Digital Reputation Management

How Hospitals Can Use Social Media to Build and Protect Their Brands
About Us

Ryan Sides is the lead strategist at Bacon Social Media, a Baton Rouge social media marketing firm. He has a B.A. in marketing from Southeastern Louisiana University and an MBA from Louisiana State University.
Mary Ellen Slayter is managing director at Reputation Capital Media Services. She previously served as director of content development at SmartBrief and as an editor at The Washington Post. She has a master’s in journalism from the University of Maryland and a B.S. in agronomy from LSU.
About This Session

We will offer guidance to help you:

• More effectively monitor your digital footprint.
• Improve the quality of your search engine results to feature positive and helpful information.
• Respond appropriately to incorrect, misleading and unfavorable information.
Dr. James Avellini MD
jamesavellini.md.com/
Dr. James Avellini at Rejuvenation Medi-Spas patients receive the very best treatment and the latest technology to help them feel better and healthier. Dr. James ...

Dr. James Avellini MD
jamesavellini.md.com/about
Dr. James Avellini MD. Dr. James Avellini. at Rejuvenation Medi-Spas patients receive the very best treatment and the latest technology to help them feel better ...

Botched Laser Doctor
www.myfoxny.com/.../091117-Botched-Laser-Doctor
Nov 17, 2009 - 5 min
Fox 5 found Dr. Avellini practicing at a different spa. Fox 5's Andrea Day talked to Doctor James Avellini and ...

Dr James Avellini - YouTube
www.youtube.com/watch?v=lxCY_DX0P9Q
Dec 9, 2010 - 15 min - Uploaded by TheMedspsa
Dr. James Avellini. ... Dr. Rizk Featured on FOX 5 with a Patient who Underwent a Rapid Recovery Facelift 7 ...

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Dr. James Avellini, M.D. - Bad Doctor
irpoff.com/14175/Dr._James_Avellini_M.D.html
Jan 28, 2010 – I was a patient of Dr. James Avellini, M.D. ... When I met with Dr. James Avellini for a post-op consultation 2 weeks later, I told him I was very ...

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Dr James Avellini MD (@Dr_James_Avellini) on Twitter
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760 Broadway Brooklyn, New York 11206. General Information: (718) 963-8000. By car: From Brooklyn: Take the Brooklyn-Queens Expressway (BQE) to...

Woodhull Hospital - Bedford Stuyvesant - Brooklyn, NY
www.yelp.com › Health and Medical › Hospitals
⭐⭐⭐⭐⭐ Rating: 1.5 - 32 reviews
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Woodhull Medical and Mental Health Center - Wikipedia, the free...
en.wikipedia.org/wiki/Woodhull_Medical_and_Mental_Health_Center
Mayor John V. Lindsay and Governor Nelson Rockefeller proposed Woodhull hospital in 1967, as a modern facility with single bed rooms and amenities found ...
Holy Cross Hospital - Silver Spring, Maryland
www.holycrosshealth.org/
Holy Cross Hospital is one of the largest hospitals in Maryland. We are located in Silver Spring, just north of Washington, D.C. and near the Capital Beltway.
★★★★★ 15 Google reviews - Write a review

1500 Forest Glen Road  Silver Spring, MD 20910
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Being in the hospital is already awful, but thank you so much for making the process a little less painful. The parking garage was ample in size, and it is free on ...
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Holy Cross Hospital - Silver Spring MD | HealthGrades.com
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Home - Beth Israel Deaconess Medical Center
www.bidmc.org/

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2 Google reviews

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Place page

Beth Israel Deaconess Medical Center - Wikipedia, the free...
en.wikipedia.org/wiki/Beth_Israel_Deaconess_Medical_Center
Beth Israel Deaconess Medical Center (BIDMC) in Boston, Massachusetts is a teaching hospital of Harvard Medical School. It was formed out of the 1996 ...

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Atlanta Medical Center - Atlanta, GA
atlantamedcenter.com
Atlanta Medical Center is located in downtown Atlanta. We are a Level 1 trauma center and we want to be your downtown healthcare partner. -Atlanta, GA.
★★★★★ 19 Google reviews - Write a review
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Helpful links for Registered Nurses compliments of Atlanta Medical ...

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Atlanta Medical Center - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Atlanta_Medical_Center
Atlanta Medical Center is a hospital in Atlanta, Georgia operated by Tenet Healthcare. It has 460 beds and over 700 physicians, a Level 1 trauma center, a Level ...

Atlanta Medical Center Jobs, Employment in Atlanta, GA | Indeed.com
www.indeed.com/q-Atlanta-Medical-Center-/Atlanta,-GA-jobs.html
Jobs 1 - 10 of 853 – 853 Atlanta Medical Center Jobs available in Atlanta, GA on Indeed.com. one search. all jobs.

Company Profile - Atlanta Medical Center | Careerbuilder.com
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At a glance:
bariatric surgery - obstetrics and gynecology - colleges and universities - vascular surgery - circle of excellence
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What's the Difference?

The second group is taking proactive steps to shape their digital footprint, using content marketing and social media.
The Challenges

• **Limited Staff and Budgets:** Who is going to do all this work?

• **Demanding Stakeholders:** Doctors want to see themselves in ads, the CEO wants to hard numbers on ROI.

• **Privacy Concerns:** Medical issues are sensitive -- you can’t treat a disgruntled customer the same way a restaurant would.
Fight Bad Content With Good

• Generate Original Content

• Amplify Your Message with Social Media
Generate Original Content

• **Static Content**: Answer people's most common questions. Make it easy to get directions, download patient forms, detailed doctor bios, photos of facilities, etc.

• **Dynamic Content**: Create a blog that features news about the hospital, wellness tips, interviews with doctors.
Generate Original Content

Time-saving tips:

• **Get organized.** Create templates, formulas and schedules.

• **Repurpose where you can.** The same content can packaged for a newsletter, blog, print campaign, etc.

• **Curate effectively.** Summarize/link to outside sources.

• **Leverage the whole organization.** Seek volunteers to create content.
SOCIAL MEDIA EXPLAINED

TWITTER  I'M EATING A DONUT
FACEBOOK  I LIKE DONUTS
FOURSQUARE THIS IS WHERE I EAT DONUTS
INSTAGRAM  HERE'S A VINTAGE PHOTO OF MY DONUT
YOUTUBE  HERE I AM EATING A DONUT
LINKEDIN  MY SKILLS INCLUDE DONUT EATING
PINTEREST  HERE'S A DONUT RECIPE
LAST FM  NOW LISTENING TO "DONUTS"
G+  I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.
Amplify With Social Media

• Choose your channels wisely.

• Use the right tools to monitor, publish and measure.
Choosing Your Channels

Top 3 considerations:

• Time
• Customers
• Budget
• Fan Page

• Divide and Conquer By Department/Audience vs One Page

• Groups - Existing or Create

• Contests
American Academy of Family Physicians (AAFP) Study - 90% of Women responsible for Healthcare decisions in their household

Women make up 85% of this site's users.
Creating Real Miracles by Raising Funds for Local Hospitals

Mar 16, 2012
Photo Friday: Part 3

Saving and improving kids’ lives is what we do at Children’s Miracle Network Hospitals. Here are 5 more reasons we are motivated each day to raise funds for children’s hospitals across North America.

[Image of a baby smiling]
Baylor Health

Baylor Health Care System is a not-for-profit health care provider, serving all people through exemplary health care, education, research and community service.

📍 North Texas

Follow All

15 Boards 209 Pins 3 Likes  Activity

389 followers 421 following

Repins from
Leana Dabney
Real Simple
Amy Roskelley

Active Health Quizzes
16 pins

Healthy Holidays
62 pins

Family Health
17 pins

Health Awareness
10 pins

Recipes
39 pins

Are you heart smart?

Do it pushups can you do more?

Look for the Step on the front door.

The Complete Kitchen

7 Steps to Preventing Stroke

Recipes

Fact

Healthy Eating

Emergency

Nutrition
Twitter

• Objective: Branding, Outreach, Community News

• Quality over Quantity

• Listen

• Live Tweeting from Surgeries

OSU Medical Center Live-Tweets, Broadcasts MAKOPlasty Procedure
Let's Talk Tools

- Monitoring
- Publishing
- Measuring
Who's Talking About What?

Keywords: Obvious vs Customer Voice

**Obvious:** Saint Elizabeth Hospital

**Customer Voice:** St. Elizabeth's

Monitor the Big Networks

Facebook, Twitter, Quora, Google Blog Search, Google News, Social Mention
Monitoring Tools

- Radian6: $600-$4,100/month
- Hubspot: $200-$1,800/month
- Sprout Social: $60/month
- HootSuite: $7/month
- Google Reader: FREE
What Are YOU Talking About?

• Define objectives & goals

• Repurpose content – but make it site/audience specific

• Integrate online with offline
  o Photos and videos
  o Event reminders and post-reviews

• Promote others (80/20 Rule)
Publishing Tools

- Salesforce Radian6
- HubSpot
- Sprout Social
- Hootsuite
What's Working? What's Not?

WHAT to measure:
• **Internal Activities**: Posts, Types of Content, Updates, Tweets, etc.
• **External Activities**: Comments, Likes, RT, Repins, etc.

HOW to measure:
• **Free**: Facebook Insights, Google Analytics, URL Shorteners, Social Mention
• **Paid**: Radian6, Hubspot, Sprout Social
Who Cares?

Make reporting make sense:

• Who is the audience?

• What do THEY want to know?

• Present it on THEIR level
Who Cares?

<table>
<thead>
<tr>
<th>Role</th>
<th>Metrics</th>
<th>Specific Data (examples)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Executives</td>
<td>Business Metrics</td>
<td>Revenue, Reputation, CSAT</td>
</tr>
<tr>
<td>Business Stakeholders</td>
<td>Social Media Analytics</td>
<td>Share of Voice, Resonation, WOM, Support Response, Insights Intake</td>
</tr>
<tr>
<td>Community Managers and Agencies</td>
<td>Engagement Data</td>
<td>Clicks, Fans, Followers, RTs, Views, Check-Ins</td>
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</tbody>
</table>
Measurement Tools

50 Mostly Free Social Media Tools
Questions?

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Ryan@baconsocialmedia.com
Twitter: @RyanSides225

Mary Ellen Slayter
www.RepCapitalMedia.com
me@repcapitalmedia.com
Twitter: @RepCapital