

Content Management Systems in Health Care: Social Media Management



Your life is our life's work.

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Senior Social Media Specialist
November 3, 2022

Social Media Goals for 2022-23

Promote

Connect

Protect

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Protect

Double Down on Organic
Campaign Promotion

Generate More Patient
Leads

Results-based
Content Strategy

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Strengthen 1:1
Relationships

Enable Growth by
Acquisition & Retention

Increase Likelihood of
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Optimize Team Coverage for Crisis Management

Staying Competitive (weekly analysis)

Tighter Tracking of Patient Journey

A man with glasses and a red jacket is looking down at a crumpled piece of paper he is holding in his hands. He is standing in a snowy city street with a yellow taxi and a white car in the background. The text "Organization Matters!" is overlaid on the image in a large, white, sans-serif font.

**Organization
Matters!**

How It Started vs. How It's Going



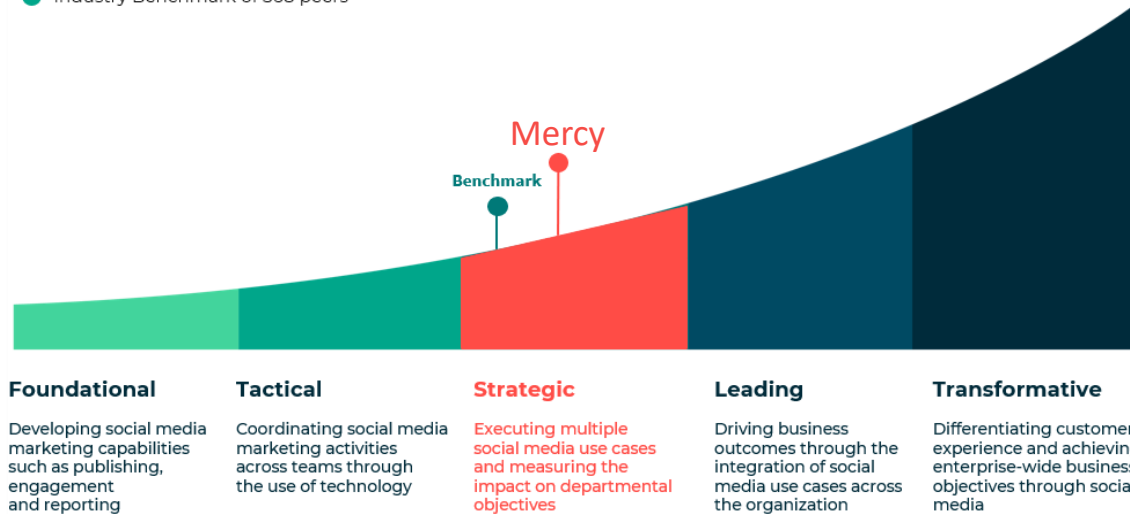
BEFORE: With Social Studio	NOW: With Hootsuite
Outdated, problematic social listening tool	Industry-leading listening tool w/ modern, shareable dashboards
No news media tracking (broadcast/print/radio)	Full media monitoring (Talkwalker) w/ social scope
Antiquated content creation tool with perpetual errors	Intuitive, cross-platform publish tool (saving 50% of publish time)
Siloed, per-platform consumer engagement tool	All-in-one portal for holistic patient journey tracking & reporting
Limited CRM capabilities & connections	Full CRM alignment & team access/support
Limited and outdated support for online reviews	Full Google & Facebook review support (Yext add-on)
One-sided data tracking for Mercy.net (Adobe)	Full Adobe Analytics integration (data, content, assets)
No competitive analysis	Tailored automation & monitoring of competitor mentions (+email alerts/recaps)
No real-time support or industry insight	Predictive intelligence tool (publishing), proprietary KPI mapping (analysis) and "white glove" account support + training

Social Maturity Assessment

Five Stages of Social Media Maturity

● Mercy

● Industry Benchmark of 568 peers



Source: Hootsuite



Content Creation

Content Creation

Calendar Content

Social accounts Post status Today Oct 23 - 29, 2022

GMT -05:00	Sun 23	Mon 24	Tue 25	Wed 26	Thu 27	Fri 28	Sat 29
8 AM							
9 AM							

New post

Campaign

Publish to: FollowMercy, Mercy, Mercy

Recently used: Mercy, FollowMercy +2 more, FollowMercy +3 more, FollowMercy +2 more

Initial content

Our collaboration with Mayo Clinic is making progress! CEO Gianrico Farrugia recently spoke about how we're sharing deidentified patient data across health networks to find diseases and save more lives. Learn more: <https://www.linkedin.com/pulse/transforming-health-care-through-platforms-gianrico-farrugia-m-d-/?trackingId=AaPBrZsxS2SlsqDo%2B6i3IA%3D%3D>

355 1 Default Mercy Link UTMs applied Edit

Social networks regularly make updates to formatting, so your post may appear slightly different when published. Learn more

Thu, Oct 27 at 9:00AM Schedule (3)

Content Creation

Social Networks in 'Communications'

Deselect [trash] [list] [grid] [close]

Add a social network

- mercysaintlouis Twitter
- Mercy Facebook Page
- MercyJoplin Twitter
- Mercy Hospital Sp... Facebook Page
- Mercy Hospital St... Facebook Page
- Mercy Hospital No... Facebook Page
- Mercy Hospital Fo... Facebook Page
- Mercy Hospital Le... Facebook Page
- Mercy Hospital Ok... Facebook Page
- Mercy Hospital So... Facebook Page

View all 58

Team Members in 'Communications'

Deselect [trash] [list] [grid] [close]

Add a Member

- Bethany Pope**
Media Relations & ...
Default
- Bradley Hal...**
Social Media Director
Adminis...
- Jonathan K...**
Sr. Social Media Sp...
Adminis...
- Nancy Dixon**
Exec. Dir. Media Rel...
Default
- Joe Poelker**
Sr. Media Relations ...
Default
- Jordan Lari...**
Mercy
Default
- Mardi Taylor**
Sr. Media Relations ...
Default
- Nate Kuester**
Sr. Media Relations ...
Default
- Meredith H...**
Sr. Media Relations ...
Default
- Sonya Kull...**
Media Relations & ...
Default

View all 16



User Engagement

User Engagement

The screenshot displays a social media management interface. On the left is a vertical sidebar with navigation icons. The main area is split into two panes: 'Inbox' and 'Unassigned'. The 'Unassigned' pane shows a list of messages, with the top one highlighted in yellow. To the right, a detailed view of a post from 'Mercy' is shown, featuring a photo of a baby in a pumpkin hat and a text overlay with a link.

Inbox

- SHARED INBOX
- Unassigned
- Assigned
- Assigned to Me
- Done

Unassigned

- Select All
- Comment on "Little Ava is carving out..." • M. • 25m
- Reply to mention • Mercy St. Louis • 55m
- Best of luck and future health ladies xxx
- Comment on "Little Ava is carving out s..." • M. • 1h
- Reply to "5 things in the Birthing Center..." • M. • 1h
- Comment deleted on Facebook
- Reply to media • Mercy Hospital Oklahoma C... • 1h
- Direct message • Mercy • 3h
- Comment on "Mercy's hip specialists ar..." • M. • 4h

Mercy
1h • View on Facebook

Little Ava is carving out some napttime before the Halloween excitement begins.

If your family's pumpkin patch is expecting a new treat soon, download our free Countdown to Baby guide now: <http://ow.ly/PBib50LIXvu>

Campaign × **Mercy-wide** × **Mercy.net** ×

User Engagement

Social On-Call Coverage

MON-FRI 8-4:30 **Amanda**

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THUR
ROTATION
Bethany
Joe
Jordan

FRIDAY PM


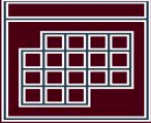

SATURDAY

SUNDAY

Weekend Rotation
(SEE CALENDAR)

Weekday Handoffs @

8:00
&
4:30



Advertising



Advertising

Analytics << Advertising performance Feedback Sep 26 - Oct 26 Export

Facebook & Instagram ads act_241723617936586 Filters

Campaigns (10) **Ad sets (47)** Ads (51)

<input type="checkbox"/>	NAME	START DATE	END DATE	DATE LAST E...	ROI	AVERAGE RE...	CPC (ALL)	CLICKS (ALL)	IMPRESSIONS
<input type="checkbox"/>	Post: [blurred] (October 21 2022) Show breakdown	Oct 24, 2022 5:00 PM	Oct 31, 2022 11:30 PM	Oct 24, 2022 5:00 PM	1,032	753.33	\$0.00	113	3,563
<input type="checkbox"/>	Post: [blurred] (October 15 2022) Show breakdown	Oct 17, 2022 6:11 PM	Oct 24, 2022 1:00 AM	Oct 17, 2022 6:11 PM	47,606	6,699.14	\$0.00	795	47,839
<input type="checkbox"/>	Post: [blurred] (October 16 2022) Show breakdown	Oct 17, 2022 6:08 PM	Nov 16, 2022 2:00 AM	Oct 17, 2022 6:08 PM	5,759	493.4	\$0.00	139	6,725
<input type="checkbox"/>	Post: [blurred] (October 16 2022) Show breakdown	Oct 17, 2022 6:03 PM	Oct 31, 2022 12:51 AM	Oct 17, 2022 6:03 PM	7,895	806	\$0.00	905	9,271
<input type="checkbox"/>	Post: [blurred] (October 11 2022) Show breakdown	Oct 11, 2022 7:54 PM	Oct 16, 2022 3:00 AM	Oct 11, 2022 7:54 PM	44,176	8,684.6	\$0.00	597	44,494
<input type="checkbox"/>	Post: [blurred] (October 11 2022) Show breakdown	Oct 11, 2022 3:11 PM	Oct 25, 2022 3:00 AM	Oct 11, 2022 3:11 PM	29,144	1,479.29	\$0.00	371	21,497

Advertising – Audience Creation





**Have fun storming
the castle!**