



Social Media For Sustainability

Community of Practice #2

Content Marketing Fundamentals – Creating Content to Promote Your Community Healthcare Center

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Today's Agenda

1. Understanding content and content marketing.
2. Creating a content strategy to promote your health center.
3. Examples of how other health centers are getting their clients to take action and respond to their messages.
4. Implementing marketing strategies to amplify your health center's key messages.

Defining Content

Content is information that is engaging, relevant, useful, entertaining, and educational in the form of video, text, image or sound.



Pieces of Content

- Articles
- Videos
- Podcasts
- Live video: webinar or interview
- Case studies, e-books, reports, testimonials, patients stories
- Social media posts
- Other live events: trainings, conferences, etc.

Mediums, Channels, Platforms Used to Distribute Content

- Social media platforms such as: Facebook, Instagram, LinkedIn, Twitter, etc.
- Your website
- Other websites or blogs
- Video services like YouTube, Vimeo
- Emails

Content Marketing = Content + Medium

“A strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.”

– [Content Marketing Institute.com](http://ContentMarketingInstitute.com)

**Content Marketing is essentially about
providing valuable information to your
audience**

94% of respondents to a Google study said reputation is an important factor in choosing a hospital or healthcare center

Transparency and Reputation



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Inova In the Community



Inova in the Community

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Assessments](#)

Creating a Content Strategy

- Know who is 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 an Effective Content Calendar

Once you have a content strategy, it's time to map out what your publishing schedule looks like

Calendar Tool



The screenshot shows a social media monitoring interface with several annotations:

- Posts are typed here:** Points to the top input area where text is entered.
- Send to multiple places at once:** Points to the top right area where social media platforms (LinkedIn, Facebook, HIV) are selected for posting.
- Monitor keywords and searches:** Points to the search filters: "#HIV | #AIDS", "#HIV OR #AIDS", and "HIV".
- Add different "streams," including Facebook, Twitter, LinkedIn, Foursquare:** Points to the left sidebar where different social media streams are listed.
- Posts appear in this area:** Points to the main content area where tweets and posts are displayed.

Content Marketing Key Components

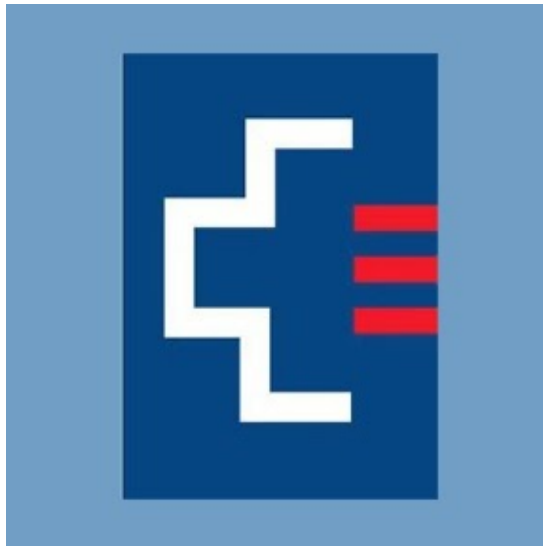
1) Valuable, relevant and consistent content



- Began podcasting in 2005
- Created a YouTube Channel
- Has a website with in-depth information on conditions, treatments and healthy living
- Multiple blogs, including one that enables patients and employees to tell their stories

Content Marketing Key Components

2) Attracting a specific audience



- Inova, located in one of the most mobile-connected communities in the country.
- It developed seven mobile apps for iPhone and Android users of different types—from patients who want to look up lab results, to parents who want to check dosage charts, to sports coaches who need to evaluate players for concussion

Content Marketing Key Components

3) Driving profitable customer action



This contest, organized by Anne Arundel’s Medical Center, asked participants to post their best “stachie,” – otherwise known as a selfie with either a real or fake mustache. The purpose was to raise awareness for men’s health during November (or, “Movember” or “No Shave November,” as it has popularly come to be known)

Content Marketing Key Components

One more example

Carilion Clinic: *#YESMAMM*



Over four years ago, in order to raise awareness about breast cancer and the need for early detection, Carilion Clinic of Virginia's Roanoke Valley started the "Yes, Mamm" campaign.

5 Content Marketing Strategies That How to ask ~~Should be Done Every Day~~ Webinar

- 1) Social media
- 2) Your website/blog
- 3) Easy social sharing
- 4) Paid advertisements
- 5) Repurposing

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:

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