

Social Media For Sustainability

Community of Practice #4

*Using Social Media to Sustain your Efforts –
Implementation of social media marketing strategies for
Codman Square Health Center*

Scotland Huber
Director of Communications
Codman Square Health Center
June 22, 2017

Objectives

- Putting everything together – strategy, content and online paid advertising
- Why investing in social media marketing can pay (in the long run)
- Know your objectives, and learn through “failing fast”
- Making social media management sustainable
- Building 1 large strategy across departments & accounts

Developing Your Social Media Strategy

- Conduct a social media audit
- Establish your healthcare center and/or program goals and objectives
- Develop a content strategy
- Understand your social media analytics
- Building on your success

Creating a Content Strategy

- Know your audience
- Identify goals you want to achieve
- Define the tone you want to use
- Distribution – when and where
- Measure return on investment (ROI) on your efforts

Creating a Digital Marketing Campaign

- Audience
- Campaign Goals
- Call-To-Action
- One page site (Landing Page)

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@codmanhealth



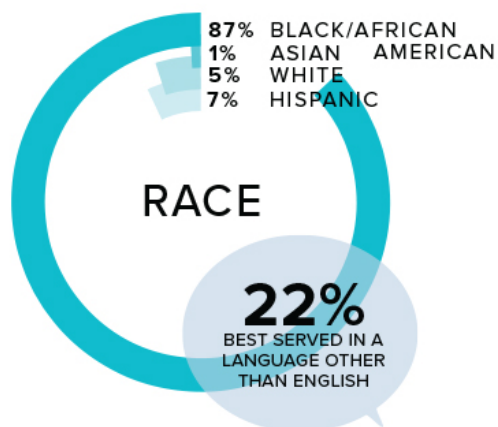
Codman Square
Health Center

Today's Agenda

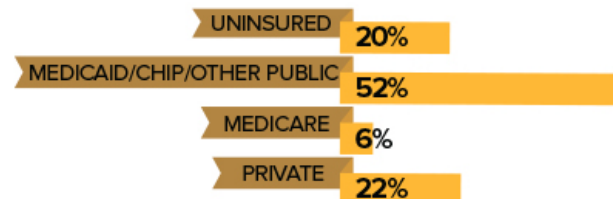
Guest Case Study | Codman Square Health Center

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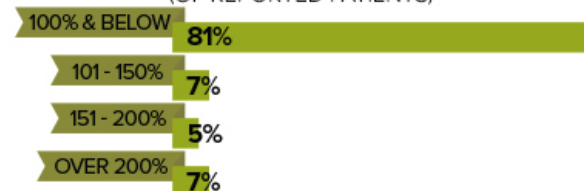
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INSURANCE



FEDERAL POVERTY LINE (OF REPORTED PATIENTS)



P.O.S.T.

- **People** – who and where is your audience
- **Objectives** – let your objectives guide, don't be afraid to fail fast
- **Strategy** – 1 large strategy
- **Technology** – consistent use of most effective technology

Why invest in social media?

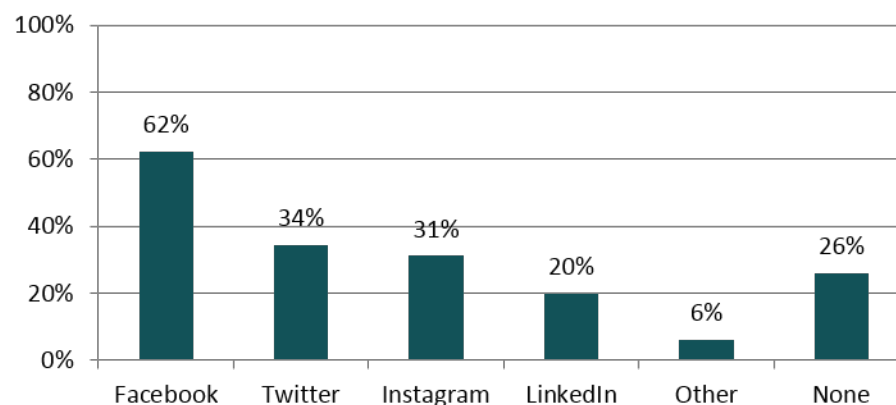


191 million US active users of Facebook
70 million US active users of Twitter
67.2 million US active users of Instagram



47%
patients
get news from
social media

Patients use the following social media



What are your organizational social media objectives?

- Listening
- Talking
- Energizing
- Supporting
- Embracing

What are your organizational social media objectives? (cont)

- Remember “**social**” in social media
- Know the limits & risks
 - HIPAA compliance
 - [HHS.gov](https://www.hhs.gov)
 - [Health Care Compliance Pros](#)

Assessing next steps

- Social media audit
 - Which channels to use to meet objectives
- Surveying competitors
- Learning from successful influencers
- Website infrastructure
 - Mobile friendly
 - Converting clicks

Overall Strategy

- Consistency in tone, design, analytics
- Channel and account decisions driven by objectives
- Organizational buy-in
- Understand and eliminate risks

Failing Fast & Learning from Your Target Audience

- Learn the current best practices for your channels
- Test different kinds of content and messages
- Real-time analytics

Developing Content

- Your objectives & audience decide what you will post
- Think in a series
 - Themes for days of the week
- Repost content from partners/industry leaders & influencers
- What not to post

Codman Health



CODMAN EMPLOYEES MAKING IMPACT IN HAITI

From seeing patients in Dorchester to changing lives in rural Haiti, transforming communities through providing health care and social services is at the heart of Codman Square Health Center, and our staff demonstrate that vision both here in Dorchester and across the world.

A provider at Codman since 2004, Dominique Entzinger, PA is originally from Les Anglais, Haiti, a small rural town in western Haiti far removed from access to a variety of health services. To make a difference in Haiti, Entzinger started the Anastase Aubourg Foundation (AAF) in 2011, named after her late mother, to promote education and improve public health and well-being in Les Anglais and the surrounding areas of Haiti. Prior to starting AAF, Entzinger had spent 10 years volunteering and supporting the community through trips and sending supplies. Now with her foundation, Entzinger is able to make a larger impact on this community that is in need of basic forms of health care.

Beginning in 2012, AAF started sending mission trips to Haiti to provide medical services. The latest trip in mid-March 2017 brought Entzinger along with 3 other Codman Square Health Center staff members, Eileen Boyle, Lindsay White, NP, and Sal Melica, MD, and additional team members from other Boston-based health care facilities, to open a pop-up clinic which was able to see over 200 patients. The team cared for people with various conditions, including high blood pressure, diabetes and malaria. They saw a large pediatric

population and cared for women who were breastfeeding, providing health education and breastfeeding techniques. Additionally, they were able to hand out over 700 pairs of glasses, giving many individuals the first pair of glasses they've ever had.

"This was my first trip to Haiti and I'm so grateful for the experience of working with the Foundation," said Lindsay White. "It was fantastic to get to know the place so many of our patients are from. Now that I've come back, I've been really enjoying swapping stories and memories about Haiti with our patients."

"I spent a year in Haiti back in 1986-87. It was extraordinary to go back and see a country that has experienced so much change in some areas and only little progress in others," reflected Dr. Sal Melica. "The communication technology has exploded, but a lot of the transportation and health care infrastructure still needs a lot of improvement. There is simply no

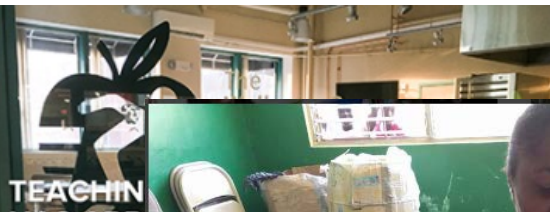
Picture (below) Lindsay White, NP sees a patient at the pop-up clinic. (right) Eileen Boyle poses with a patient at the pop-up clinic.



standard of care for chronic disease or any system for preventative care. Our work made a great impact, but the need is far greater than anything that can be done in one trip."

In addition to the staff who travelled to help AAF, the Codman Square Health Center Lab and Codman Pharmacy both donated materials to take on the trip. Donations of household items and toys were also distributed, as well as school supplies donated to a local school. "I'm so grateful for all the support my colleagues at Codman Square Health Center have given to Anastase Aubourg Foundation over the years," stated Dominique Entzinger. "This year we had one of our largest and most impactful trips and I can't thank the Codman family for all they've donated. The impact has really been felt in Haiti."

To learn more about the work of Anastase Aubourg Foundation visit www.anastaseaubourgfoundation.org.



TEACHIN HAS ARR

The vision began in 2007: a collaborative teaching kitchen space located at Codman Square Health Center and the Washington Street that allowed Square Health Center and the partnership with the Community Fitness to run programs to benefit the community. Now 10 years later it is finally Teaching Kitchen at the new Wellness & Fitness Center at 414 1/2 of wellness in the DC neighborhood hosting Daily Healthier and seasonal!

ASTHMA AT A

According to the Massachusetts Department of Public Health, Massachusetts is the highest in the United States and the fourth cause of pediatric hospitalizations. There are a multitude of problems contributing to the pediatric asthma rate, including education about asthma, family in poor housing, being unable to take medications, and more.

In an effort to combat the rising asthma, Codman has been co-creating asthma care for our families. Funded largely through the Prevention and Wellness Trust fund grant, our efforts have included strengthening our asthma case management and promoting bi-directional communication



Zhenhe Joseph, presented for Codman. "I had the privilege to share my experience with pediatric asthma to over a thousand ambulatory care nurses," stated Joseph. "Through our program, I have been able to provide

nurses from around the nation about our work with asthma, but it provided Joseph with a life-changing experience. "Being a presenter was the most memorable and life changing educational experience that I have endeavored," said Joseph.



codmanhealth

codmanhealth "It was fantastic to get to know the place so many of our patients are from," said Lindsay White. "Now that I've come back, I've been really enjoying swapping stories and memories about Haiti with our patients." Read more about our staff's trip to #Haiti in the new Codman Connection available on our website. Link in profile.

#codmansquare #codmanconnection
#codmansquarehealthcenter #valueCHCs



125 likes

MAY 25

Add a comment...

...

@codmanhealth



Codman Square
Health Center

Budgeting Social Media Costs

- Staff time
 - Codman operates with 20 staff hours +/- 5 hr
- Organic reach is rapidly declining on Facebook and Instagram
- Sponsored posts
- Utilize free tools
 - Hootsuite, Tweetdeck, Canva, Piktochart
- Scaled & strategic efforts are best

Codman's Social Objectives & Strategies for 2017

Talking

- Grow engagement on Facebook to reach 300 engagements (clicks, likes, comments, shares) per week by EOY2017
- Develop Instagram brand presence and achieve 300 followers by EOY2017
- Launch #NourishCodman campaign across Facebook, Instagram and Twitter platforms by 9/1/17

Supporting

- Engage all Twitter mentions during 2017
- 100% response rate with message icon on Facebook for more than 50% of 2017
- Respond to all public reviews on Google, Facebook, Yelp, etc

Codman's Ongoing Content

- Tuesdays: #HealthTipTuesday
- Wednesdays: #WomensHealthWednesday
- Thursdays: #ThrowbackThursdays / #TT
- Fridays: #FriendFridays
- #MySexualHealthMatters & #CodmanIsPrEPared
- #valueCHCs

Codman Square Health Ads

Codman Square Health Center
Sponsored · 🌐

Health care and so much more. Follow us today & stay updated on great resources for you and your family.




70 Likes · 5 Comments

Like · Comment · Share

Codman Square Health Center
Sponsored · 🌐

Get tested at the X-Clinic - no cost, confidential, comprehensive testing
#yoursexualhealthmatters



Your Sexual Health Matters
We provide comprehensive, conf...
codman.org [Learn More](#)

4 Likes · 1 Share

Like · Comment · Share

Codman Square Health Center
Sponsored · 🌐 [Like Page](#)

Get PrEP the same day you come in for a visit #CodmanIsPrEPared



1 Pill 1/Day - Protect Against HIV
Codman Square Health Center is a center of excellence in HIV care for the Dorchester community. The HIV program offers comprehensive HIV services, including HIV routine testing, HIV social services case management and HIV...
CODMAN.ORG [Learn More](#)

9 Reactions · 1 Comment

Like · Comment · Share

Sustainable Use of Social Media

- Focusing efforts on 1 or 2 social media outlets
- Reusing content
- Dividing up the workload
- Involving multiple staff
- Utilizing interns to create content or respond to comments

Recap

- Investing in social media marketing can pay
- **People** – who and where is your audience
- **Objectives** – let your objectives guide, don't be afraid to fail fast
- **Strategy** – 1 large strategy
- **Technology** – consistent use of most effective technology
- Making social media management sustainable

WE NEED YOU!

Participate as Health Center co-presenter.

Contact:

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P4C HIV TAC Collaborative Training Coordinator

vramirez@mayatech.com

Thank you for participating in this Webinar.
We hope that you are able to find the information
provided useful as you continue your P4C project.
We ask that you take a few moments to complete
the feedback survey you will receive when you
close out of this webinar.

Thank you for participating in today's webinar

If you have any additional questions, please email us:

P4CHIVTAC@mayatech.com