Delta Region Community Health Systems Development (DRCHSD) Program

Social Media Webinar Series: Using the 5 W's (who, what, when, where, and why)

National Rural Health
Resource Center

The Center's Purpose

The [National Rural Health Resource Center (The Center)](#) is a nonprofit organization dedicated to sustaining and improving health care in rural communities. As the nation's leading technical assistance and knowledge center in rural health, The Center focuses on five core areas:

- Transition to Value and Population Health

- Collaboration and Partnership

- Performance Improvement

- Health Information Technology

- Workforce

DRCHSD Program Supported by FORHP and DRA

Diversity, Equity, Inclusion, & Anti-racism

Building a culture where difference is valued

The Center is committed to DEI and anti-racism. We create an environment that reflects the communities we live in and serve; a place where everyone feels accepted and empowered to be their full, authentic selves; and where everyone belongs.

We understand the impact of and seek to defeat racism and discrimination in ourselves, our workplace, and the world. This guides how we cultivate leaders, build our programs and resources, and deliver our technical assistance.

We are an organization that honors, celebrates, and respects all dimensions of diversity. These principles are central to our mission and to our impact.

Read more at ruralcenter.org/DEI

Upcoming Webinars

Social Media Webinar: How to Optimize one piece of content across multiple platforms

- July 16, from 11 a.m. – 12 p.m.

Four-Part Quality Series (Thursdays at 11 a.m.)

- July 23: Core Elements of Quality Infrastructure
- July 25: Patient Experience
- July 30: Patient Safety
- August 1: Patient Experience Part 2 - Health Equity and Population Health

ruralcenter.org

National Rural Health Resource Center

Today's Speakers:

Amy Rios

Senior Director

Texas Hospital Association

Julia Mann

Manager, Strategic Communications

Texas Hospital Association

Part 1: Social Media with Limited Bandwidth and Budget

Presented By:

Julia Mann
Amy Rios
Texas Hospital Association

Introductions

Amy Rios
Senior Director, Marketing
Texas Hospital Association

Julia Mann
Manager, Strategic Communications
Texas Hospital Association

Hospitals and Associations

Challenging Industries

Technical Expertise

Limited Resources

Today's Objectives

Understand the key social media platforms relevant to healthcare communicators, including their features, functionalities, and unique audience demographics;

Review high-performing content types across social media platforms;

Develop audience personas for targeted and effective content; and

Identify your content niche to create compelling and relevant content for social media.

Social Media Terms

Engagement: An umbrella term for actions that reflect and measure how much your audience interacts with your content.

Organic content: Free content (photos, videos, text-only posts, etc.) that businesses or individuals post on their platforms without spending money to increase reach or conversions.

Paid content: When businesses or brands pay money to the social media platform to increase their content's reach to specific audiences.

Monthly Active Users (MAUs): A key performance indicator used by social media companies to count the number of unique users who have visited a site within the past month.

User-Generated Content (UGC): Any type of content that has been posted by a consumer, user, customer, etc. This might include photos, videos, or testimonials.

Poll: How would you rate your hospital's social media strategy?

- **Beginner:** We post announcements, photos and videos on an as-needed or ad-hoc basis on 1 platfor

- **Intermediate:** We have a regular cadence of publishing posts on 1-2 social media platforms, but thes aren't necessarily tied to an overall social media strategy. We do not utilize social media ads to boost performance.

- **Proficient:** We have a regular social media schedule on 1-3 platforms with content that is tied to the h mission and business strategy. We have some familiarity with social media ads
  .
- **Advanced:** We have a robust social media strategy across multiple platforms that's tied to our hospit business strategy, and we use paid ads to scale high-performing content.

WHY?

Why you should consider social media as part of your business marketing strategy:

Cost-effective marketing

Enhanced customer engagement

Content distribution

Targeted reach
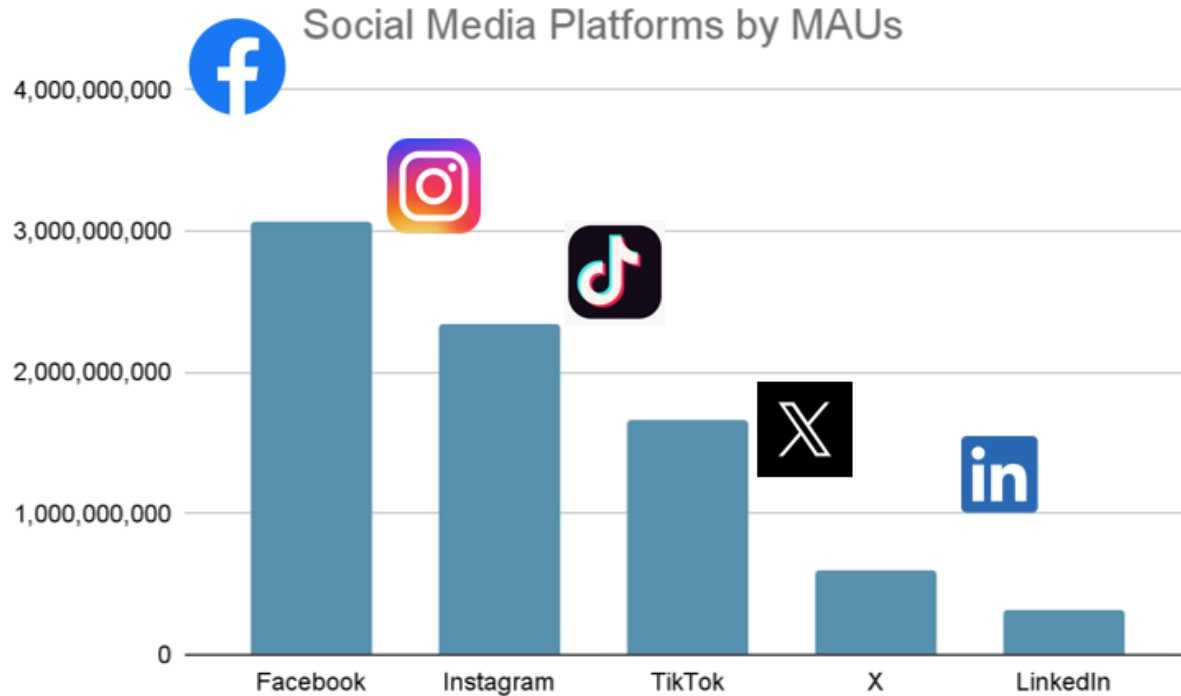
Valuable market insights

Adaptability and flexib

Poll: Which resonates most with your organization's reasoning for being on social media?

Poll: Which platforms does your social media strategy focus on?

WHERE?

Social Media Platforms by MAUs

Facebook
Bring the World Closer Together

With nearly 3 billion people using Facebook monthly, roughly 37% of the world's population are Facebook users. Approximately 200 million businesses use Facebook tools to reach audiences.

Key Demographics to Inform Your Facebook Strategy:
- Facebook is the most popular with older millennials aged 35-44
- Facebook is least popular amongst women aged 16-24
- 56.6% of Facebook's ad audience is men and men aged 25-34 make up 18.4% of Facebook's ad audience
- 70% of adults in the U.S. use Facebook and 49% report they visit Facebook at least once a day

Facebook
Bring the World Closer Together, continued

Facebook Use Cases:
- Reach new audiences/prospects with a **limited budget to spend on ad content**
- Conduct **giveaways and contests** with your audiences
- Share more a more authentic side of your business with **"behind-the-scenes" images and content** of you/your employees at work
- **User-generated content** and engaging with your audience

Instagram
Capture and Share the World's Moment

As a visual social platform, Instagram provides its 2 billion monthly users the ability to share photos and videos through posts, stories, reels, live videos and more.

- 90% of accounts follow at least one business on Instagram
- 81% of users said that Instagram helps them research products and services
- Business accounts with less than 10,000 followers perform the best

Key Demographics to Inform Your Instagram Strategy:
- 50:50 male:female user ratio
- 62% of users are ages 18-34, 16% are 35-44
- Of U.S. Instagram users, 46% live in urban areas, 35% in suburban, and 21% rural

Instagram
Capture and Share the World's Moment, continued

Instagram Use Cases:
- **Create a business profile** for robust profile insights and engagement analytics
- Showcase your services through **photos and videos**
- Create **brand awareness and loyalty** through daily stories and Instagram live
- Post informational content with swipe-through, multiple photo **carousel posts** - these have the best organic engagement rates

TikTok
Real People. Real Videos.

TikTok prioritizes content that relevant, relatable and real. Since launching in 2017, TikTok has become the fifth most popular social media platform, the No. 1 most downloaded app in 2021, and the most-visited internet site, surpassing Google.

- Algorithm makes it easy to spot the latest trends and create relevant content
- TikTok's UX makes in-app content creation simple
- TikTok is a hub for influencer marketing and having your audience champion your brand with UGC

Key Demographics to Inform Your TikTok Strategy:
- 47% of TikTok users are between ages 10-29, 20% are ages 30-39, 21% are ages 40-49
- Women account for over 61% of TikTok's active users in the U.S.
- 37% of TikTok users have a household income of $100k+
- Roughly 90% of users access TikTok every day

TikTok
Real People. Real Videos. – continued

Use Tik Tok to:
- Create **quick, engaging videos** to showcase services
- Share **educational content** in video format
- Reach **younger audiences** (Gen Z, younger Millennials)
- Target your audience with **niche content** groups (ex: #MoneyTok #FinanceTikTok)

X (formerly Twitter)
Blaze your glory! (Formerly It's What's Happening)

Twitter: the world's newsfeed. With 350,000 tweets sent per minute and 500 million tweets sent daily, Twitter is a fast-paced, up-to-the-minute social media platform. High-volume Twitter users (users who tweet 20+ times per month) say they use the platform to "stay informed" and "express their opinions."

Key Demographics to Inform Your Twitter Strategy:
- Worldwide, 38.5% of Twitter users are 25-34, the largest age group of the app
- Worldwide, 56.4% of Twitter users are male, 43.6% are female

X (formerly Twitter)
Blaze your glory! (Formerly It's What's Happening), continued

Twitter Use Cases:
- **Ideas > Aesthetics.** You'll grow your Twitter following faster if you focus on conveying information rather than graphics.
- **Tweet threads** with a link to a longer post allow tweet authors to distill their ideas and prompt traffic to another site for further reading.
- **Leaving meaningful comments** on posts with similar audiences is a great way to organically grow your Twitter audience.
- Because Twitter has fewer MAUs than other social media sites, **it's not the best place for advertising.**

LinkedIn

Connecting the world's professionals to make them more productive and successful

LinkedIn values expertise, thought leadership and a unique professional perspective.

Key Demographics to Inform Your LinkedIn Strategy:
- 71% of all LinkedIn users are ages 35-55. The site is most popular with users age 46-55
- LinkedIn is used equally between men and women
- The majority of LinkedIn users live in urban areas
- The majority of LinkedIn users earn $75K annually or more
- Over 70% of LinkedIn users attended college

LinkedIn

Connecting the world's professionals to make them more productive and successful. – continued

LinkedIn Use Cases:

- **Text-only posts** that distinguish you as a thought leader.
- **Polls** that allow you to gather information about your audience and the LinkedIn algorithm tends to favor polls in feeds.
- **LinkedIn articles or newsletters** that can be written and published directly in the platform.
- Content that **solicits comments** as that boosts performance.

Poll: Based on these demographics, is your organization focused on the platforms where you think your audience is?

WHO?
Identifying Your Target Audience

In order to **reach your target audience where they are**, you have to:

1. Identify who you're trying to reach
2. Understand what resonates with them
3. Narrow in on where you can find them

Customer Persona = Fictional client that represents a key segment of your target audience.

- Key audience demographics
- Personal and professional interests
- Frustrations and motivations

WHO?
Identifying Your Target Audience, continued

Exercise: Creating an Audience Persona

- **Who is your client?**
- **Demographics?**
- **Professional interests?**
- **Personal interests?**
- **Frustrations & motivations?**
- **Where to reach them?**

WHAT?
Determining What to Say

To get started, follow the 80/20 rule. At least 80% of your content should be meaningful to your audience, and only 20% of your content should be selling to your audience.

What is meaningful content? Social Media is relational. When creating content, ask yourself if it accomplishes at least one of these criteria:

1. Is this content **informative**?
2. Is this content **entertaining**?
3. Is this content **persuasive**?

If the answer to all these questions is "no", ask yourself why you're posting that piece of content.

Content Examples by Platform

Test with organic content, scale with paid content.

Facebook

- Organic behind-the-scenes post of employees
- "Client Spotlights" featuring new clients
- Paid ads repurposing a high-performing, informational piece of content

Instagram

- "How to" carousel post
- Instagram Stories poll
- Sharing client Instagram Story that tags your organization
- Paid ad promoting upcoming event or campaign

TikTok

- 30 sec video informational video listing key points
- 1 min video with key stakeholder introducing themselves or explaining an issue
- Video walkthrough of how to take an action you're asking your audience to take

Content Examples by Platform, continued

Test with organic content, scale with paid content.

X (formerly Twitter)

- Tweet thread explaining a topic or listing out key points, link to the full article on your LinkedIn platform or website
- Create short, "ICYMI" (in case you missed it) posts about recent events or updates
- Comment on posts from mid to large-sized accounts with authority in your industry

LinkedIn

- LinkedIn Poll asking a question and follow up with respondents
- Create a long-form post with information about a specific topic or issue
- Write a longer-form LinkedIn article exemplifying thought leadership on a topic or issue
- Short-form post soliciting audience feedback from followers

Which performed better?

Texts Hospital Association
11,051 followers
4mo

Now through this Friday, Jan. 27, we are rolling back registration prices for #THA2023 so you can attend for the regular attendance price. After Friday, late registration prices will be in effect. No code is necessary at checkout.

If you plan to travel to Austin, book your hotel room at the reduced rate by Friday, Jan. 27.

Register here: http://ow.ly/FSyA50MBamK

THA 2023 Annual Conference and Expo
tha.org • 1 min read

Texas Hospital Association
11,051 followers
2mo

THA is celebrating #WomensHistoryMonth by highlighting 23 women making an impact on Texas hospitals, health care and public policy. 🏥👩‍⚕️👏 From industry experts and advocates to hospital and nurse leaders, view the full list on The Scope: http://ow.ly/lxtS50Ncii1

23 Women to Know in Texas Hospitals, Health Care and Public Policy | The Scope
tha.org • 1 min read

Which performed better? – continued
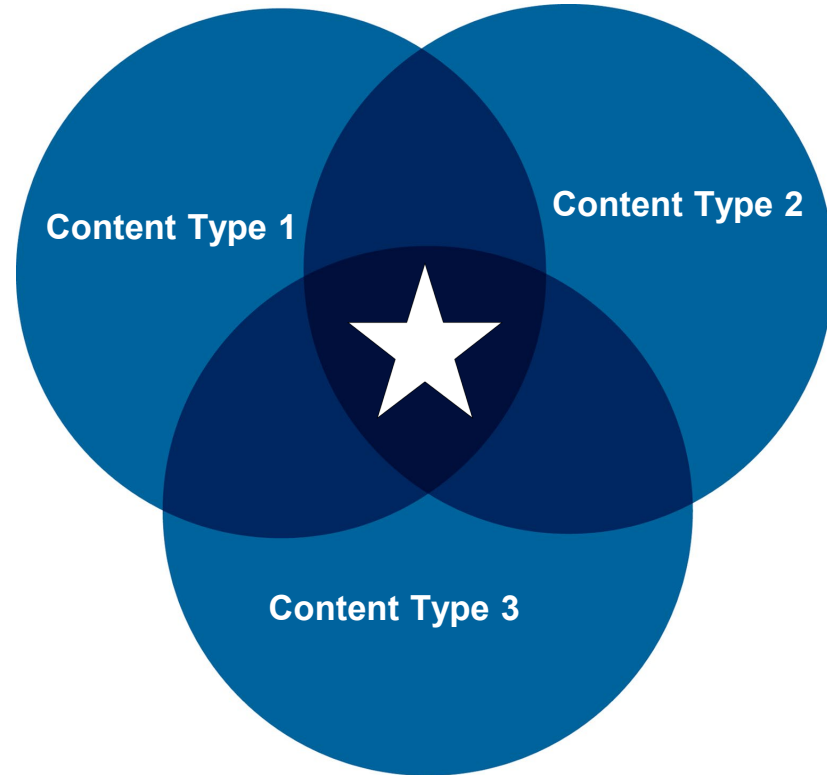
Where We Win: THA's Content Niche
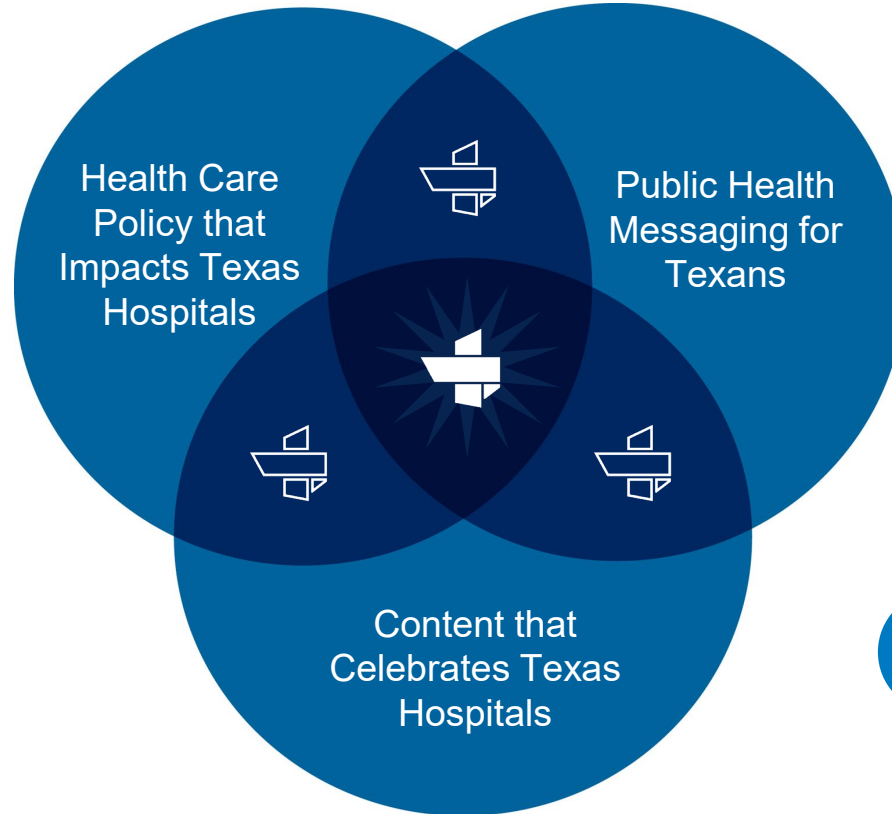
What if someone else is in my niche?

There will likely already be someone in your niche and that's ok! That means there's an established proof of concept.

Let's Recap

Today we discussed:

- **Why** you should consider social media as part of your marketing strategy;

- **Where** people are on social media and the different demographics of each platform;

- **Who** your target audience might be and how to identify your audience personas; and

- **What** content performs well on each platform and how to determine what you should be saying based on your content niche.

Now it's your turn!

Before next week, consider:

- Going through the persona exercise with your team; and
- Narrow down your content types to determine your content niche.

In Part 2 we will:

- Review content niche and audience persona examples;
- Learn best practices for posting times and frequency;
- Review a proposed template of how communicators could spend $100 on social media; and
- Review Facebook's backend analytics platform for key content insights.

Questions?

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Texas Hospital Association

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Questions or Comments

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