Social Media That Puts You In The Community - Virtually

The Series: The *OPEN MINDS* Executive Blueprint for Crisis Management – Building Organizational Sustainability & Success In A Disrupted Market

OPEN MINDS

Wednesday, August 12, 2020

Presented by Paul M. Duck, Senior Associate, *OPEN MINDS*

Executive Seminar Agenda

Agenda Item
A. **Going Virtual:** Understanding why a successful crisis management strategy begins with 'going virtual'
B. **Designing Your Online SOCIAL Blueprint:** Developing a social media strategy based on best practices to meet your goals
C. **Deep Dives** Into The Top Social Media Platforms That Will Drive Traffic and Engagement
D. **But Its Not All Roses**: Reputation Management and Social Media Pitfalls and Traps to Avoid for your Brand
E. **Q & A / Discussion**

PAUL M. DUCK
Senior Associate
OPEN MINDS

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A. Going Virtual: Understanding Why A Successful Crisis Management Strategy Begins With 'Going Virtual'

We Are Not Alone: The Internet & Social Media Are Massive

- The internet has 3.9 billion users
- In the US, 293M Adults use the Internet (only 10% of adults do not)
- 43% of US Adults use the Internet multiple times per day
- 41% of Internet traffic in the US is MOBILE
- By 2023, projected that 85% of US Adults will access the Internet via their phones
- 79% of US population has a social media profile
- Facebook Messenger and Whatsapp handle 60 billion messages a day
- There are 259M digital buyers in the US, and that is projected to grow to 307M by 2023.
- 69% of US Adults use Facebook and 73% use YouTube

You are here

Map of the Internet, The Opte Project, www.opte.org

Health Care Has Joined The Revolution

60% of social media users are likely to trust social media posts and activity by clinical professionals and provider organizations over any other group.

60 percent of people are interested in virtual doctor visits.

In 2018, US healthcare providers spent $2.84 billion on digital ads. This is a 13% increase in spend from 2017.

The average cost for a healthcare lead is $286. With digital ad spend on the rise, healthcare marketers are paying more for each lead.

Health Care Digital Marketing Trends 2020

Video

- Having video on a landing page can increase conversions by as much as 80%. Live social media videos are also growing, with 50% of marketers planning to leverage them in the upcoming year.

Big Data

- Mountains of patient data are now available to be anonymized and analyzed in order to identify trends and patterns that healthcare providers and marketers can capitalize on.

Patient Experience

- The Centers for Medicare & Medicaid Services funding for hospitals is evaluated on scores from Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) surveys.

Health Care Digital Marketing Trends 2020

E-Health Tools for Patients

- More providers are recognizing that patients want tools like online scheduling and bill pay, e-visits and the ability to renew prescriptions, or chat live with an administrator about questions.

Growth of Telemedicine

- Convenience remains king and healthcare providers are increasingly recognizing that telehealth will help them deliver their care faster.

Native Advertising

- Native ads are predicted to make up 74% of total U.S. display ad revenue by 2021. Native advertising allows providers to deliver informative content that finds consumers where they are.

Health Care Digital Marketing Trends 2020

Content Marketing

- It's important to know exactly what your consumers are looking for online: The more information you can provide in a format that's search-friendly, the more consumers you'll connect with.

Millennials

- This segment has different values and shops for and consumes healthcare differently than their predecessors, so marketers will need to focus more on holistic health and on providing the in-depth health information on the web.

Social Media Optimization and Marketing

- Health care providers are increasingly turning to social media channels to engage with current customers, and more importantly, to find new customers, in the ever-increasing competitive markets that make up today's health care environment

So What Is Fueling This Revolution In Health Care?
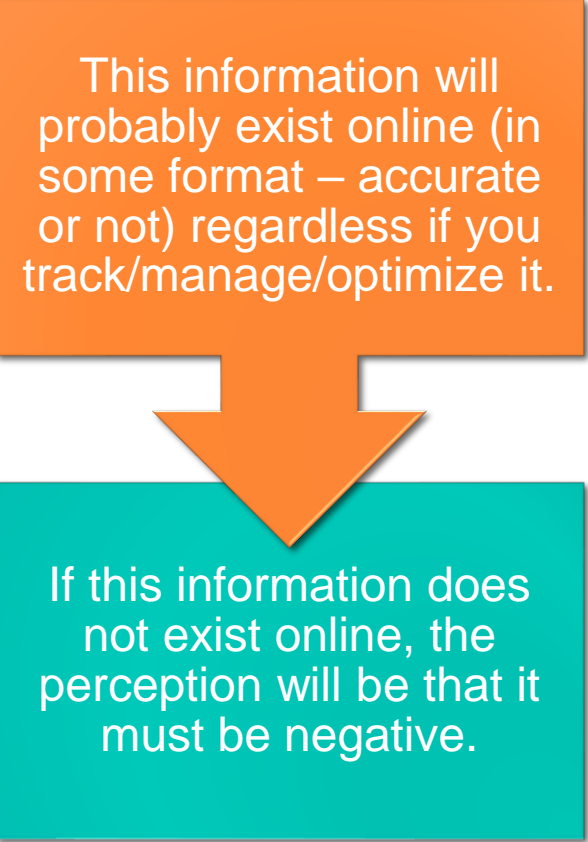
- Health Care Reform & Health Care Policy Changes
- Demographics: Each year, more digitally native humans are making healthcare decisions
- Consumers have a more complex role in the health care system (and more choices)
- More transparency in fees and performance measures
- Technology Advancements & Outside Industry Influence
- Technology advancements have made it easier and quicker to access information via the internet than non-web sources
- 90% of Americans have internet access
- Non-health care industries have conditioned consumers to expect increased choice via online vehicles
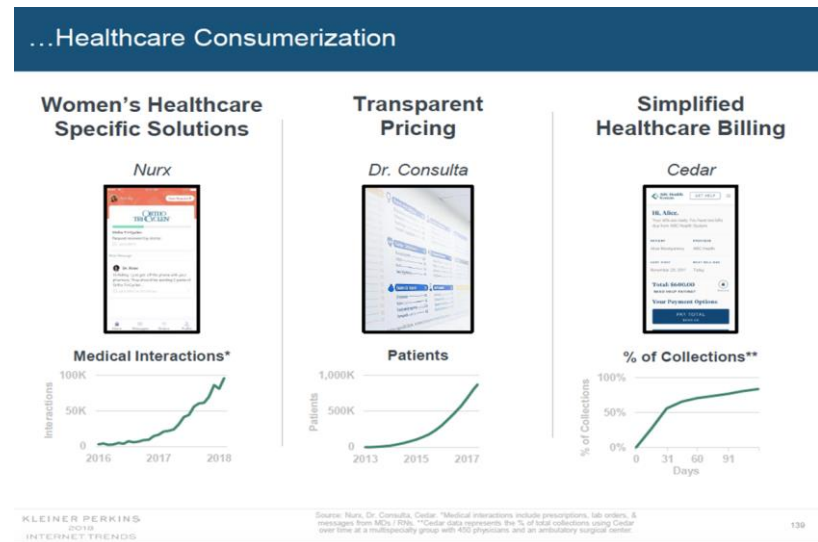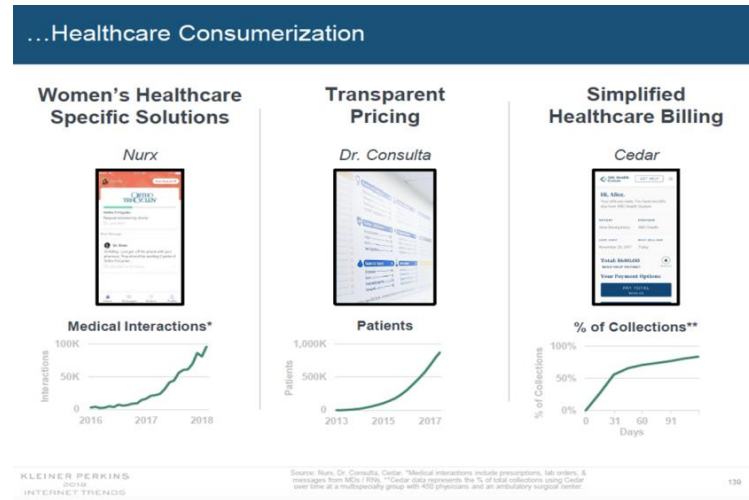
So Why Should YOU Join The Online Revolution? Because It's Now EXPECTED

5 Things People Expect from a Business Online

1. That you have a presence.
2. That you are showcasing your organization's capabilities.
3. That you participate in the conversations of the industry.
4. That you are a thought leader.
5. That people leave reviews for the organization and YOU.

This information will probably exist online (in some format – accurate or not) regardless if you track/manage/optimize it.

If this information does not exist online, the perception will be that it must be negative.

Understanding Why 'Going Virtual' Is The Critical First Step To Any Successful Crisis Management Strategy

- For most organizations, the same core objectives are driving their current or planned crisis management strategy:
  - Sustain revenue from current sources
  - Generate revenue from new sources

- Prior to the COVID-19 market disruption, in a competitive health and human service market focused on value, the 'virtual tipping point' was approaching – as the normalization of 'informed customers' and virtual treatment continued to accelerate

- As this normalization continued, the 'virtual' element – both in terms of marketing and service delivery – became more and more critical for organizations looking for competitive advantage and successful long-term growth strategies success

- Environmental changes related to stay-at-home orders, social distancing, and related COVID-19 safety precautions, have accelerated this process past the 'virtual tipping point' into an a 'new normal' environment where the virtual element is mandatory

The 'Virtual Revolution' Arrives & Customer Behavior Shifts

Where is the "Zero Moment Of Truth" happening? Ask yourself these questions…

- Do you research a product or service **online** after you become interested in it?

- Do you ever compare prices, features, and key differences of similar products **online** before making a final purchasing decision?

- Have you ever chosen a restaurant (dine in/take out/delivery) based on positive comments you read **online** or on apps like **Yelp and Door Dash**?

- Have you ever removed a business or product from your consideration after seeing negative reviews on **Facebook, Angie's List, or Amazon**?

- Would you ever try or consider a specific business or product just because a friend highly recommended it on **social media?**

The 'Virtual Era' Is Here To Stay

NCTA

Downstream Growth (% of usage)

20.0% OVERALL SINCE 3/1   **0.7**% WEEKLY 4/4 - 4/11

Upstream Growth (% of usage)

34.0% OVERALL SINCE 3/1   **0.7**% WEEKLY 4/4 - 4/11
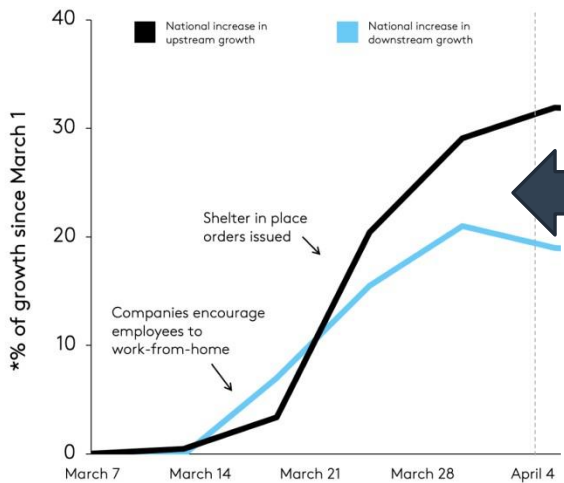
COMCAST (34%)
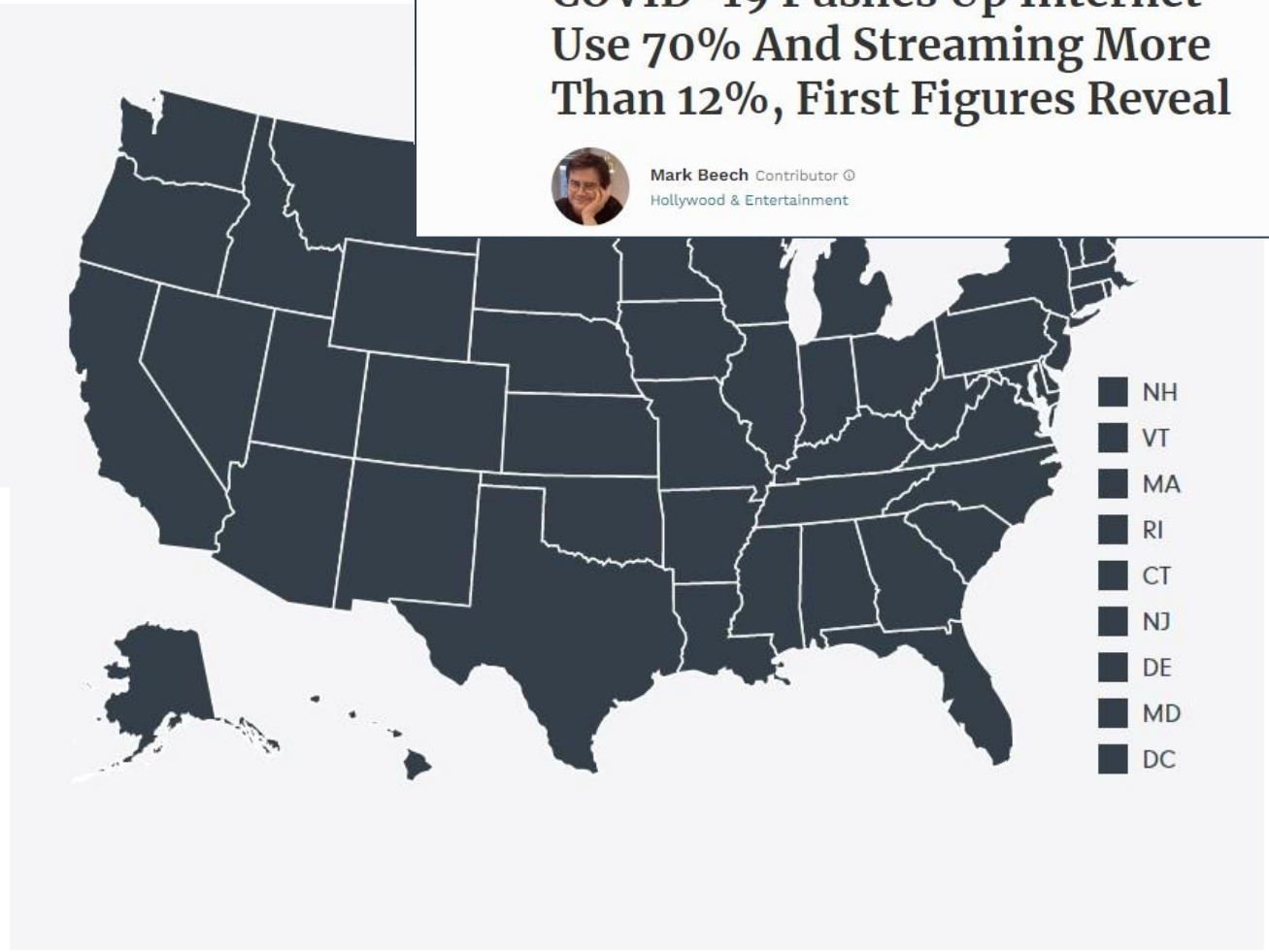
Forbes   Billionaires   Innovation   Leadership   Money   Business   Small Business   Lifestyle

13,304 views | Mar 25, 2020, 03:49pm EDT

COVID-19 Pushes Up Internet Use 70% And Streaming More Than 12%, First Figures Reveal

Mark Beech Contributor ⓘ
Hollywood & Entertainment

The Virtual Era & Health Care:
The Importance Of Your 'Virtual Brand' & Online Presence

90% of this group identified at least one of these online channels as their preferred source of finding online health care information.

Health Care Provider Websites
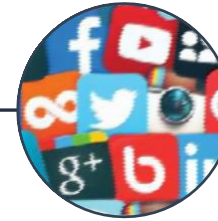
Social Media

Rating & Review Websites

Google & Google Places

think with Google

(SOURCE: Think With Google Study)

The Virtual Era & Health Care:
The Importance Of Your 'Virtual Brand' & Online Presence

What Your Audiences Now Expect To Learn About You Online

1. How do your costs compare to competitors?

2. How does your quality of care stack up?

3. What do your patients and patient caregivers say about you?

4. What is your facility's reputation for being safe?

5. What is the performance of your clinical staff?

This information will probably exist online (in some format – accurate or not) regardless if you track/manage/optimize it.

If this information does not exist online, the perception will be that it must be negative.

B. Designing Your Online SOCIAL Blueprint:
Developing a social media strategy based on best practices to meet your goals

Focus Your Social Media Efforts

- Start With The Channels Most Important To Your Target Audiences
- Graduate To #TheBigFour… When You're Ready
  - LinkedIn, Facebook, Twitter, Instagram, and More
- Curate Each Channel's Messaging To It's Identified Priority Audience
- Ensure Your Critical Information Is 'Just A Click Away'
  - If social media is the first impression a person has of your organization – or if it is the primary vehicle used by a stakeholder group – you want to make sure the critical information they may need to make a decision is no more than a click away.
- Don't Be Promotional (Follow The 80/20 Rule)
  - People hate commercials. If the majority of your posts are self-promotional, you are the equivalent of a social media commercial.
  - A best practice rule to follow: Never allow more than 20% of your posts to be straight promotional. If at least 80% of your posts are informational and of interest to your audience, all of your content will get more eyeballs.

Top Social Media Apps Worldwide for January 2020 by Downloads

SensorTower

Overall Downloads

1. TikTok
2. Facebook
3. Instagram
4. Likee
5. Snapchat
6. Helo
7. Twitter
8. Kuaishou
9. Pinterest
10. VMate

App Store Downloads

1. TikTok
2. Instagram
3. Facebook
4. Kuaishou
5. Snapchat
6. Twitter
7. Wesee
8. Pinterest
9. Vigo Video
10. WeChat

Google Play Downloads

1. TikTok
2. Facebook
3. Instagram
4. Likee
5. Snapchat
6. Helo
7. VMate
8. Twitter
9. Pinterest
10. Kuaishou

Note: Does not include downloads from third-party Android stores in China or other regions.

Social Media Best Practices

1. **Learn everything you can about your audience**
2. **Choose which networks to use (and which to ignore)**
3. **Have a plan, Set goals, Conduct audits/watch the metrics**
4. **Keep an eye on the competition**
5. **Monitor conversations that are relevant to your industry**
6. **Establish your social media voice and tone**
7. **Follow the social media 'Rule of Thirds'**
    - ⅓ **share posts to promote your business**, convert readers, and generate profits
    - ⅓ **share posts of ideas from influencers** in your industry (or like-minded businesses)
    - ⅓ **share posts of personal stories** to build your brand
8. **Respond to all comments and @mentions—promptly**
9. **Don't repost the same message across networks**
10. **Use data to determine when and how often to post**
11. **A/B test your messaging**
12. **Measure results and adjust your strategy as needed**

Social Media Engagement and Brand Awareness

- **Have a Consistent Presence**

- **Pick the Right Times (multiple per day, but don't over do it)**

- **Use Hashtags (#) and Mentions (@)**

- **Utilize @Influencers**

- **Retweet People's Posts**

- **Thank People for Re-Tweets and Respond to Comments**

- **Use Twitter's Search Engine to Find Consumers**

- **Vary Your Posts and Use Images in Every Post**

Social Media Engagement and Brand Awareness

- **Post and Share Content Worth Engaging With and Relevant to Your Audience**

- **Encourage Readers to Comment, Like, and Share**

- **Start a Facebook or LinkedIn Group**

- **Run Contests and Giveaways**

- **Ask a Question or Post a Poll**

- **Optimize Your Headlines for Engagement**

- **Use Two Attention Grabbing Words at the Beginning of a Post**

- **Use Emojis**

- **Weekly Twitter Chats**

C. Deep Dives Into The Top Social Media Platforms: Driving Traffic and Engagement

Twitter

Twitter

Twitter

LinkedIn

LinkedIn

LinkedIn

Facebook

Facebook

Facebook

Instagram

Instagram

Instagram

Others to Watch

Paid Social/Sponsored Posts

Marketers are spending more on social media advertising; with social media ad spend **amounting to more than $89 billion** in 2019.

According to projections, this ad spend will see an annual growth rate of 8.7% and likely reach $102 billion by 2020.

Mobile users contribute to a majority of social advertising revenue. In fact, **94% of the Facebook advertising revenue** for Q3 of 2019 came from mobile.

in CAMPAIGN MANAGER

🐦 **Business**

FACEBOOK for Business

Paid Social/Sponsored Posts: User Targeting

Geotargeting: This is targeting by country, region, city, metro area, postal or zip code.

Demographics: Some social networks allow for basic demographic targeting such as gender and age group, others allow to zone in on users according to education level, relationship status, income and ethnic affinity.

Language: You can reach users who speak a specific language. Advertisers can also combine language with geotargeting to reach users speaking a specific language in a certain country.

Interests: Reach audiences based on the topics they are interested in. Some social media platforms offer hundreds of interests to choose from, so pick carefully.

Keywords: For networks like Twitter, keyword targeting means reaching users that tweet specific keywords, while platforms like Pinterest target according to the words people use in searches.

Devices, operating systems and network operators: Reach consumers using specific mobile phones, tablets or laptops. You can also target adverts based on whether consumers use iOS, Android or others

Your customer data: Social platforms like Twitter and Facebook allow advertisers to upload lists containing user data. Import lists from your CRM system or email database to reach specific people.

Paid Social/Sponsored Posts

CREATIVES > **TARGETING** > BID & BUDGET > REVIEW & COMPLETE

Next

Find your audience

Demographics

Target users by gender, age, device, platform, and location.

Select gender

Any gender | Male | Female

Select age ranges

Select ages... ⌄

Locations, devices, and platforms

Target users by country, state, region, metro area, postal code, platform, or device.

All | Search 🔍

Location ❓

United States ✕

Audience features

Target users by interests, keywords, similar to followers of @usernames, and more. ❓

All | Search 🔍

Import multiple criteria

No audience targeting selected

Audience summary

👥 Not available

RECOMMENDED
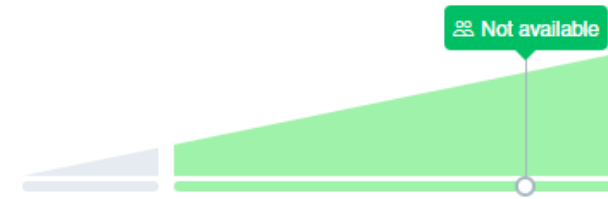
Defining your own audience is optional. In many cases, providing fewer targeting parameters may improve your results. Either way, Twitter will continually optimizes your campaign for high performance in the marketplace.

Return to original campaign form

Tracking and Reporting
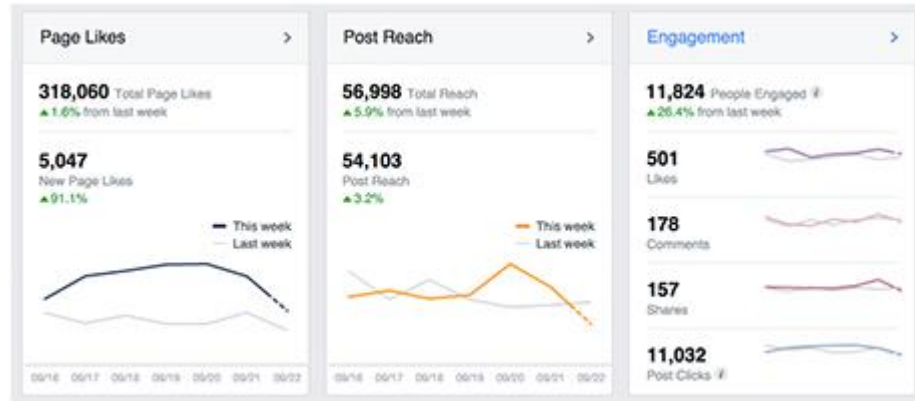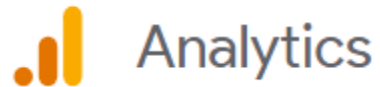
The Social Relationship

The social web connects people where they share, critique and interact with content and each other. Social analytics provides you with the tools to measure the impact of social. You can identify high value networks and content, track on-site and off-site user interaction with your content, and tie it all back to your bottom line revenue through goals and conversions.

Here's how we see this story:

Sources & Pages: Identify networks & communities where people engage with your content.

Conversions: Measure the value of social by tracking your goals, conversions and ecommerce transactions.

**Social Plugins:** Measure your on-site user engagement.

Social Users Flow: Compare traffic volumes and user traffic patterns through your site.

D. But Its Not All Roses: Reputation Management and Social Media Pitfalls and Traps to Avoid for your Brand

Manage Your Online Reputation
Step 1 – Identify & Participate In Outside Channels (Ratings/Rankings/Reviews)

Federal Government (Medicare Quality Care Finder)

Payer/Health Plan Networks

Third Party (Healthgrades, Vitals, Angie's List)

Comparison Rankings & Ratings

Glassdoor

Google Places

Yelp

Social Media

Online Reviews & Public Comments

Manage Your Online Reputation
Step 2. Develop A Reputation Management Strategy That's 'Doable'

1. Manually and continuously monitor the websites that are most utilized by your target audience – these are key to your success

   - Ignoring negative comments, reviews and ratings only strengthens the affect they have on your online brand

2. Set up "Google Alerts" for key terms, names, and services so you are notified when they are being mentioned on less important channels

Focus your resources and budget on managing your reputation in the channels most important to your target audience!

Google Alerts

Manage Your Online Reputation
Step 2. Develop A Reputation Management Strategy That's 'Doable'

3. Respond quickly when your reputation is being damaged
   - The web is real-time. The majority of provider organizations are not
   - Implement a 'doable' process to answer negative comments/reviews quickly and efficiently
   - Find internal shortcuts for validating answers more quickly – like a response chart
   - A response chart that outlines what to do and/or say in 90% of situations can significantly improve response time while limiting risk
   - Respond appropriately and refute false claims – but don't make the situation worse by engaging in back-and-forth battles

4. Be proactive about improving your performance on these key channels. Take identified steps to improve ratings, spark positive conversations about your organization, and build brand loyalty

Avoiding Potential Brand Risks of Social Media

1) Avoid offensive language and controversial issues: Trolls are everywhere waiting to pounce

2) Don't pay for followers: Short term gain, long term pain

3) Don't be tone deaf: Understand the context of your posts

4) Do pay attention to where your ads show in context of social platform policies

4) Do Understand and know your target audience

5) Do Track and Report on data daily

6) Don't post it unless you mean it, and want everyone to know it

IAC PR exec fired over offensive AIDS tweet

●●○○○ Sprint LTE   12:47 PM   71%

Congrats, you survived the Boston Marathon!

adidas Running   12:39 PM
to me

You've conquered Boston. Share your race day experience and shop official gear.   View this email online

BANKING

JPMorgan Cancels Twitter Q&A After an Epic #Fail

The nation's largest bank calls off an online discussion with senior executive after a barrage of hostile questions and jokes
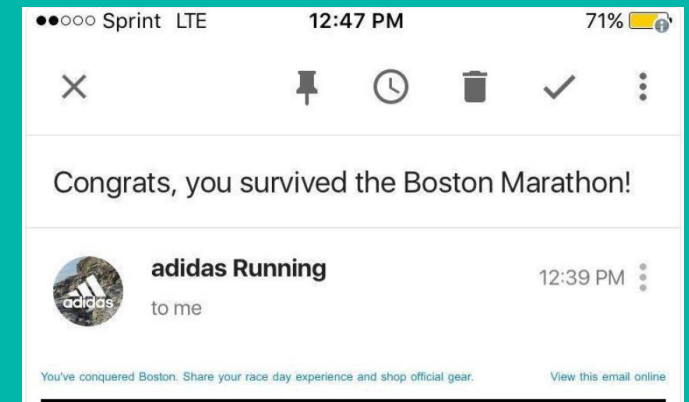
Current, Upcoming & Future Trends

- Mis-Information, Fake News, and Platform Policy
  - What is truth?
  - Dumb pipe vs. fact checks (and issues of liability; FCC Section 230)
- Data Security and Privacy
  - Your Info is Everywhere: Be Smart
  - Protect with password (STRONG) and data ownership tools
  - Consider this: Are we being manipulated? "If the product is free, you are the product"
- Live Video Streaming
  - Netflix, Facebook, YouTube, Twitch, Disney, oh my!
- Platform Consolidation and Expansion or Regulation and Contraction?
  - Watch anti-trust moves and regulations on Google and Facebook
  - What will Amazon's next big acquisition be and where will it take us?

Questions From Our Circle Members

1. What can I do if my organization has a very limited online marketing budget—or is hesitant to spend regular marketing dollars on social media?

2. Who in my organization should be in charge of online reputation management?

3. How many staff would I need to run a social media campaign?

Discussion

RESOURCES

- *Private LinkedIn Discussion Group:*
  - https://www.linkedin.com/groups/12422327/

- *Toll-Free Phone for Technical Assistance*
  - 833-888-0219
    - *Pro-bono, one-hour consultations available for Coalition and ASAP members*

Turning Market Intelligence Into Business Advantage

OPEN MINDS market intelligence and technical assistance helps over 550,000+ industry executives tackle business challenges, improve decision-making, and maximize organizational performance every day.

OPEN MINDS