



Diagnosing and Treating Social Media Phobia



#SmallTownBigPersonality

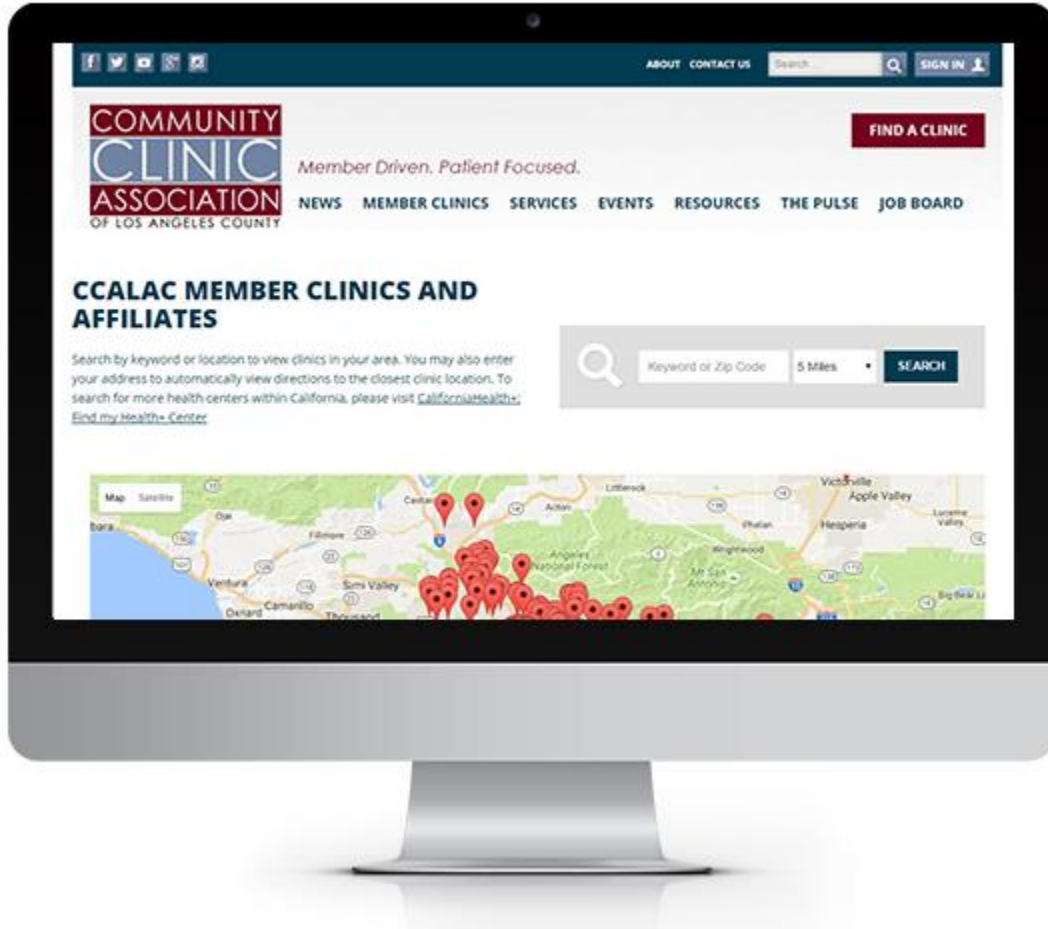
#KSCertifiedWBE

Some of our Healthcare Clients



kansas
imaging
CONSULTANTS

CCALAC in Los Angeles, CA



The new site features a database of **61** member clinics and affiliates that is searchable by keyword or zip code location. Search results are displayed in an interactive Google map.

A revamped and secure member log-in area makes it easier for CCALAC administrators to maintain different levels for member clinics and affiliates.

CCALAC in Los Angeles, CA



The screenshot displays the CCALAC website's 'MEMBER CLINICS' directory. The header includes social media icons, navigation links (ABOUT, CONTACT US, SIGN IN), a search bar, and the CCALAC logo with the tagline 'Member Driven. Patient Focused.' and a 'FIND A CLINIC' button. The main content area shows a grid of 8 member clinic logos, each with its name below it. The grid is organized into two rows of four. The first row includes AAA Comprehensive Healthcare, All For Health, Health For All, All-Inclusive Community Health Center, and AltaMed Health Services. The second row includes Antelope Valley Community Clinic, APLA Health, Arroyo Vista Family Health Center, and Asian Pacific Health Care Venture. A pagination bar at the top of the grid indicates 'Viewing 1-28 of 61 members' and includes a 'View Affiliates' link and a search bar for the directory.

COMMUNITY CLINIC ASSOCIATION OF LOS ANGELES COUNTY

Member Driven. Patient Focused.

NEWS MEMBER CLINICS SERVICES EVENTS RESOURCES THE PULSE JOB BOARD

MEMBER CLINICS

Viewing 1-28 of 61 members Page 1 2 3 / View All View Affiliates Search for a clinic...

AAA Comprehensive Healthcare

All For Health, Health For All

All-Inclusive Community Health Center

AltaMed Health Services

Antelope Valley Community Clinic

APLA Health

Arroyo Vista Family Health Center

Asian Pacific Health Care Venture

Users may search for member clinics from a directory. Each member profile page will consistently display the same information outlining:

- Mission
- Services
- Locations
- Hours

CCALAC in Los Angeles, CA



All-Inclusive Community Health Center

OUR MISSION

to promote increased access to health-care, social services and education, by creating linkages between community-based and faith-based organizations, businesses, educational and governmental institutions and health-care facilities.

WEBSITE

<http://www.aichc.org/>

SERVICES

- Chronic Disease Management
- Diabetes Programs
- Dispensary
- Enrollment Services
- Family Planning
- HIV Testing
- Immunizations & Vaccinations (Youth)
- My Health LA (MHLA)
- OB/GYN
- STD Testing

LOCATIONS

All-Inclusive Community Health Center – Eagle Rock

3920 Eagle Rock Blvd
Unit A
Los Angeles, CA 90064

Email: losangeles@aichc.org

Phone: (323) 255-5225

Hours

Monday – Friday: 8:00am - 5:00pm
2nd and 4th Saturday : 9:00am - 2:00pm

All-Inclusive Community Health Center – Burbank

1311 North San Fernando Boulevard
Burbank, CA 91504

Email: info@aichc.org

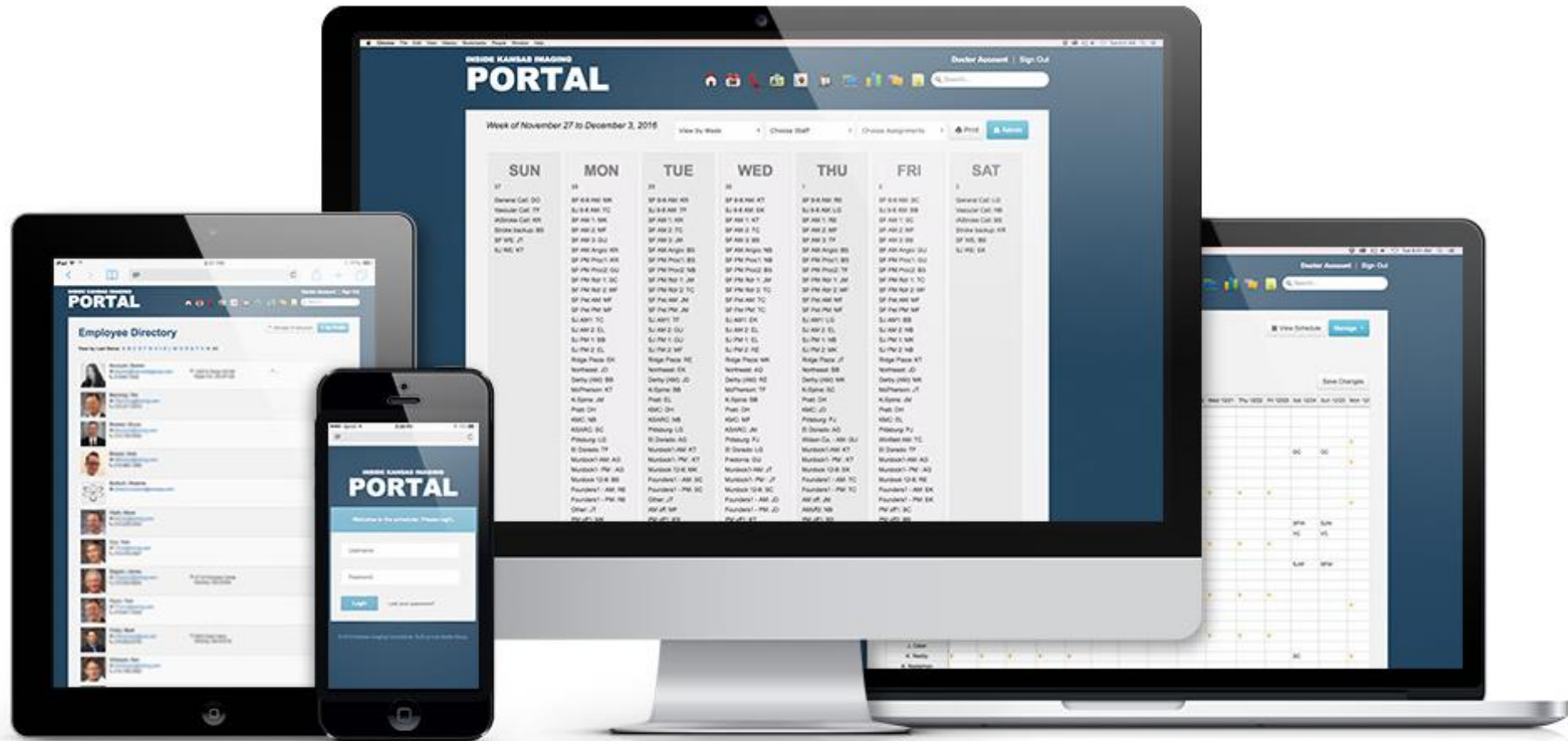
Phone: (818) 843-9900

Hours

Monday – Friday: 8:00am - 5:00pm
Saturday: 9:00am - 2:00pm

Custom plugins that allow Member Clinic representatives and Affiliate members to log in and find exactly what they're looking for. Now, when users need to view Meeting materials, Job Board listings or Resource Library documents, they'll be able to perform a quick search and find all these items with ease.

Kansas Imaging Consultants



Kansas Imaging Consultants



- Call Backs allow doctors and their assistants to track different procedures they perform each day.
- Employee Directory
- Sites allows the system administrator to manage and view the medical offices they support.
- Vendors is a database of all accounts and contact information for the system administrator.
- Inventory is a database of all company equipment and passwords for the system administrator.
- Expense Report is a tool for employee-entered expenses. The Controller is able to use this tool to generate expense reports in real-time.
- Messaging is a tool that allows for internal messaging capabilities along with text and email alerts.
- Texting allows the system administrator to send out mass text messages to all users on the system. This can be used to announce system maintenance or other alerts.
- Forms, Apps, & How-Tos is a repository of downloadable resources available to all users.

**“We don’t have a choice on
whether we **DO** social media,
the question is
how well we **DO** it.”**

– Erik Qualman

View this video in its entirety at <https://www.youtube.com/watch?v=PWa8-43kE-Q>



What's Holding You Back



5,700 registered hospitals
in U.S.

Less than 1,600, or 30%,
of systems participate



Budget



It's free, but it's not free.

Requires time, possibly ad budget and paid advice or partnership with a professional

We don't know how



By engaging you can catch up quickly – new ideas, thought leadership, discussions and resources.

Learn from others.

There are too many channels • • • • •



Start with one.

Conduct an audit of your community.

Align with your company mission.

Fear of HIPAA violations



Mitigate risk with:

- A Social Media Policy
- Employee Training
- Education
- Vigilant reputation monitoring
- Permission


Who's Doing it



	Likes	Check-ins	Reviews
Via Christi https://www.facebook.com/pg/viachristihealth	15,000+	51,000+	792
Wesley Medical Center https://www.facebook.com/wesleymedical/	14,000+	82,772	534
Flint Hills Dental Group https://www.facebook.com/pg/andoverdentist/	374	77	26
Children's Mercy https://www.facebook.com/ChildrensMercy/	60,000+	188,793	5,400
Dr. David Rosen Pediatric Oncology / Hematology https://www.facebook.com/Dr-David-Rosen-Pediatric-Oncology-Hematology-635398673301698/	1,047	593	57



Known as "The Baby Hospital" since 1914, Wesley delivers more babies than any other hospital in a 13-state region. Whether your birth experience is normal or complications develop, we provide you and your baby the best care possible.






Wesley Birth Care
Page Liked · March 31 ·

Ellie is Wesley's Baby of The Day!


We want to see YOUR Wesley Baby! Direct Message us your photos of your Wesley Baby along with their name, and we'll happily feature them on our page!

Like Comment Share

10

 Write a comment...  

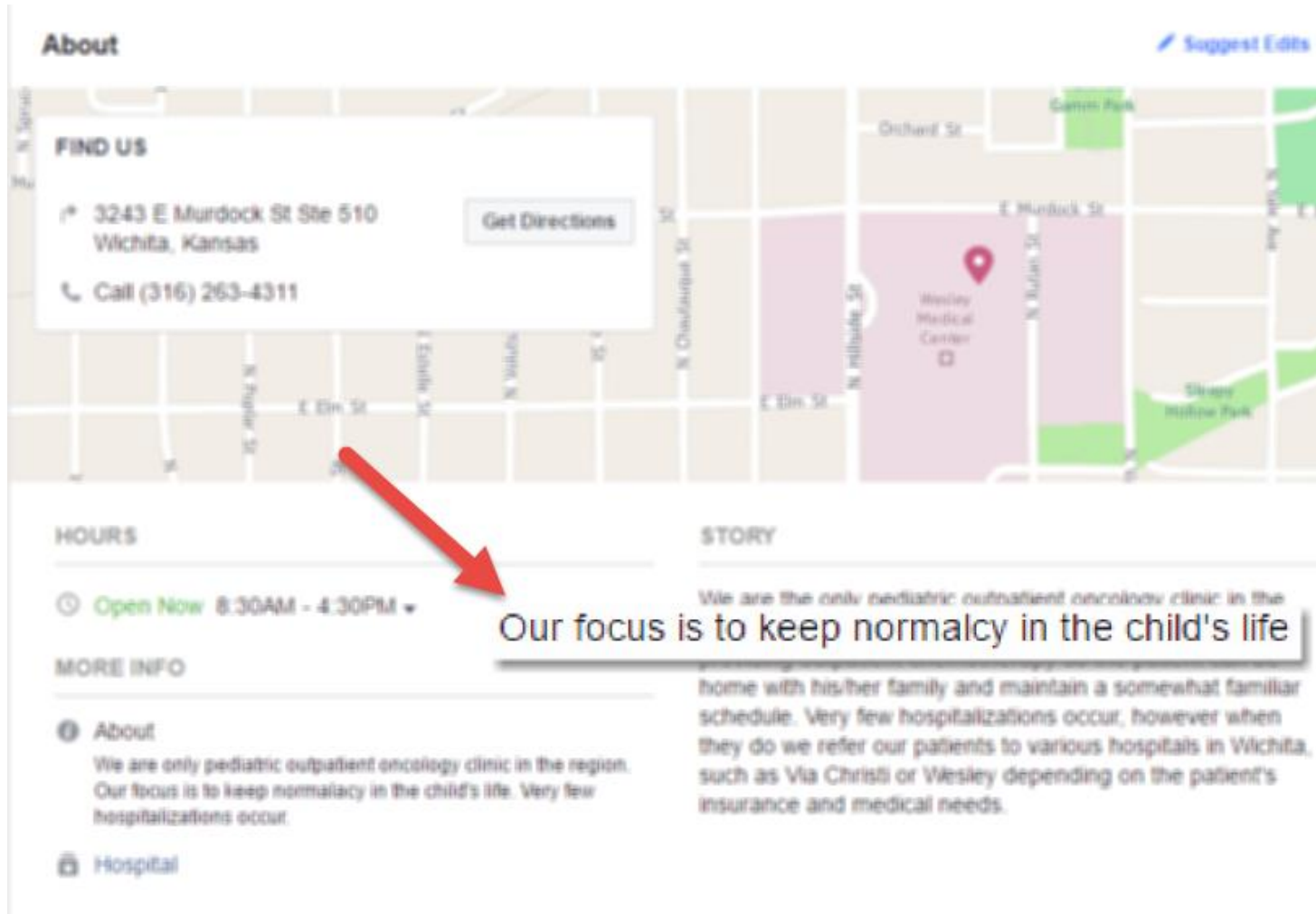
Buy and Sell Groups Near You



Derby/Mulvane/Haysville/Rose Hill KS Virtual Garag...
72 friends · 10,766 members

+ Join

Dr. David Rosen



Using Facebook as a way to meet the mission of the organization.

Dr. David Rosen



Dr David Rosen Pediatric Oncology / Hematology

Page Liked · April 13 · 🌐

A star is born. Meet Katie . She is a styling girl .
Dave Kirkland

👍 Like 💬 Comment ➦ Share



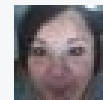
👍❤️😱 1.3K

Chronological ▾

1 share

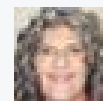
46 Comments

View 40 more comments



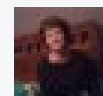
Amy Luna Everyone else better step up their game!

Like · Reply · 👍 1 · April 16 at 11:18am



Kay Brewer Hello Katie! I like your Easter outfit ❤️

Like · Reply · April 16 at 1:19pm



Kathy Burrichter Hello Katie Happy Easter

Like · Reply · April 16 at 3:00pm

Starting a Facebook Page



S.M.A.R.T. Goals

- Specific
- Measurable
- Attainable
- Relevant
- Time-bound

Specific -- Do set real numbers with real deadlines. Don't say, "I want more visitors."

Measurable -- Do make sure that you can track your goal. Don't hide behind buzzwords like "brand engagement" or "social influence."

Attainable -- Do work toward a goal that is challenging but possible. Don't try to take over the world in one night.

Realistic -- Do be honest with yourself, because you know what you and your team are capable of. Don't forget any hurdles you may have to overcome.

Time-bound -- Do give yourself a deadline. Don't keep pushing towards a goal you might hit "some day."

Starting a Facebook Page



- What you learned in Kindergarten
- Plan first
- Ask for help
- Partner with a professional or coach
- Be attentive and courteous
- Monitor and respond / Never argue online
- Have a social media policy

Facebook Page - Anatomy



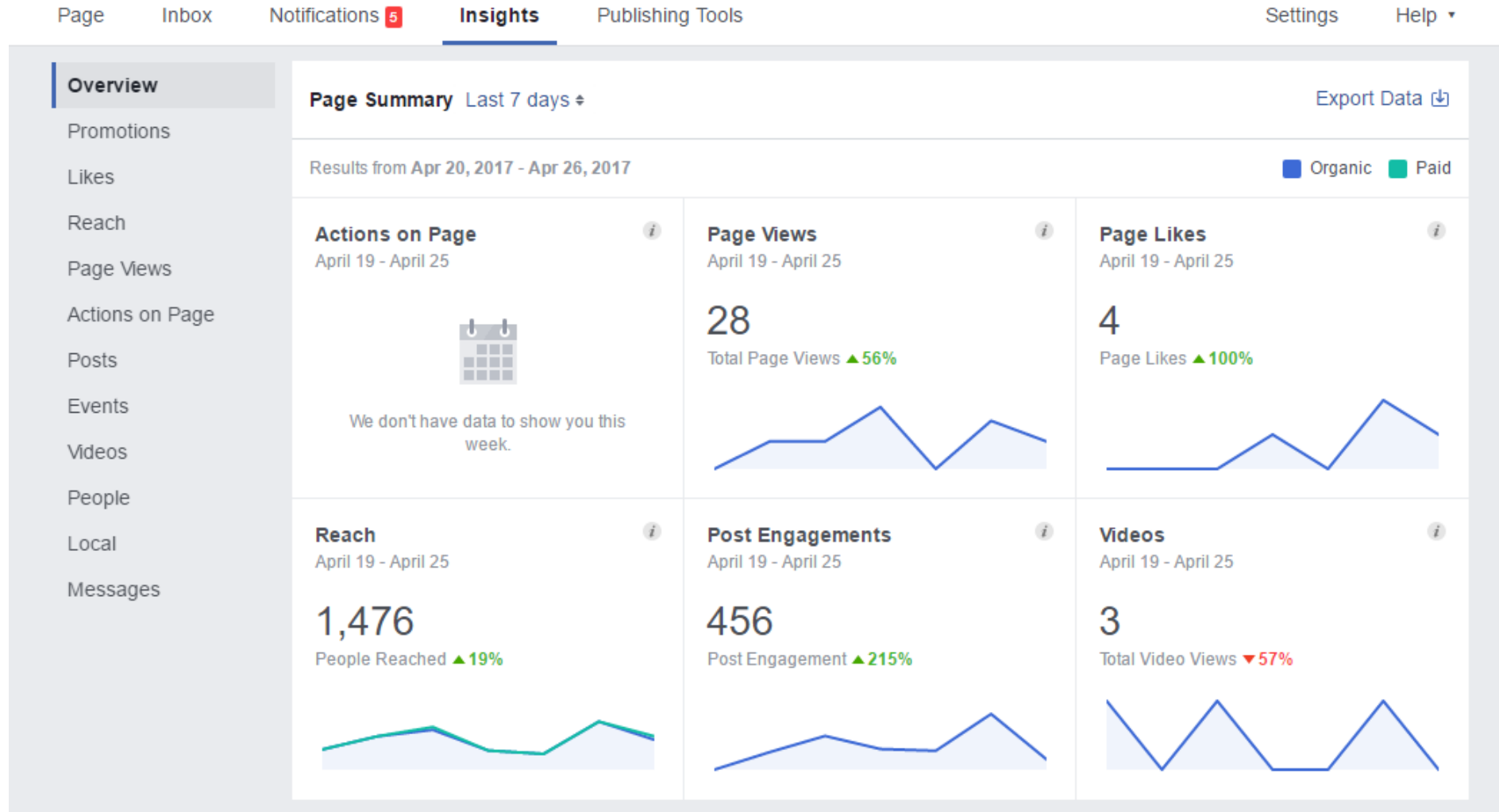
The image shows a screenshot of the Facebook page for 'Flint Hills Dental Group'. The page layout includes a left sidebar with the profile picture, name, and tabs; a top cover photo; a main content area with featured posts; and a right sidebar with contact and rating information. Callouts point to the following elements:

- Profile Picture**: Points to the 'Flint Hills Dental Group' logo.
- Username URL**: Points to '@andoverdentist'.
- Tabs**: Points to the 'Home' tab and the list of other tabs (About, Reviews, etc.).
- Cover Photo**: Points to the large banner image featuring a smiling child and the text 'For a lifetime of smiles!'.
- Contact**: Points to the 'Contact Us' button.
- Rating**: Points to the '5.0' star rating.
- Invite**: Points to the 'Invite friends to like this Page' button.
- Mission**: Points to the text 'We are committed to serving our community and exceeding our patients' expectations every day.'
- Likes**: Points to the '374 Likes' section.
- Checkins**: Points to the 'About' section which includes a map.

Page Content Details:

- Featured For You:** Includes a map showing the location at 105 S Andover Rd, Ste G, Andover, KS, and a post about a '100% response rate' with a photo of a person with a bicycle.
- General Dentist in Andover, Kansas:** 5.0 stars, 'Open Now'.
- Likes:** 374 Likes, including Nancy MacKay Carr and 8 other friends.
- Checkins:** 77 people have been here, including Ronda Welsh and 1 other friend.

Facebook Page - Insights





Facebook Page - Insights



Recent Promotions on Lee Media Group

[+ Create New Promotion](#)

	Boosted Post Finishes in 2 days Are you a Gen X, Y, Z or....a Perennial? "The da... Promoted by Mia Lee on 04/25/2017	122 People Reached	9 Post Engagements	\$1.97 Spent of \$10.00 Add Budget
	Boosted Post Completed We're an exhibitor at the Wichita Marriott for the... Promoted by Mia Lee on 04/20/2017	40 People Reached	1 Post Engagements	\$1.00 Spent of \$1.00 Boost Again
	Boosted Post Completed Spent the day with this young man. His Academ... Promoted by Mia Lee on 03/30/2017	647 People Reached	103 Post Engagements	\$5.00 Spent of \$5.00 Boost Again

[Manage all promotions >](#)

Facebook Page - Insights



Your 5 Most Recent Posts



Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
04/25/2017 2:21 pm	Are you a Gen X, Y, Z or....a Perennial? "The days of targeting me			232	4 3	\$8.03 Left Boosted: \$1.97
04/24/2017 4:03 pm	Our very own Nick Bishop and Dani M. Gordon Stone traveled to			313	13 16	Boost Post
04/24/2017 4:02 pm	Nick Bishop accepts a first place award on behalf of Lee Media Gr			131	2 6	Boost Post
04/24/2017 4:00 pm	Kelsey Sue accepts a first place award on behalf of Lee Media Gr			295	7 13	Boost Post
04/24/2017 2:55 pm	It's considered a lap when you touch the statue at the front of the S			580	6 6	Boost Post

[See All Posts](#)

Facebook Page - Insights


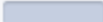















Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

Add Pages

Reactions, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  360Wichita.com	19.4K 	0%	7	64 
2  Social Focus by Cheryl G...	2.4K 	▲ 0.2%	32	39 
YOU 3  Lee Media Group	1.5K 	▲ 0.1%	14	85 
Keep up with the Pages you watch. Get More Likes				
4  Baseline Creative, Inc.	1.5K 	▲ 0.6%	5	70 
5  Greteman Group	1.4K 	▼ 0.1%	8	43 

Facebook Strategy and Tactics



Purpose

- Build your brand
- Education your customers
- Become a trusted resource
- Empower your customers to become your cheerleaders

Facebook Strategy and Tactics



Commitment

- Time
- Monitoring
- Responding
- Interacting

Facebook Strategy and Tactics



Don't Forget

- Content calendar
- Advertising
- Policies

Permission Authorization



Authorization For Use Or Disclosure Of Patient Photographic and/or Video Images

Authorization:

I authorize the use and disclosure of my name, photographic/video images, and/or testimonial for marketing purposes by the practice listed below. I understand that information disclosed pursuant to this authorization may be subject to redisclosure and may no longer be protected by HIPAA privacy regulations.

Purpose:

The photographic/video images, and/or testimonial will be used for: *Social Media and/or Advertising*

Revocability:

I understand that I may revoke this authorization at any time, but such revocation must be in writing and received by the practice via registered mail. Revocation affects disclosure moving forward and is not retroactive. This authorization expires 99 years from date signed.

If desired, copy provided:

☐ "Yes, I would like a copy of this form."
(initialed by team member, copy provided by _____)

Practice Name: _____

Patient Name: _____

Date: _____

Signature: _____

If Personal Representative

Name: _____

Date: _____

Signature: _____

Relationship to Patient: _____

If Patient is a Minor

Parent / Legal Guardian: _____

Date: _____

Signature: _____

Form provided courtesy of:

MySocialPractice

This form is provided by My Social Practice for general convenience purposes and does not represent legal advice. Additional compliance rules vary from state to state, country to country. If you feel like you need legal consultation in addition to what we've provided, be sure to consult your practice attorney including seeking advice pertaining to HIPAA compliance, the HITECH Act, and the U.S. Department of Health and Human Services regulations. My Social Practice is a social media marketing company. We are NOT attorneys, and although this form is based on our own research to ensure compliance, it does not represent legal advice.

You may download this form as a PDF, at no charge, for printing yourself at: MySocialPractice.com/hipaaform

Social Media Policy



A. Your “Personal” Social Media Participation


A1. <your practice name> respects your right to participate in social media for personal reasons during non-work hours. All <your practice name> employees participating in social media and online commentary—even on their own personal accounts—are expected to use sound professional judgment prior to posting anything online that is connected in any way to our patients or our practice, and to adhere to all office confidentiality policies. Any work-related comments should also be respectful and relevant in ways that protect the practice’s reputation and follows both the spirit and letter of compliance laws.

View this sample policy in its entirety at <http://mysocialpractice.com/hipaaform/>

See also <http://sharing.mayoclinic.org/guidelines/for-mayo-clinic-employees/>




Reputation Monitoring / Response






**Ashley R Roames** reviewed Children's Mercy Hospital — 3★


February 26 · 🌐


I wish I could give 5 stars for the nurses and the staff, even the maintenance lady and the security gaurd, seriously, they all deserve 5 stars, they showed so much concern for my child, however our doctor was awful. She didn't introduce herself, spent 5 minutes with my child, told me the antibiotic she would write a prescription for and left, next thing you know nurse walks in with a different antibiotic they are gonna give my baby through an IV (not discussed with me) and a... [See More](#)


 Like  Comment  Share


  9



**Children's Mercy Hospital** Thank you for your candid feedback, Ashley. Whenever it's convenient for you, please give us a call at (816) 234-3119 or email patientadvocate@cmh.edu so that we can discuss details and address these concerns. Thank you!

Like · Reply ·  3 · February 27 at 7:08pm

**Caroline Bamigbade** Nursing, hmmm!what a Noble profession, proud to be a Nurse

Like · Reply ·  2 · March 10 at 1:41pm




Write a comment...  

Reputation Monitoring / Response



1 STAR REVIEWS

**Edward Wilson** reviewed Via Christi Health — **1★**
April 9 at 5:39am · 🌐


It was this doctor, once I told her she could test me, she got an attitude. My test came back that I am in a flare (acute pancreatitis) she let me have a half bag of fluids and told me to go home and not eat or drink anything for three to four days..... wtf..I have never have had a doctor act like that even after my blood test came back, usually all the wondering comes before the blood comes back, so I guess I need to find out who to call to report this doctor who is telling me to go home and not eat or drink for three to four days with no iv, I would think that would put me in more of dehydration.


👍 Like

💬 Comment



➦ Share

👍 1

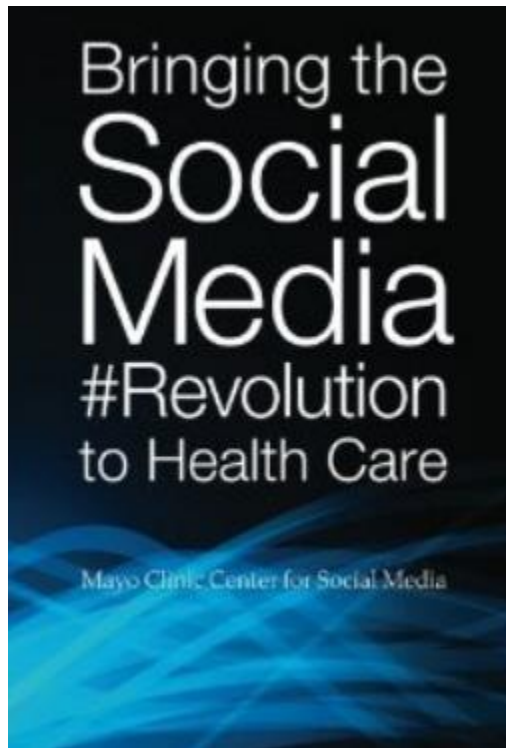
**Via Christi Health** Thank you for letting us know your concerns. Please email your phone number to terry.rombeck@viachristi.org and we'll have someone give you a call to discuss your experience.
Like · Reply · April 9 at 8:30am



Write a comment...

Mayo Clinic Resources



- Free book “Bringing the Social Media Revolution to Health Care”
<https://socialmedia.mayoclinic.org/files/2015/05/Bringing-the-Social-Media-Revolution-to-Health-Care.pdf>
- Educational Webinars
- Conferences
- Social Media Residency \$795
- Social Media Fellows Program - Bronze, Silver, Gold
- Social for Healthcare Certificate

Strategic Planning Worksheet



Strategic Planning for Social Media Worksheet

Format for a Strategic Plan

Include these elements in your document:

- ☐ Executive Summary
- ☐ Background/Situation Analysis
- ☐ Business Goals and Defining Success
- ☐ Integration of Social Media Tools with Traditional Means
- ☐ Resources Required
- ☐ Timeline for Implementation
- ☐ Budget
- ☐ Measurement
- ☐ Conclusion

This worksheet provides key elements that should be included in any comprehensive social media plan. Answering the following questions will help you think through key issues while completing the Strategic Planning for Social Media Template.

Strategic Issues

Business Goals

- ☐ What business outcome do you want to support or problem do you need to solve?
- ☐ How do you define success?

Audience

- ☐ Who are your *current* key stakeholders or community members, a.k.a. “primary audience”?
 - ☐ What is the demographic mix of your audience (i.e., age, gender, race, ethnicity, socio-economic status)? If you don’t know, how will you get this information?
 - ☐ What are the general and health literacy levels of your primary audience?
- ☐ How, if at all, do you want this to change? What are the barriers to changing your primary audience?
- ☐ Who is your *current* secondary audience?
 - ☐ What is the demographic mix of your audience (i.e., age, gender, race, ethnicity, socio-economic status)? If you don’t know, how will you get this information?
 - ☐ What are the general and health literacy levels of your primary audience?
- ☐ Which additional audiences are important – and possible – for you to reach?
- ☐ Which special needs do your audiences have (e.g., visually/hearing impaired)? If you don’t know, how will you get this information?

- Business Goals
- Audience
- Social Media Goals and Messages
- Tactical Issues – Choosing Tools
- Resources
- Timeline
- Monitoring and Measurement

Twitter



Home Moments Notifications Messages



#HFMA



Tweet

#HFMA

TOP LATEST PEOPLE PHOTOS VIDEOS NEWS BROADCASTS



2 4



HFMA Northern CA @HFMA_NCA · 19h

@kshfma @HFMA_NCA Putting a face to the LTC Food Wars trash talkers lol. So much fun! Until next year! #2017LTC #hfmafoodwars #HFMA #HFMANCA



6

Questions / Discussion



***let's get* STARTED**

.....
Web. Creative. Social. Marketing.