

Social Media Influence in Healthcare



**Social media
and healthcare
are a powerful
combination.**



Agenda



Today's social media healthcare landscape

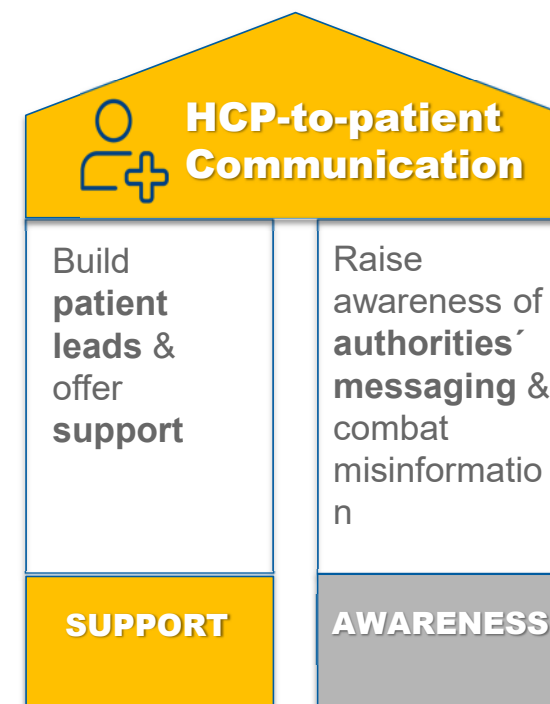
Communication purpose & audiences

Basic social media communication building blocks

Content creation guide (top tips & six best practices)

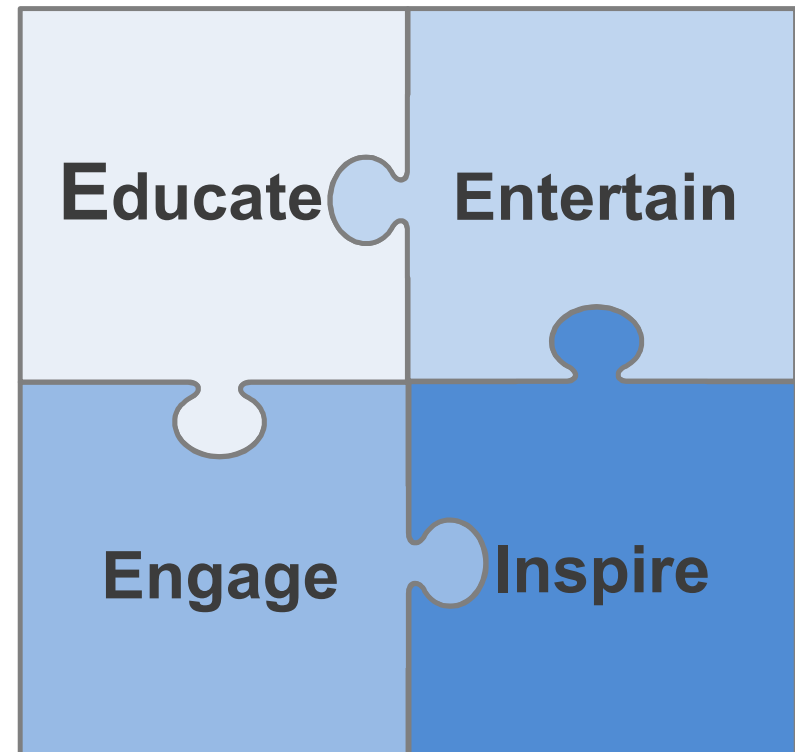
Communication purpose & audiences

- Many opportunities to make a **meaningful, positive impact** on your followers
- Establish yourself as a **reliable source of information and education.**



Basic social media communication building blocks

- How can I **prioritize** what patients and peers need and search for on social media?
- How to communicate to **peers**?
- How to communicate to **patients**?
- **What** should you post on social media and **why**?
- What makes **content valuable and relevant**?



Content creation top tips

Be **clear** in your messaging – have one main idea.

Keep your messaging **short** and sweet.

Use a **compelling headline** or title to entice readers.

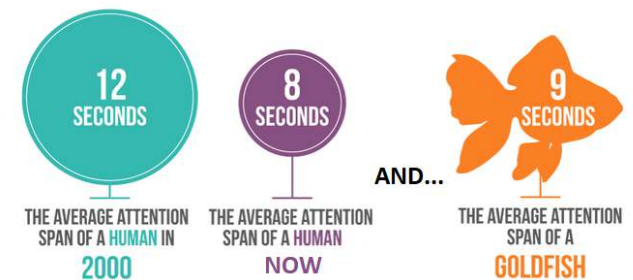
Provide **scannable content** that is easy to consume.

Have an **early hook** or story arch to maintain engagement.

Use the power of **visual elements**.

Repurpose your content into multiple formats (video, infographics, GIFs, memes, etc.).

Appeal to your audiences' desire – tell **stories**.





Content creation guide – best practices for HCP-to-HCP communication



Grab attention



Post *infographics* & *fact sheets* for immediate use in practice



Wyeth Nutrition Science Center HK
September 19 at 3:30 AM · 🌐

[Infographic] Check out our new infographic on the potential influencing factors on gut microbiota and health of the growing child!
<https://hongkong.wyethnutritionsc.org/.../gut-microbiota...>
#WNSCHK #Nutrition #Science #Gut #Microbiome #Infographic #Child For Healthcare Professionals Only.... See More



HONGKONG.WYETHNUTRITIONSC.ORG
Gut Microbiota and Child Health
WYE-EM-181-JUL-20



Wyeth Nutrition Science Center HK
August 6 · 🌐

[Info Card] Do you know what is the recommended daily intake for iron across different life stages? Check out our latest Info Card to learn more!
<https://hongkong.wyethnutritionsc.org/.../wnsc-hk-info...>

#WNSCHK #nutrition #science #iron
For Healthcare Professionals Only
WYE-EM-159-JUN-20



HONGKONG.WYETHNUTRITIONSC.ORG
WNSC HK Info Card – Iron
WYE-EM-159-JUN-20



Content creation guide – best practices for HCP-to-HCP communication



Include followers



Publish shout-outs to collaborators

You Retweeted

Nutrition & Growth @NutritionGrowth · Aug 7

Is strolling the booths your favorite part of #NandG2020? Now you get to scroll around the booths, chat with reps and get updated. Take a virtual journey through the exhibition- just in one click!
 @mirissolutions @Nestle @Nutricia @AbbottNutrition @Danone @WNSC_Global

#NandG2020

2 Retweets, 3 Likes

Dr Siobhain O'Mahony @somahony1

Delighted to still be able to be part of #wyethnutritionsc2020 #ScienceAtHome @Pharmabiotic

Wyeth Nutrition Science Center Global @WNSC_Global · Mar 13

#meetthespeakers #wyethnutritionsc2020 Tune in to the live talk by Dr. @somahony1 on March 25th – from 17:50 (GMT+8) to learn more about "Microbiota and the social brain". Read more about Dr. O'Mahony at wnsweb.link/2Qer2EL. Send your questions in today by commenting below

Dr. Siobhain O'Mahony
University College Cork Cork, Ireland

Microbiota and the social brain

17:50 - 18:10 (GMT+8)

12:08 PM · Mar 14, 2020 from Cork, Ireland · Twitter for Android

6 Retweets 1 Quote Tweet 25 Likes



Content creation guide – best practices for HCP-to-HCP communication



Provide knowledge



Post educational content to keep followers in the loop

Wyeth Nutrition Science Center
August 27 · 🌐

➡️ Only a few more hours to go until our symposium "How your gut-brain-axis connects you to the world" for the Nutrition and Growth 2020 Virtual Conference goes live. If you already have your access, join our speakers Prof. Weili Lin, Dr. Benjamin Gold and Dr. Siobhain O'Mahony online at 08:30 – 10:00 CEST on Friday 28th of August 2020 at <https://nutrition-growth.kenes.com/>. #wyethnutritionsc2020 #gutbrainaxis #NandG2020

NUTRITION-GROWTH.KENES.COM
Join multidisciplinary colleagues online at N&G 2020, 26-29 August
Explore the interplay between nutrition and growth in pediatrics.

Wyeth Nutrition Science Center Global @WNSC_Global · Apr 2

What is #CognitiveFlexibility? In a nutshell, it's the brain's ability to think outside the 🧠/in new ways. Find out how a parent can help their child sharpen this crucial cognitive skill through engaging in fun activities at home 🌍 wncsweblink.com/CognitiveFlexi... #wyethnutritionsc2020

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Content creation guide – best practices for HCP-to-patient communication



Extend content reach



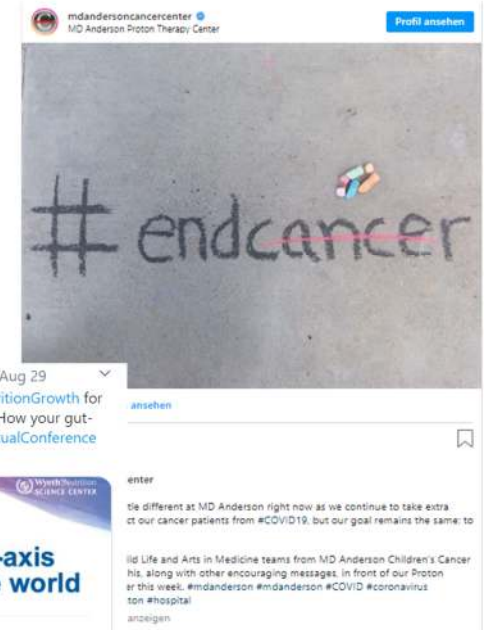
Harness the power of health-related *hashtags*



Wyeth Nutrition Science Center Global @WNSC_Global · Aug 29
Wow! What an amazing experience! Thank you @NutritionGrowth for setting the virtual conference stage for our symposium on "How your gut-brain-axis connects you to the world". #scienceathome #VirtualConference #NandG2020 #wyethnutritionsc2020



Nutrition & Growth
3 4





Content creation guide – best practices for HCP-to-patient communication



Be inspirational



Use *inspirational content* to motivate your followers



northwesternmedicine [Abonnieren](#)
977 Beiträge 21k Abonnenten 204 abonniert
Northwestern Medicine
Your source for health tips and inspiring stories about the people that make Northwestern Medicine #NMBetter. [nm.org/mediaconsent](#)



northwesternmedic...
northwesternmedicine [Abonnieren](#)
Having one baby during a global pandemic can bring new challenges, but what about having triplets? Maria and her husband Greg faced these challenges with the help of their care teams in the neonatal intensive care unit (NICU) of Northwestern Medicine Prentice Women's Hospital. We're so happy to see all three of your girls happy and healthy.
@according2mytriplets! #COVID19 #coronavirus #triplets #babies #newborns #NICU #NICUAwarenessMonth #NorthwesternMedicine #NMBetter
2 Wo.
Gefällt 2.134 Mal
18. SEPTEMBER



northwesternmedicine [Profil ansehen](#)
Northwestern Medicine Central DuPage Hospital
Mehr auf Instagram ansehen
Gefällt 669 Mal
northwesternmedicine



Content creation guide – best practices for HCP-to-patient communication



Be personal



Take followers
behind-the-scenes



drjcofthedc
The Tik Tok Doc

Follow

293 Following 266.1K Followers 2M Likes

"Take Your Job Seriously, Not Yourself"
Media | Blog | Contact Info @ Link Below
www.drjcofthedc.com

