The Skinny on Social Media

Using social media as a marketing tool for your hospital? Keep it short, sweet, fresh and relevant. Your fans will slow their scroll when they see an image that grabs attention, so be sure to use a visual with EVERY post.

Your goal is to engage with your fans ... here are some tips to help.

Content

- **Tell stories about extraordinary people** – Create an emotional connection by highlighting interesting patients, staff members, volunteers, etc.
- **What goes on “behind these walls”** – Think outside the patient care box. Create interest in your hospital by featuring unexpected services like volunteer pillow programs, game rooms for pediatric patients, performances by employee-led choral groups, etc.
- **Celebrity visits** – Super heroes repelling down your building? Sports teams or singers dropping in to brighten someone’s day? Lawmaker visiting to learn more about your hospital’s challenges? These are great opportunities to engage with your fans.
- **Staff member accomplishments** – Brag on those who care for your patients whether it’s your employee of the month or a staff member recognized with a national award.
- **Hospital events** – Your hospital is part of the fabric of your community. Whether sponsoring an event or hosting a class, your fans want to know about your community involvement.
- **Growth, technology, renovations** – Great news travels fast! Share information about anything and everything that increases patient accessibility.
- **News coverage** – Share links to positive news coverage, and don’t forget to tag the source.
- **Holidays and current events** – Show your hospital’s personality by wishing fans well during holidays or celebrating national or local events. Did your community make the top 10 list for education or best places to live? Be sure to show your community pride!

Engagement

- Use #ALHospitals with every post, and use additional hashtags that connect with local, statewide or national events/recognitions.
- Encourage employees and hospital leadership to follow/like/comment/share your social media posts. **You may have to explain that Facebook fan pages and Facebook personal pages are different in that the admin of a Facebook fan page cannot access the personal page of someone who “likes” the page.**
- Boost event-related posts because advertising on social media is CHEAP.
- Share content daily. Schedule posts on weekends or after hours during high traffic times. Be sure to pull down a scheduled post in the event of a local or national event that becomes the focus of your fans’ attention. Posting at the wrong time can come across very insensitive.