

Social Media How-to Guide

Why Social Media?

- There are several social media platforms today that allow users to share content and connect with individuals globally, but each one has unique parameters and expectations that drive engagement and activity. For example, the exact same post could perform incredibly well on one platform and receive no activity at all on another.
- Therefore, it is important to understand the best strategies for engagement for each platform in order to maximize your social media efforts and impact.

The Basics: LinkedIn, Facebook and Twitter

- Facebook, LinkedIn and Twitter are the most relevant and effective platforms for our audiences based on our membership demographics.

LinkedIn

- LinkedIn has more than 500 million users and has become the go-to platform for professional networking, thought leadership development and expert content [\(2019\)](#)
- Of those who use LinkedIn, 40% (approximately 100 million users) are logging in daily, with more than 63 million monthly unique mobile users [\(2019\)](#)

Facebook

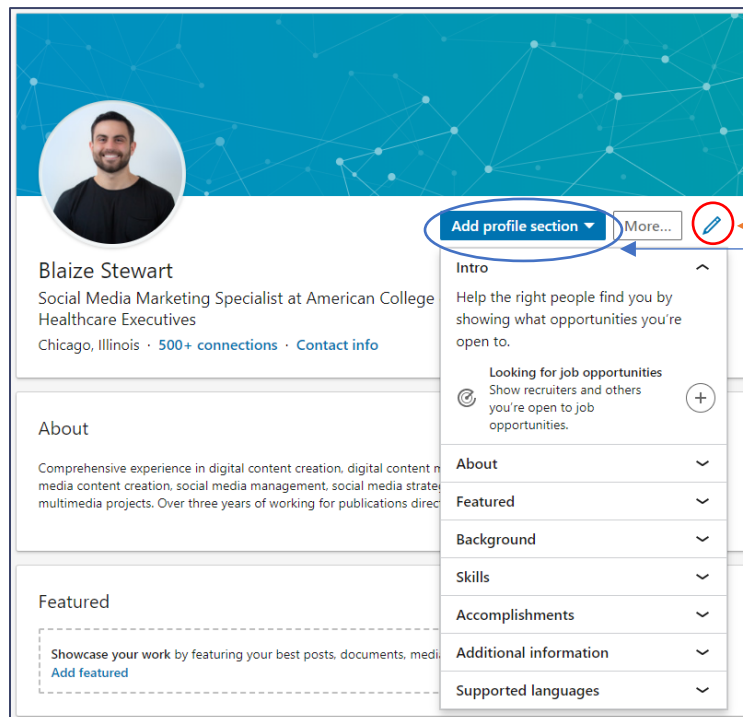
- With approximately 2.4 billion users, Facebook is the most widely used social media platform [\(2019\)](#)
- Of those who use Facebook, 74% visit the platform daily, with 96% of users accessing the platform via tablet or smartphone [\(2019\)](#)

Twitter

- There are 330 million monthly active users on Twitter, with 145 million users accessing the platform daily [\(2020\)](#)
- 80% of Twitter's active users access the platform via mobile devices [\(2020\)](#)
- While some consider social media an afterthought, these numbers highlight that by not prioritizing social media, businesses and individuals are missing out on engaging with a huge audience daily.

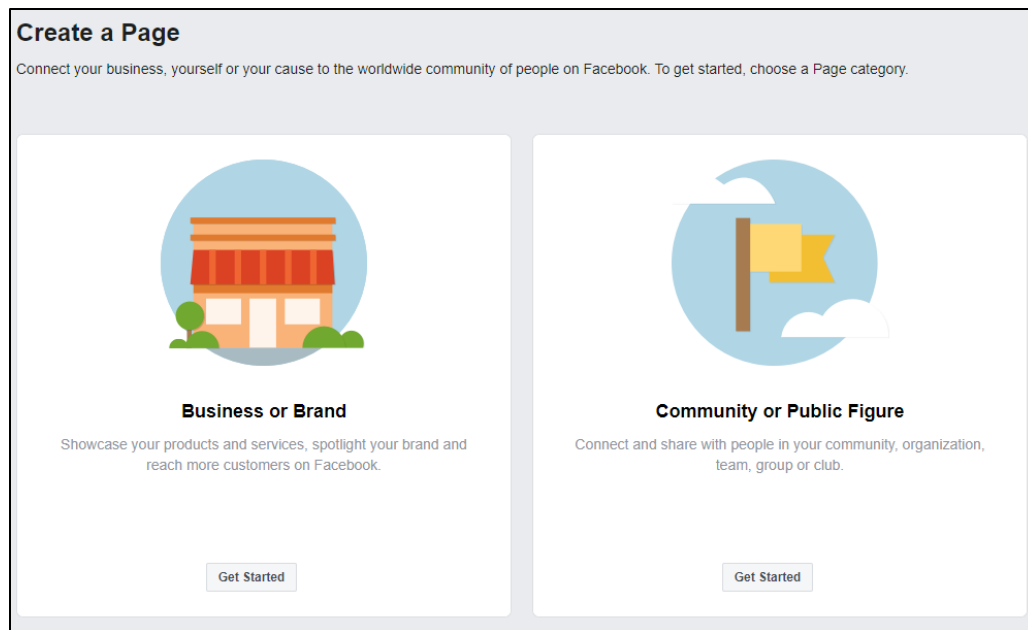
LinkedIn – Optimizing Your Profile

- After navigating to your LinkedIn profile page, you can make these changes in the following places:
 - Update name, profile image, background image, headline, current position, location and industry here.
 - Update any of the other sections of your profile from the shortcuts listed in this drop down menu here.
 - About – this section gives you the opportunity to highlight your skills, professional objectives, or any other accolades you'd like to showcase on your profile.
 - Featured – this section is where you can upload documents, ranging from resumes to recent publications
 - Background – this section is where you can update your work history, education, licenses and certifications, and volunteer experience
 - Skills – this section allows you to select the strongest skills you have for others to endorse
 - Accomplishments – this section allows you to upload publications, patents, course, projects, honors and awards, test scores, languages and organizations
 - Additional information – this section is where you can request a recommendation from a peer

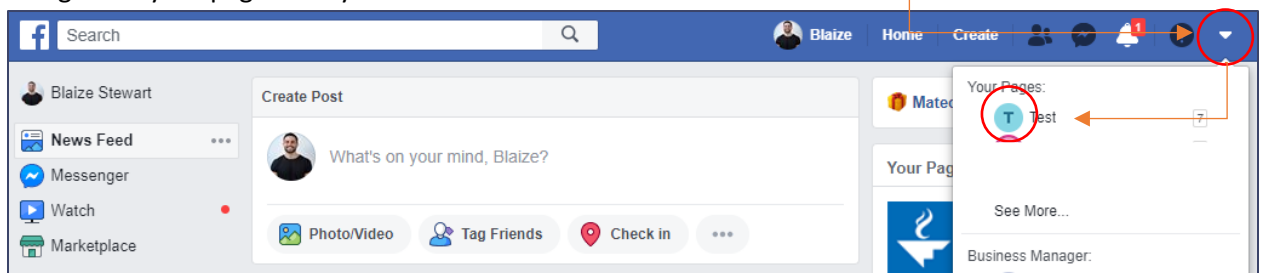


Facebook – Optimizing Your Profile

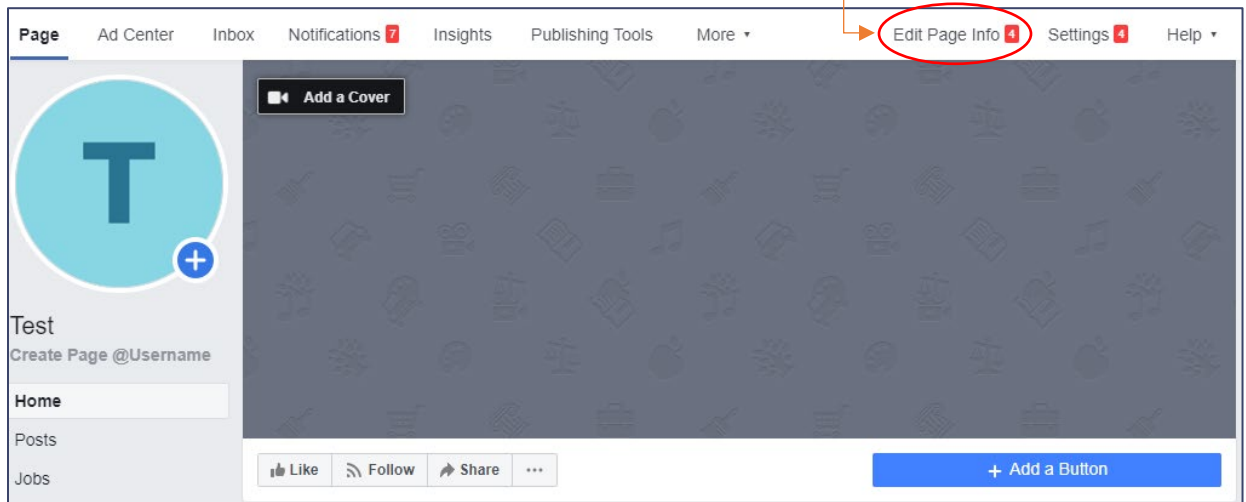
- Before diving into how to use your Facebook profile, it is important to ensure that the basics are complete. This includes the following:
 - Deciding whether or not you want to use your personal Facebook account or create a Page to share your content and thoughts on this platform. Some people prefer to keep their personal social media separate from their professional interactions and while there are some differences between how each is used, both will allow users to engage with their audiences.
 - In this document, we will focus on the **page creation and development**.



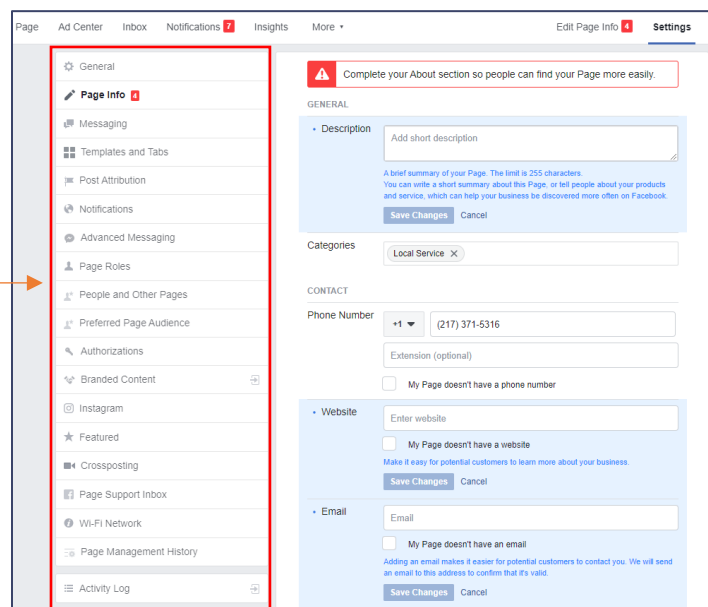
- Navigate to your page from your home screen here.



- Once you are on your page, you can edit all of the page information here



- After navigating to your Facebook page settings, you can make these changes in the following places:
 - Page Info – this section includes page description, categories, phone number, website, email, address and hours of operation
 - Messaging – this section is where you can set your page messaging settings, such as a standard greeting or automated messaging
 - Templates and Tabs – this section is where you can organize how “tabs” such as posts, jobs and events appear on your page
 - Notifications – this section is where you can opt-in or out of what page notification you receive
 - Page Roles – this section is where the page Admins, Editors and others are managed.
- The additional tabs hold more advanced page tools, but the ones mentioned should be enough to get you started.



Twitter – Optimizing Your Profile

- After navigating to your Twitter profile page, you can make changes by clicking here.
- Compared to the other platforms, there is relatively little to fill out; however, that does not mean it is unimportant. The possible updates include:
 - Update banner and profile images
 - Create/update username (50 characters max)
 - Update Bio (160 character max)
 - Add location
 - Add website



Using your accounts - General


- Now that your accounts are optimized, you can start putting them to good use! The more active and engaged you are on your accounts, the more of an impact you will have within your expanding social media network. There are several ways to engage with others on social, such as:
 - Sharing original editorial content produced by you or your organization
 - This includes blogs, journals, magazines, podcasts, books and more
 - This content is particularly beneficial for those working to become a thought leader in their respective spaces. If this is one of your goals, be sure to include your own insights and takeaways from the content you are sharing.
 - Sharing content produced by other organizations and thought leaders
 - This includes blogs, journals, magazines, podcasts, books and more
 - Sharing content like this shows that you are actively staying on top of developments in your field, actively learning, and supporting others in your industry.
 - Comment or react to content produced by your peers and other organizations
 - Not every piece of content warrants a share, but you can still engage with the content by leaving a comment or reacting. The more you interact with others, the more well-rounded your profile will appear.
- Join groups relevant to your field and professional development

Using your accounts – Sharing


LinkedIn



Facebook

**American College of Healthcare Executives**
Published by Sprout Social [?] · March 2 at 11:29 AM · 🌐

Through data-driven analysis, some #healthcare organizations are gaining a deeper understanding of the correlation between positive patient experiences and increased employee engagement with higher hospital ratings and profits. Take a closer look at these findings from the Harvard Business Review here!



HBR.ORG

When Patient Experience and Employee Engagement Both Improve, Hospitals' Ratings and Profits Climb

Get More Likes, Comments and Shares
This post is performing better than 85% of other posts on your Page.
Boost it to get more great results.

681
People Reached

28
Engagements

Boost Post

7
Likes

3 Shares

Like

Comment

Share

Twitter

**ACHE** @ACHEConnect · Feb 26
Explore how #hospitals and #healthcare systems can address the ongoing #opioid crisis through innovative solutions in our latest blog post, featuring the @HSpecialSurgery's Seth A. Waldman!



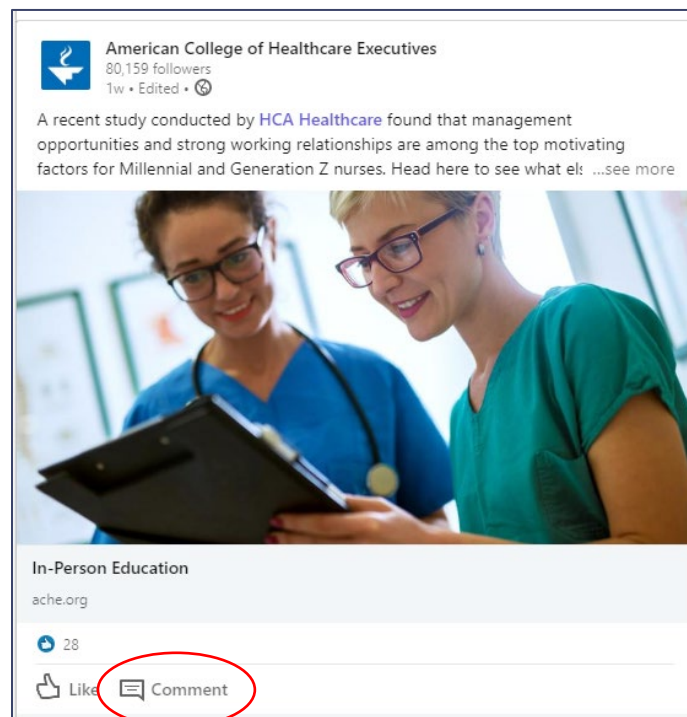
Overhauling Your Organization's Opioid Prescribing Practices
blog.ache.org

1 Retweet

4 Likes

Using Your Account – Commenting/Replying

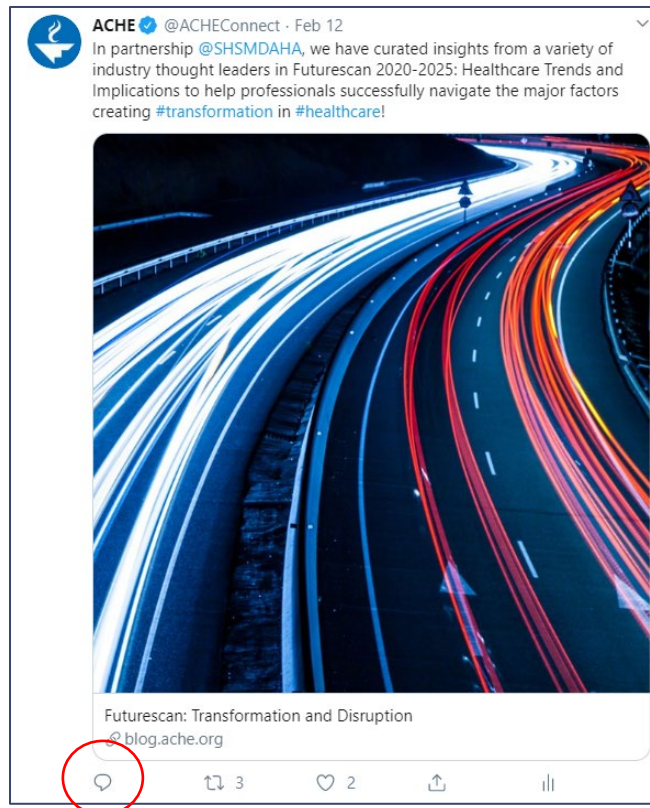
LinkedIn



Facebook

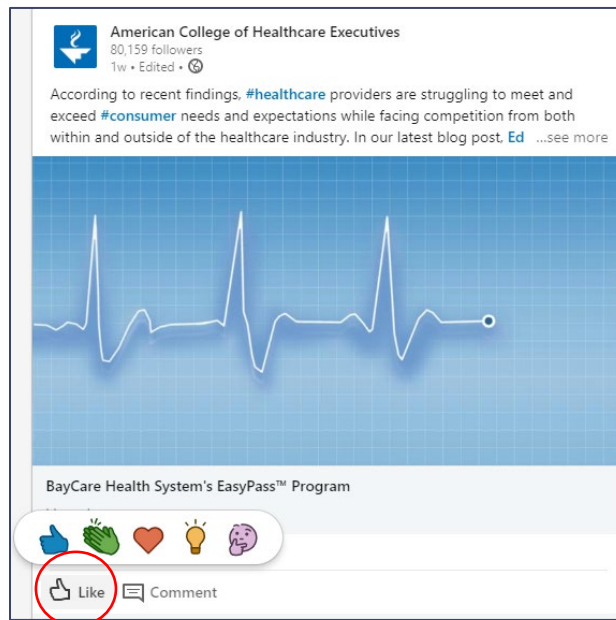


Twitter



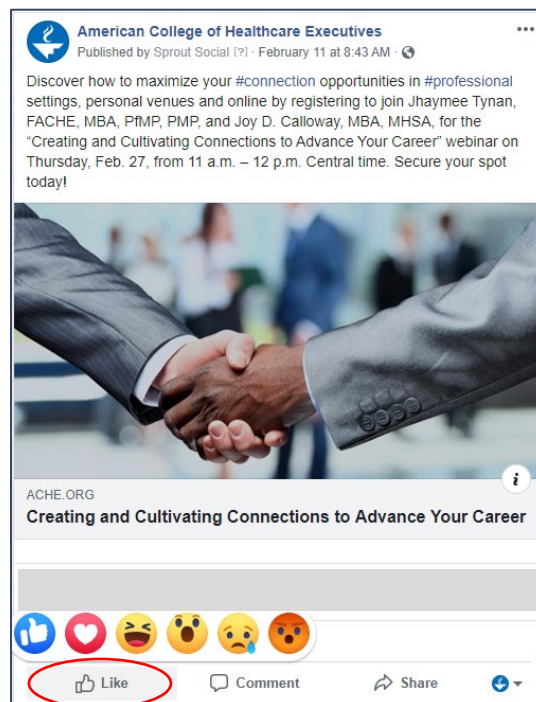
Using Your Account – Reacting

LinkedIn



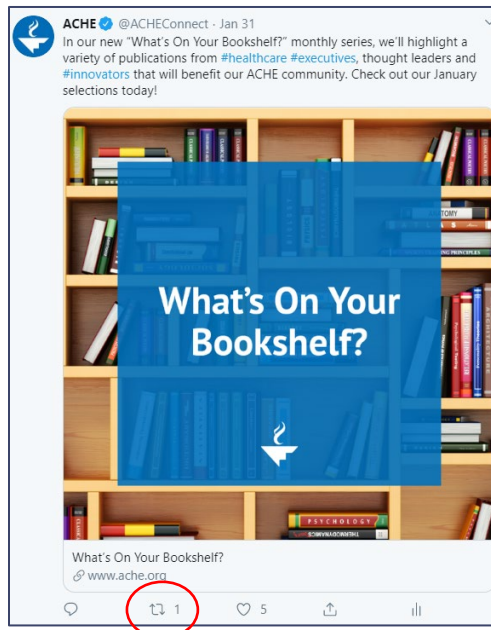
On LinkedIn, hold your cursor over the “Like” button for more reaction options, including celebrate, love, insightful and curious.

Facebook



On Facebook, hold your cursor over the “Like” button for more reaction options, including love, haha, wow, sad and angry.

Twitter



Using your accounts – in practice

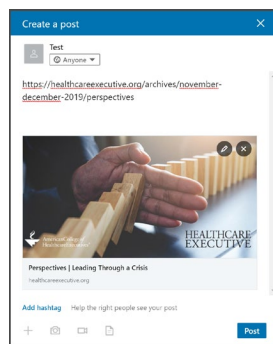
- Each social media account caters to a different audience, which means you need to understand the goals of the users on each platform in order to deliver the most relevant, engaging content for them to interact with. Of course, each person will have a slightly different perspective on their aims on each platform, but generally speaking they are used in the following ways:
 - LinkedIn
 - Emphasis on professional development and education
 - Thought leadership and industry expert content
 - Resource to attract and retain talent
 - Facebook
 - Emphasis on content that sparks conversations
 - Friendly to text, images, video, live video and stories
 - Users access platform predominantly through mobile
 - Twitter
 - Emphasis on real-time information
 - 280 character limit per tweet – short and direct
 - Frequently used as a customer service channel

Using your accounts – frequency

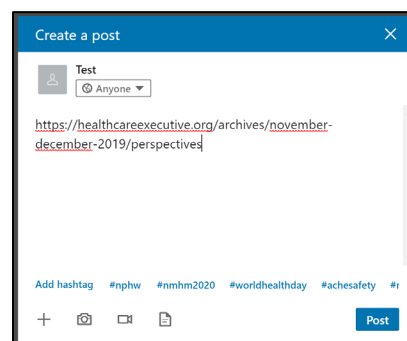
- Ideally you or your organization can work up to posting daily, but if that is not realistic set frequency goals that are manageable and consistent.
 - For example, if your goal is to post four times per month, do not post all the content in one week. Instead, post one piece of content per week. As time progresses, you can incorporate more content, but it is crucial to remain consistent in your frequency.
- Best times to post on social media [\(2019\)](#)
 - This is a great resource to figure out posting times when getting started. However, be sure to keep track of engagement on your posts and don't be afraid to test out other times if you're not seeing the activity you'd like.

Using your accounts – pre-post checklist

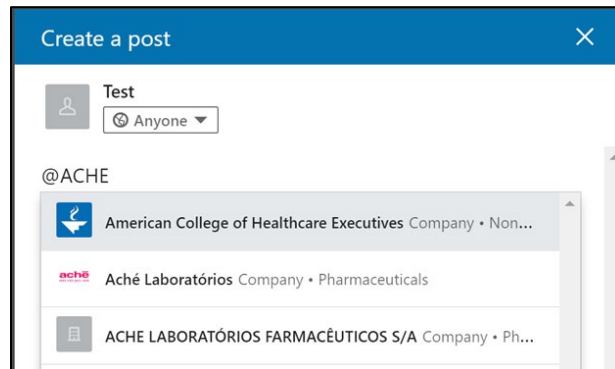
- Is there a link preview?
 - Posts with a link preview are more captivating and perform better, so whenever possible make sure your preview has an image.



vs.



- Are all appropriate accounts tagged?
 - In order to tag accounts, use “@” before the name or username of the organization



- Have you incorporated relevant hashtags (#)
 - You can find hashtags relevant to your industry by checking out what similar organizations are using
 - Hashtags help bring your post into the conversation and make them easier to find for those searching our specific topics

Additional Information

- Do not be intimidated or overwhelmed; find the schedule and strategy that works bet for YOU and YOUR ORGANIZATION
 - Be aware of what is happening in your industry and among thought leaders, but an important part of social media strategy is finding your own voice and unique perspective. People follow your pages and engage with your content because they want to hear from you – don't let that get lost in the mix!
- Mistakes happen – be calm, have a plan, and react strategically
 - Inevitably, mistakes will happen. The good thing about that is, as medical professionals, you understand how to react calmly and logically when things go wrong. As part of your social media efforts, it is imperative to have a crisis communications plan in place for these instances. It can be as simple as having a list of people to come together to address any issues when they arise, but you do not want to find yourself in a social media crisis without any outline of how to move forward.