



SOCIAL MEDIA

Best Practices for Departments and Clinicians/Researchers

Strategic Marketing Services

Jaclyn Sommer, *Associate Director, Content Marketing & Editorial Services*

Erin Aquino, *Content Marketing Manager*

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Choosing the Right Social Media Platform

WHAT ARE YOUR GOALS? WHO IS YOUR AUDIENCE? HOW CAN YOU REACH THEM?



Facebook

Role: Where we connect and showcase community involvement

Characteristics: Community-driven; offers support network

Audience: Employees, patients

Purpose: Building loyalty, advocacy



Instagram

Role: Where we humanize the institution, inspire and build relationships

Characteristics: Storytelling through images and videos; authentic and transparent

Audience: Patients, employees, opinion leaders / influencers, students, media

Purpose: Building awareness, engagement, advocacy



LinkedIn

Role: Where we convey authority, share announcements, recruit

Characteristics: Showcase thought leadership; refined and professional

Audience: Employees, opinion leaders, health care professionals

Purpose: Building awareness, building loyalty



Twitter

Role: Where we share knowledge and discuss news

Characteristics: News-based, real-time

Audience: Health care professionals, employees, opinion leaders, media, partners/donors

Purpose: Building awareness, engagement

Official Penn Medicine Social Media Accounts



Facebook

- @PennMed
- @PerelmanSchoolofMedicine
- @CCHosp
- @LancasterGeneralHealth
- @PrincetonHealth
- @PennCancer
- @PennHeartandVascular
- @PennTransplant
- @PennMedicineWeightLoss
- @PennMedicineForWomen
- @PennTrauma



Instagram

- @PennMedicine
- @CCHosp
- @LancasterGeneralHealth
- @PrincetonHealth



LinkedIn

- Penn Medicine, University of Pennsylvania Health System



Twitter

- @PennMedicine
- @CCHosp
- @LGHealth
- @PrincetonHealth
- @PennCancer
- @PennMDForum
- @PennMedBenchmarks

Social Media Best Practices for Department Accounts

- **Be authentic and connect with your audience**
- Set a cadence for posting (once a day, three times a week, etc.) and develop an editorial calendar
- Make sure the message behind each post does at least one of these:
 - This message supports a cause my audience can get behind.
 - This message helps my audience feel involved in their health care and/or the Penn community.
 - This message offers useful information to help my audience.
 - This message engages my audience.
- Share varied content, when possible, such as:
 - Photos or video to “show” rather than “tell”
 - Links to articles and publications
 - Quotes, especially if you’re posting live from an event
 - Re-sharing existing content that is relevant
- Use relevant hashtags

How to Submit a Request for a New Department Social Media Account

- Penn Medicine has an approval process that all departments and groups must use before creating a new social media account. Those who are interested in creating a new social media account for a department or group need to fill out an [application form](#).*
- Once the form is submitted, the Penn Medicine Social Media Committee would approve, reject, and/or make other recommendations for the account.
- After you submit the form, we are happy to meet with you to talk through best practices and how to grow your account.

Please note: The application form is a Google form, and IS blocks Google. You need to be off the VPN or Penn network in order to access it.

Social Media Guidelines for Personal Accounts

- Include a disclaimer in your bio: “My views are my own and are not representative of Penn Medicine.”
- Do not use the Penn Medicine shield or official branding.
- Follow HIPAA guidelines.
 - Do not post any photos of patients or photos that show patient information, unless they have signed a consent form.
 - Do not post about patient diagnoses or specific treatment or cases, political, confidential, non-public or sensitive materials.
 - If someone asks for medical advice for their specific condition, be extremely careful giving it since your account is public. Instead, recommend that they call your office, Penn Medicine at 1-800-789-7366, or their own doctor.

Add Value with Your Content: What to Post

- Highlight awards, accreditations, certifications, and other milestones achieved by your Department
- New provider introductions and retirement announcements
- Behind-the-scenes images of your facility and photos of your team, especially on special occasions
- Health news and education
- Photos of team engaged in team-building activity
- Photo recognizing a provider or employee
- Photo from a lecture or seminar
- Community engagement and events

Examples of Engaging Posts



What Not to Post

- Content or photos with patient diagnoses or specific treatment or cases
- Content that includes sensitive research/animal testing
- Political, confidential, non-public or sensitive materials
- Content that could be considered an endorsement or promotion any non-Penn products or services
- Photos or videos of people of whom you haven't obtained signed consent
- Images that are copyrighted or not considered royalty-free

Keep in mind: Everything you share could potentially reflect on the institution as a whole.

Customer Service and Responsiveness

- Engage with followers by liking and responding to comments.
- Monitor the account at least once per day for comments, tags and DMs. If you're directly asked a question or sent a complaint, you should reply within 24 hours.
- If you receive a negative comment and you're not sure how to respond, check with the Penn Medicine Social Media Committee. Do not delete the comment.

If you have any questions about how to respond to comments or messages,
11 reach out to the Social Media Committee at PennMedicineSocialMediaCommittee@uphs.upenn.edu.

How to Gain More Followers and Exposure

Follow others

- There's a good chance they'll follow you back!
- Accounts to follow include: Penn Medicine accounts, journals, NGOs and organizations, reporters, news outlets, peers and colleagues

Be relevant

- Share content and information that's trending, or being widely talked about
- Post frequently (5-7 times a week, if you can)
- Use images/photos, videos and GIFs in your post – they grab attention

Be part of the conversation

- Comment on public posts from colleagues, peers, institutions, and news/media about topics you're an expert on
- Tweet during conferences and webinars with the event hashtag
- Share about others – tagging people in your posts will often lead them to re-share to their networks

