Best Practices and Strategies for an Effective Social Media Presence

Arun Krishnaraj, MD, MPH (ArunK@Virginia.edu @AKrishnarajMD @UVARadiology), Jason DeBerry, MD (@JDBerryMD) Nicole Keefe, MD (@NikkiKeefe), Karen Barden (@KarenBarden1), Calvin Gao, BS, and Jason Itri, MD, PhD (@JasonItriMD)
Disclosures

• None for all authors
Background

• Social Media is playing an ever-increasing role in all aspects of our lives
• Many individuals are now seeking advice and recommendations for medical care based on information gleaned via social media channels
• Social Media is exerting a disruptive impact on traditional patient outreach and marketing
Purpose

To describe and demonstrate through examples our department’s effort to pursue social media and share lessons learned from our initial experience.
Social Media as a Disruptive Technology

• Flattens the hierarchy of information exchange
• The age of billboard marketing and print media branding is coming to an end
• We have entered the “Social Age”
• “Medicine has been democratized” – Eric Topol
Impact of Social Media in Health Care

- More than 40% of consumers say that information found via social media affects the way they deal with their health. (Mediabistro)
- 90% of respondents from 18 to 24 years of age said they would trust medical information shared by others on their social media networks. (source: Search Engine Watch)
- 41% of people said social media would affect their choice of a specific doctor, hospital, or medical facility. (source: Demi & Cooper Advertising and DC Interactive Group)
- 26% of all hospitals in the US participate in social media. (source: Demi & Cooper Advertising and DC Interactive Group)

*https://getreferralmd.com/2013/09/healthcare-social-media-statistics/*
Our Approach

• Create a Social Media Committee
  • Committee should be multiple generational and include a varied group of clinical providers (Docs, Nurses, Techs, Patients, and Trainees)

• Perform an environmental scan of peer institutions on social media

• Define Goals and Platforms

• Define Audience
  • Prospective patients
  • Referring Providers
  • Current Patients

• Develop content calendar

• Define a brand voice

• Post, Post, Post
Our Goals

• Be known for **Innovation**
• **Increase Referrals** and our SEO (search engine optimization)
• **Educate** Patients on the role of Radiologists
• **Promote Research** and be recognized as thought leaders within our community
• **Increase Employee Engagement** by highlighting our team members accomplishments and contributions
• Use storytelling to **highlight patient experiences** emphasizing radiology’s role in that story
Methods

• Department Specific Facebook
  • Launch May 2016

• Twitter Handle (@UVARadiology)
  • Established April 2016
Results

• Our Facebook page has gained 739 followers since inception
  • Most successful posts – patient stories
  • Notable “viral post” – grateful patient experience reaching 5,082 people and Employee recognition story reaching 6,459 people

• Our Twitter Feed has garnered 328 followers since inception
  • Tweets during RSNA 2016 highlighting accomplishments and research of our faculty and trainees earned over 11,000 impressions
Notable Posts:

• **Day in the Life of a UVA Radiology Resident**
  • Web traffic on this blog post: 1/31 – 2/28 – 2nd # of unique views was 2nd only to our homepage. Over 3 month period, #6 in unique page views for entire site
  • Facebook:
    • Reach = 5,243
    • Shares = 21 times
    • Likes = 66
  • Post picked up by [ACR Bulletin](#)
Analytics
Conclusions

• Pursue the most successful social media platforms
  • Facebook
  • Twitter

• Effective strategy for Facebook
  • Build relationships with prospective patients and the greater community through stories highlighting the patient experience
  • Create a highly engaged culture that encourages people to share content

• Effective strategy for Twitter
  • Maintain regular, informative presence
  • Tweets that add academic value are the most successful

• Monitor Analytics for Trends
Thank you!

ArunK@Virginia.edu

Special Thanks to The Spark Mill for their assistance with strategy development and deployment (info@thesparkmill.com)