Real People, Real Stories

Using Social Media to Make an Impact for Hospitals

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Overview

1. The social / digital world
2. Building a digital community – A case study
3. Advocacy & engagement
4. Getting started
5. How are hospitals building support?
The Social / Digital World

Platforms
- Facebook
- Twitter
- YouTube
- Instagram
- Email
- Blogs

Paid Media
- Retargeting
- Geo-targeting
- Search
Making Connections - Who & Why?

• Who?
  - People with common interests
  - Demographic target
  - Geographic target

• Why?
  - Fundraising
  - Gift shop
  - New volunteers
  - Hospital news/branding
Growing a Digital Community for Hospitals

A Case Study
Setting Clear Goals

1. Support the California Hospital Association’s legislative and electoral campaigns.

2. Improve perceptions of hospitals among Californians.

Our Health California
Advancing access to quality care

OurHealthCalifornia.org
We developed a mission and transformed it into a brand.

- Created a name, logo, website and all digital/social media assets.
- We developed a persona and used “our” personal stories.
Consistently Targeted and Acquired New Members

- High-value growth targets
- 400,000 members across all platforms
- 152,000+ email addresses
And these are **real people** who care about all aspects of health care and engage.
We used real stories.

Northridge Hospital Medical Center Volunteer

Health Careers Academy

Mayview Clinic / Stanford
Demographics

Skews female (68% vs. 32%)

Skews middle-age/older (57% are 45+)

81% college educated or more

High concentrations in urban areas

Liberal-leaning

Over index for health care and community/social service work

Active on social media
OHC
Engagement + Advocacy
In 2014, we engaged our community on priority issues and tracked results.

- Community Benefit Legislation – AB 503
  - Community letter directed at Senate and Assembly

- Public Health Issue - Childhood Obesity
  - Advocacy petitions to the California Department of Public Health
Ballot Measure - Prop 1 Water Bond

California’s water is disappearing.

JUNE 2002

JUNE 2008

JUNE 2014

Commit to Vote YES on Prop 1
Results: 400,000+
OHC community advocates

People who join stay consistently engaged and move up the ladder

Results: 12,000+
High-barrier actions, such as outlining plan to vote & speaking out to elected officials
What’s Next

• Continue to grow, educate, activate

• 2015 - 2016
  - Engagement - Positive hospital storytelling
  - Advocacy – Community benefit, hospital fee initiative
Getting Started
Join The Digital Conversation

• Talk with hospital leaders
• Understand the organization’s goals & social guidelines
• Join an existing community: hospital or OHC
• Build your own social network
• Tell your own stories to engage others in your important work
Growing Social / Community Support

• Human interest stories resonate
• OurHealthCalifornia.org
• CAHHS Volunteers Facebook Page

What Does $10 Mean to You?

Health Careers Academy

Plumas Community Helps Local Hospital
How is your hospital using social media to grow support?