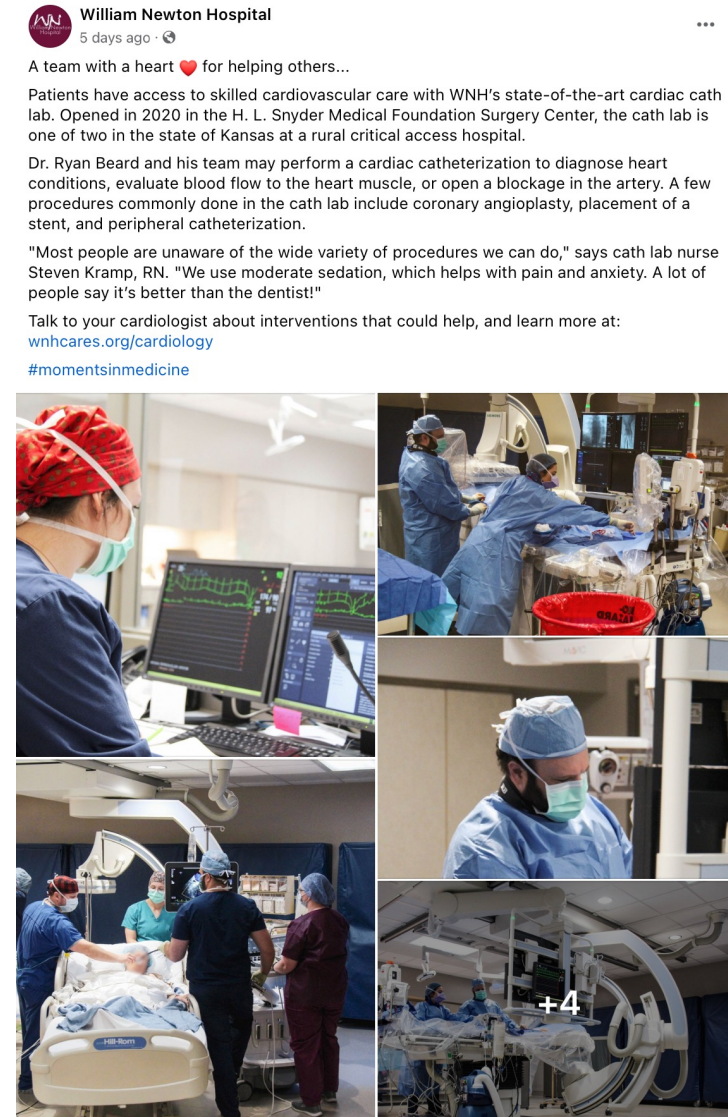
Facebook tends to favor the following.

- High user engagement
- Content types such as images and videos
- Large library of existing posts
- Influencers (For health care, think non-traditional such as staff, happy patients or community advocates.)

Regional and rural healthcare providers simply won't have the same pull as national brands. So, what can you do?

Facebook Recommendations

- **Be authentic.**
 - Show real people, not stock photos.
 - Stay true to your brand voice, but don't be too corporate. You can have a more conversational tone on social.
- **Look at your social media results.**
 - Which posts have gotten the most interaction? Consider the type of content and messaging.
 - What other posts can you do along those lines? Brainstorm with people in your healthcare facility. More brains are better to generate ideas.



Facebook Recommendations

- **Maintain consistent branding.**
 - Align your tone of voice and visuals. Can someone look at your posts and easily recognize who you are?
- **Be consistent with posting.**
 - A small, consistent effort will add up over time.
 - Consider your capacity and make a schedule you can maintain. If weekly is too much, can you manage twice a month?



Stormont Vail Health
4 days ago · 🌐

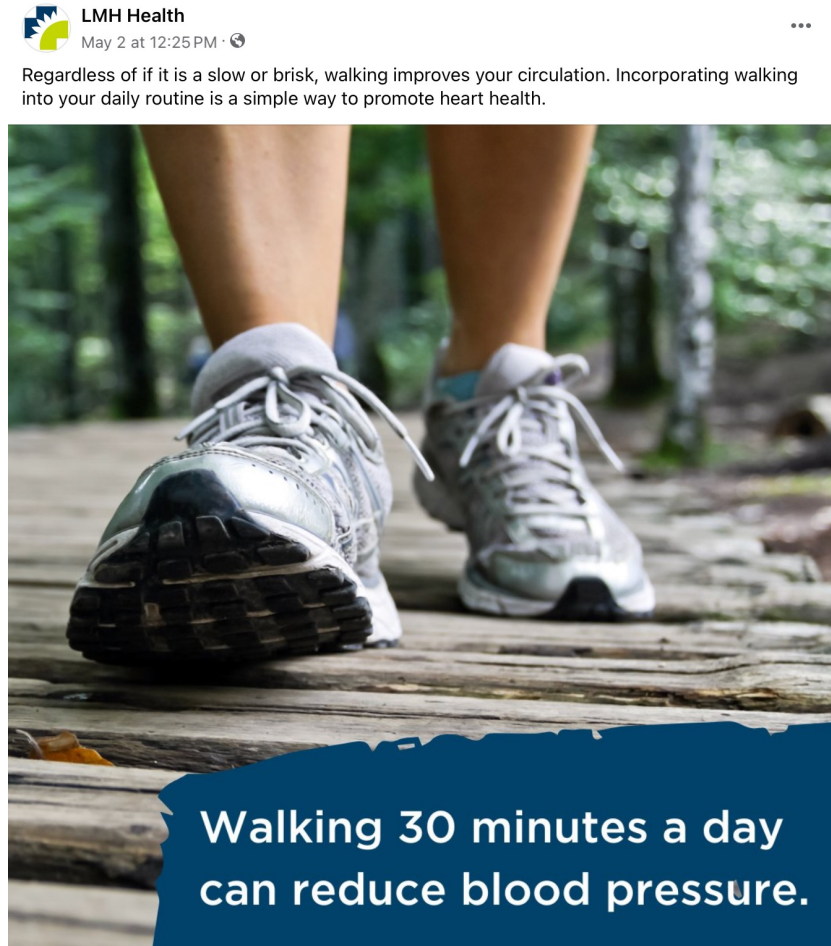
At Stormont Vail Health in Emporia, we don't focus solely on your condition; we focus on YOU. "Each individual I have interacted with at this office has made me feel heard, validated my feelings, and most importantly, comfortable enough to be honest." – Hallie S. We're here to support all aspects of both you and your health; learn more about our services at: <https://ow.ly/bJTo50RC4WN>

**Cotton O'Neil
EMPORIA**

"Each individual I have interacted with at this office has made me feel heard, validated my feelings, and most importantly, comfortable enough to be honest."
- Hallie S.

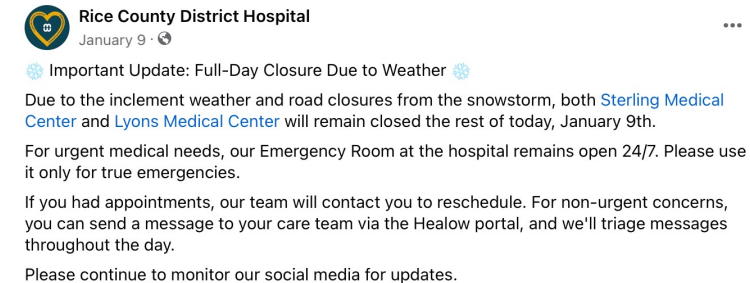
Facebook Recommendations

- **Put your patient first in content.**
 - Frame the value you bring from their perspective.
 - What are they asking? What worries them? What do they appreciate? Address those points.
 - Meet patients where they are. What's do-able vs. ideal?
- **Consider recruiting.**
 - Your social media page won't just be for potential patients. People researching whether they would want to work for you will check out your social media page(s).
 - Are you personable? Do you highlight employees and not just job openings? Does it come across as a place where people enjoy working?



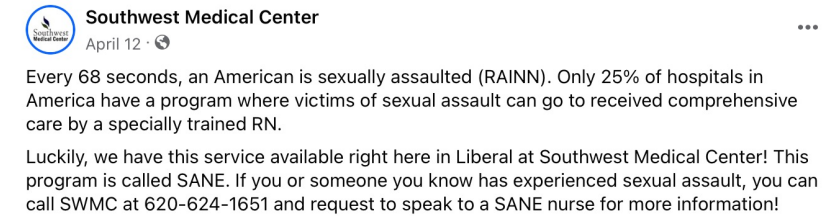
Facebook Recommendations

- **Post timely/announcement content as needed.**
 - Social media is easier to update than a website.
 - Keep your patients informed even if you don't have all the answers.
 - Edit the post as the situation evolves, using UPDATE at the beginning, to increase engagement.
- **Interact with your audience.**
 - You are part of the engagement puzzle.
 - Reply to or like comments, but don't hit like on your own post. If someone else tags you, comment on their post.
 - Respond to reviews — both good and bad — to show you're listening.



Facebook Recommendations


- **Don't overcrowd visuals.**
 - Don't put an entire post or schedule on one graphic.
 - Use the post copy and/or link to your website for longer messaging. Think mobile first.
- **Consider including a paid element as part of your social media strategy.**
 - If you're not garnering attention organically, you might want to get word out and build your audience by running ads.
 - You can determine the goals, such as getting more people to follow your page or having people visit your website.



Southwest Medical Center
April 12 · 🌐

Every 68 seconds, an American is sexually assaulted (RAINN). Only 25% of hospitals in America have a program where victims of sexual assault can go to received comprehensive care by a specially trained RN.

Luckily, we have this service available right here in Liberal at Southwest Medical Center! This program is called SANE. If you or someone you know has experienced sexual assault, you can call SWMC at 620-624-1651 and request to speak to a SANE nurse for more information!



INTERNATIONAL ASSOCIATION OF Forensic Nurses APRIL 2024

More than half of women and almost 1 in 3 men in the U.S. have experienced sexual violence involving physical contact during their lifetimes.
Source: Centers for Disease Control & Prevention (CDC)

8 of 10 victims of rape knew the person who sexually assaulted them.
Source: CDC

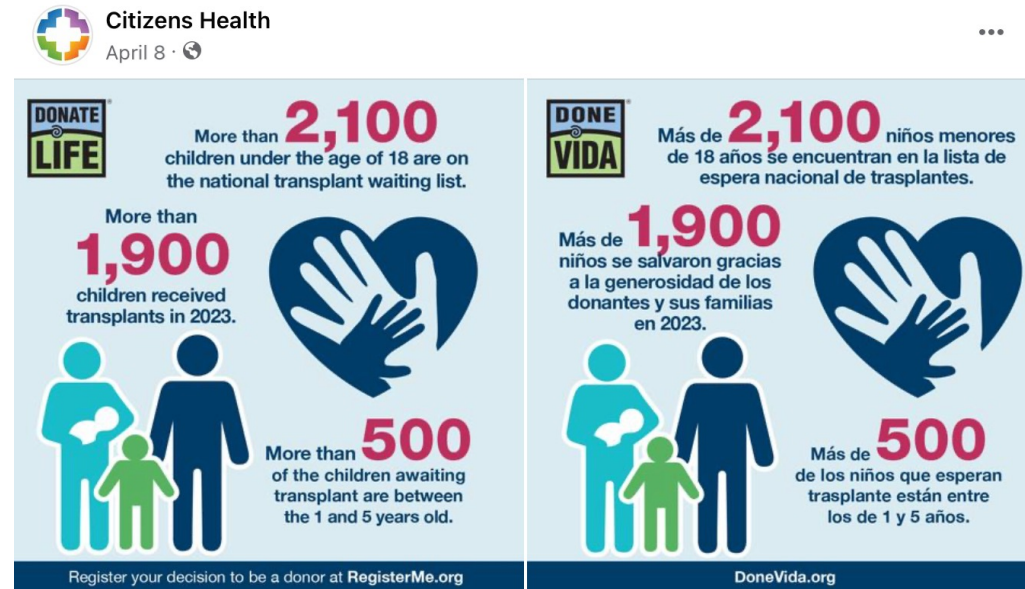
Only 25% of US hospitals have sexual assault nurse examiners (SANEs).
Source: AIN's voluntary database (in lieu of mandated reporting)

100% of patients who are victims of sexual assault deserve and should receive treatment from a forensic nurse.

Sexual Assault Awareness Month

Other Considerations

- **Incorporate accessibility best practices.** Make sure graphics are legible. Instagram allows you to enter alternate text to describe what's in images. Include captions in videos.
- **To reach younger people, include Instagram.** Meta makes it easy to post to both platforms.
- **Look at your metrics monthly.** Make sure your posts resonate.
- **Monitor messages and comments.** Reply, hide or like, as needed.
- **Search Engine Optimization (SEO) isn't just for websites.** Search results often include social pages, so post about topics people will search for. (Also link your active social pages on your Google Business Profile.)



More Best Practices

GENERAL

- Post consistently, even if that means posting once every two weeks
- Leverage testimonials
- Take observance posts a step further

VISUALS

- Incorporate your branding
- Use high-quality original photos instead of stock
- Showcase your people
- Feature video

COPY

- Make About information clear, relevant
- Provide value to your audience
- Customize posts to platform (voice, tagging, length, etc.)

ENGAGEMENT

- Tag other entities and share posts
- Use relevant hashtags and avoid vanity tags
- Engage with commenters and avoid liking your own posts

Questions?



Thank you!

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