Social Media: Rewards & Risks
The Case For Social Media

• Connectivity and Accessibility
• Connect with Prospects/Clients/Media
• Networking and Engagement → Build an Online Community
• Build Trust
• Extension of Your Brand → Be Your Own Publisher
• Social Media is About Information Sharing…
Not to be Ignored
Usage by Platform

Pinterest
- Social site that is all about discovery
- Largest opportunities
- Users are: 32% male, 68% female
- 70 million active users

Twitter
- Micro blogging social site that limits each post to 140 characters
- Largest penetration in the US
- 5,700 tweets happen every second
- 1 billion tweets per day

Facebook
- Social sharing site that has 1 billion users worldwide
- Largest opportunities
- Communicating with consumers in a non-obtrusive way
- Users share 2.5 billion pieces of content each day

Instagram
- Social sharing site all around pictures and now 15 second videos
- Many brands are participating through the use of hashtags and posting pictures consumers can relate to
- The most followed brand is

Google+
- Social network built by Google that allows for brands and users to build circles
- Not as many brands active, but the ones that are tend to be a good fit with a great following
- Growing rapidly with 925,000 new users every day

LinkedIn
- Business oriented social networking site
- Brands that are participating are corporate brands giving potential and current associates a place to network & connect
- 79% of users are 35 or older

Designed by: Leverage_leverageimages.com
Reputational Aspects

- Consistent listening
- Create community of loyalists & goodwill
- Humanize people and audiences
- Focus attention on priorities
- Know how and when to respond
Before you dive in…

• Strategy is Key – Know Your Audience
• Establish a Policy
• Be Transparent
• Be Human
• Consistency - Feed Your Social Networks
• 1/3 Rule - 1/3 About You, 1/3 Sharing Articles/Ideas and 1/3 Conversation
What Social Media Channel Is Right For You?

- Discover a Fit With Your Marketing Strategies (Or Not)
- Be Strategic and Amplify Your Message
- Facebook
- Twitter
- LinkedIn
- Pinterest
- Instagram
- Blogging
Social Media’s Role in Consumer Purchasing

- Social Media induced an average of 26% of purchases in all categories
- Nearly 2/3 of influence was direct
- Remainder was indirect, influencing earlier touch points
- Influence differs by category:
  - Travel/investment – 40% - 50% influenced
  - Utilities/insurance – 15%

McKinsey, 20,000 European Consumers in 2013-2014
Institutions/Companies

Strategy (example)

• Increase patient engagement to improve net promoter scores
Tactics – Institutional/Corporate

Use Facebook, Twitter, blogging to improve patient experience

• Listen and monitor comments, respond when appropriate
• Promote content of interest
  • Information and support for moms-to-be
  • Blogs by pediatricians, obstetricians
• Invite patient engagement
Individual – Thought Leadership

Strategy (example)

• Showcase expertise to increase career opportunities
Build Buzz and Awareness of Expertise

Thought Leadership – What Do You Want to Be Known For?

• Build Your Credibility as an Expert
• Build followers – speaking, networking, writing, contacts
• Blogging Provides Core of B2B Social Strategy
• LinkedIn also a great channel to build credibility
• Cross promote - Blog - LinkedIn - E-newsletter – Google+
Social Media Faux Pas

• Set Up a Page and Do Nothing
• Constantly Self-promote
• Not Responding or Oversharing
• Not Researching Your Audience
• Auto-responses – Thanking Everyone Who Follows You
• Overextending Your Social Media Channels
• Fall Victim to the Phrase:

"If You Build It, They Will Come"
Road Map To Interesting Content

Create Custom Content For Accounts:
- Breaking News
- Trending News or Current Events
- National News with Local Angle
- Awards
- Repurpose News Articles, Marketing Materials, etc.
- Identify Visual Opportunities
- Evergreen Social Media Ideas
- Blogging
Good Timing = Better Engagement

- Time Your Posts, Tweets, Pins, Tags, Pics
- Seasonal/Event Timing
- Natural Occurring/Random Event
- Frequency is Key
How do you measure?

- Set clear measurement goals & objectives before you dive in
- Traditional ROI evaluates short-term results
- Consumer behaviors/investments in social media, long-term impact
- Relevant social media metrics:
  - Brand awareness
  - Brand engagement
  - Word of mouth
Measurement – Account Impacts

**YOUR CONTENT**
A breakdown of the content you post

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<th>BY STORY TYPE</th>
<th>AVG. PER POST</th>
<th>TOTAL</th>
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Reach: 6.6k, 681.5k
People Talking About This: 171, 17.6k
Engagement: 7%, 7%

**PAGE IMPRESSIONS**

**IMPRESSIONS BY AGE & GENDER**

- 15% MALE
- 85% FEMALE
Measure Your Competitors
Measurement – Engagement
Common Risks

• Reputation – negative online comments, hijacking brand
• Misinformation
• Personal safety – employee activities/travel
Enterprise Wide Risks

• Data/system security
  • Everyone gets hacked; most don’t discover breaches themselves

• Loss of sensitive information/IP

• Legal/regulatory infractions – HIPAA, non-disclosure

• Data retention – records management/e-discovery
Tips to Mitigate Risks

• Take a strategic and disciplined approach
• Listen – consistently, critically
• Think ahead, keep updated crisis management plan
• Focus 90% on tactics that have greatest impact on your business
• Treat communities as valuable asset
Social Media Crisis Response Chart
Interesting Content
Results

LAKE POINTE MEDICAL CENTER
Engage Consumers – Build Online Audience

YouTube video: “Rapping Nurse”

Social media – Facebook posts

Traditional media pushes message

Trade media spreads viral message
Employee Engagement

Daily Post Feedback

- Comments
- Likes
- Shares

Graph showing data from May 01 to May 30.

Images of people participating in various activities.
Responding to Positive/Negative Feedback

Tom Keenikoolpam — I went to Lake Pointe Medical Center last week with a very rare disease and the ER staff was wonderful to work with! They provided me with excellent quality care. I unfortunately wasn’t able to treated at your facility and I was transported to Baylor. Baylor provided terrible care. I am very pleased with the Lake Pointe Medical Center staff though and would return to this hospital for future treatment.

Like · Comment · about 5 months ago · 10 Reviews

Lake Pointe Medical Center Thanks for sharing your positive experience at LPMC with us, Tom!

Cassandra Adams — OMG....now dealing with scheduling for PET scan for the past two hours. I ended up speaking with the Director of Patients and that dept. I told him the scheduler has me upset after her 1st call back, because she said she had to ask the Radiologist some questions. she was mentioning - the supplier has to be called, not sure if they have it, etc. otherwise you have to wait another week, she is not sure - hey hey hey...how about my appointment they had my Dr. order since last Tuesday. Then she said she can't schedule it because she has to find out about the meds. I thought that's what she was doing when she called me back this time. Now Again. I await a 2nd return call (now from director). I told him I have enough to worry about, comes across so disorganized. - Centennial Medical Center Frisco.

Hi, Cassandra. We are very sorry you had a negative experience. We cannot discuss specifics of a patient's experience in a forum such as this, but we encourage you to contact us at 972-963-3333 to share your concerns so we can address them with you. Thanks!

Cassandra Adams — I sent my feedback via Centennial email in hopes that CEO Mr. Thompson is able to read it. I like Centennial, Dr’s, nurses, tachs ER so far, it is getting past scheduling, admin etc. needs some work.

Centennial Medical Center We appreciate your feedback! Thanks again!
Success Means…

• Engaging Your Audience
• Report Agreed Upon Metrics
• Get Empathy Going Externally and Internally
• Facilitate Meaningful Interaction with Your Brand
Key Takeaways

• Integrate, Cross-Promote and Publicize!
• Media Platforms Come and Go → Know Your Audience
• Amplify Brand Messages → Use Social Media to Tell Your Story
• Focus on What Works Best
• Mobile Matters

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