SOCIAL MEDIA TIPS AND TRICKS

Natasha Burgert, MD, FAAP

PCC USER CONFERENCE 2017
Loyalty.
Today’s Goals:

Introduction to the Digital Patient Experience

Understanding the Millennial Health Consumer

Practical tips for common SM places
The Patient Journey
The Patient Journey

- Symptom Onset
- Diagnosis
- Treatment
- Condition Management
- Ongoing Management

Inspired by DRGdigital.com
Symptom Onset

Research online
Research doctor
Access to care
Booking appointment
Diagnosis
In-office search
Waiting for tests
Info about diagnosis
Treatment
Research Rx
Research pharmacies
Talk to docs about research
Condition Management

Treatment gets tested
Searching for alternatives
Abandon or Follow-up
Ongoing Management

Health info online
Management tools
Social feeds
The Patient Journey

Symptom Onset → Diagnosis

Diagnosis → Treatment

Treatment → Condition Management

Condition Management → Ongoing Management

Ongoing Management → Symptom Onset
The Patient Journey

Symptom Onset → Diagnosis → Treatment

Ongoing Management

Condition Management

In the office
The Millennial Parent
Docs are a consultant in self-discovery, not a vaulted authority.
Trusting of medical news that appears in their social networks.
Stop taking (giving) meds when they are feeling better rather than completing the entire course of therapy.
They value experience.
These are our parents, shaping the health care decisions and utilization for their families.
The Patient Journey

- Symptom Onset
- Diagnosis
- Treatment
- Ongoing Management
- Condition Management

In the office
Communication
Social media tools can be used to expand and enhance the digital patient experience.
Remember…
What we do on social media creates DATA. DATA drives decisions.
https:// is Home Sweet Home
Google Analytics can help find places to dust your welcome mats.
Make your house easy to find.
Your house should be mobile.

80% of users are searching on a mobile device.
Social network sites worldwide ranked by number of active users (in millions, as of January 2017,)

- Facebook: 1,871
- WhatsApp: 1,000
- Facebook Messenger: 1,000
- QQ: 877
- WeChat: 846
- QZone: 632
- Instagram: 600
- Tumblr: 550
- Twitter: 317
- Baidu Tieba: 300
- Snapchat: 300
- Skype: 300
- Sina Weibo: 297
- Viber: 249
- LINE: 217
- Pinterest: 150
- yy: 122
- LinkedIn: 106
- BBM: 100
- Telegram: 100
- VKontakte: 90
- Kakaotalk: 49
Caffeine: a Growing Problem for Children

Here’s why parents should just say no.

HEALTH.USNEWS.COM

252 people reached

Like Comment Share Hootlet

Monica Taylor and Jase Spàce
Write a comment...

KC Kids Doc
June 14 at 8:24pm -

“The notion of privacy online is only as reliable as teens’ relationships...
ORGANIC REACH

The total number of unique people who were shown your post through unpaid distribution.
IN TERMS OF MONEY
WE HAVE NO MONEY.
3 Ways to Increase Organic Reach

Post when they are looking
Speak to your hero
Post good stuff
Data shown for a recent 1-week period. Times of day are shown in your computer’s local timezone.
## Insights

**When Your Fans Are Online**

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

<table>
<thead>
<tr>
<th>DAYS</th>
<th>Mon</th>
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<th>Wed</th>
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</table>

**Post Types**

**Top Posts from Pages You Watch**

- Graph showing times of day with arrows pointing to specific times.

**Notes:**

- The graph indicates increased activity during specific times on certain days.
- The data is based on a recent 1-week period.
- Times of day are shown in your computer's local timezone.
Post when they are looking.
The people who have liked, commented on, or shared your posts or engaged with your Page in the past 28 days.

**Women**
- 91% People Engaged
- 89% Your Fans

**Men**
- 8% People Engaged
- 11% Your Fans

### People Engaged by Country

<table>
<thead>
<tr>
<th>Country</th>
<th>People Engaged</th>
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<tbody>
<tr>
<td>United States of America</td>
<td>1,753</td>
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<td>Canada</td>
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<td>Mexico</td>
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<td>Japan</td>
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<tr>
<td>Brazil</td>
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### People Engaged by City

<table>
<thead>
<tr>
<th>City</th>
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<tr>
<td>Kansas City, MO</td>
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<td>Laes Summit, MO</td>
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<tr>
<td>Overland Park, KS</td>
<td>90</td>
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<tr>
<td>Prairie Village, KS</td>
<td>49</td>
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</table>

### People Engaged by Language

<table>
<thead>
<tr>
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<tr>
<td>English (UK)</td>
<td>11</td>
</tr>
<tr>
<td>Spanish</td>
<td>4</td>
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<tr>
<td>French (France)</td>
<td>1</td>
</tr>
<tr>
<td>Portuguese (Brazil)</td>
<td>1</td>
</tr>
</tbody>
</table>
The people who have liked, commented on, or shared your posts or engaged with your Page in the past 28 days.

**Women**
- 91% People Engaged
- 89% Your Fans
- 26% 25-34
- 35% 35-44
- 14% 45-54
- 10% 55-64
- 4% 65+

**Men**
- 8% People Engaged
- 11% Your Fans
- 2% 25-34
- 3% 35-44
- 0.734% 45-54
- 1% 55-64
- 0.678% 65+

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The graph shows the age distribution of the page's audience. The chart indicates that the majority of fans fall into the 35-44 age range, with 35% of the audience. There is a significant drop-off in engagement with older age groups, especially those over 60. Additionally, the gender distribution is highlighted, with 91% of people engaged being women, compared to 89% of the page's fans being women.
The people who have liked, commented on, or shared your posts or engaged with your Page in the past 28 days.

**Women**

- 91% People Engaged
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**Men**

- 8% People Engaged
- 11% Your Fans

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</table>
Many parents are asking about tick-borne illnesses. This article from HuffPost answers some common questions about diseases that ticks carry and signs of concern.

Have you seen ticks on your kids? Here’s what KC parents need to know. From HuffPost

This Could Be The Worst Tick Season In Years.
Experts say warmer winters caused by climate change are allowing ticks to expand into new regions of the U.S.

HUFFINGTONPOST.COM

This Could Be The Worst Tick Season In Years.
Experts say warmer winters caused by climate change are allowing ticks to expand into new regions of the U.S.

HUFFINGTONPOST.COM
Use your data to speak to the **HERO**.
You're gonna need this. Thanks, Kansas City Parent Magazine

100 ways to enjoy Summer with Kids in Kansas City

100 Things to Do with Your Kids in KC This Summer

KC is cool all the time, but especially summertime! Make the most of your summer with 100 ideas for fun.

KCPARENT.COM

7,351 people reached

Like Comment Share Hootlet

Jeremy Wilkins Didier, KevinAnne Taylor and 48 others

Top Comments

57 shares

Don't say we didn't warn you.... 😞

Diarshoe Outbreaks Linked to Swimming Pools on The Rise Across The US

Be careful when you go for a swim in the neighbourhood pool this summer. The parasitic infection Cryptosporidium - known as Crypto - is on the rise in the US...

SCIENCEALERT.COM

4,785 people reached

Like Comment Share Hootlet

Top Comments

3 shares
<table>
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<tr>
<th>Published</th>
<th>Post</th>
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<td>Um, yeah.</td>
<td>Single</td>
<td>Single</td>
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<td>06/02/2017 3:07 pm</td>
<td>Teething and burping... More science, please!</td>
<td>Single</td>
<td>Single</td>
<td>1.1K</td>
<td>65</td>
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<td>06/01/2017 3:07 pm</td>
<td>Excessive parental involvement in the lives of their college-aged</td>
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<td>No other compound (natural or synthetic or otherwise) has been</td>
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<td>Parents have social media rules for their kids. But it also seems</td>
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<td>05/30/2017 8:42 pm</td>
<td>Don't peel a banana for a 5-year-old child.</td>
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<td>05/30/2017 2:20 pm</td>
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<td>05/26/2017 3:58 pm</td>
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<td>05/26/2017 2:54 pm</td>
<td>Happy summer! Remember that PA will be open this Holiday weekend.</td>
<td>Single</td>
<td>Single</td>
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<td>4.8K</td>
<td>666</td>
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</tbody>
</table>

**06/01/2017 0:01 PM**

"Excessive parental involvement in the lives of their college-aged son..."

**06/01/2017 3:07 PM**

"Teething and burping... More screech, please!"

**06/02/2017 9:00 PM**

"Um, yeah."

**06/02/2017 9:00 PM**

"Teething and burping... More screech, please!"

**06/01/2017 1:30 PM**

"Excessive parental involvement in the lives of their college-aged son..."

**06/01/2017 1:30 PM**

"No other compound (natural or synthetic or otherwise) has been...

**06/12/2017 9:00 AM**

"Parental have social media rules for their kids. But it also seems to...

**06/12/2017 9:00 AM**

"That's one of the interesting things about trying to think about girl..."

**06/12/2017 9:00 AM**

"Don't peel a banana for a 5-year-old child."

**06/26/2017 9:00 AM**

"Happy summer! Remember that PA will be open this holiday wee"

**06/26/2017 9:00 AM**

"Pediatric Associates Kansas City"

**06/26/2017 9:00 AM**

"Happy summer! Remember that PA will be open this holiday wee"

**06/25/2017 9:00 AM**

"Don't say we didn't warn you..."
INSIGHTS helps to find the good stuff.
Using data to make decisions leads to improved organic reach.
Fastest growing SM site

32% of SM users are on Instagram

60% of users under age 30
Options

ACCOUNT

Story Settings
Edit Profile
Change Password
Posts You’ve Liked
Two-Factor Authentication
Blocked Users
Switch to Business Profile
Private Account

When your account is private, only people you approve can see your photos and videos on Instagram. Your existing followers won’t be affected.
Location stamp
Speak emoji
Clear CTA
“Hashtag buffet”
Quality pics matter
“Hashtag buffet”

Quality pics matter
“Hashtag buffet”

Quality pics matter

kckidsdoc Not to be a ☹️ buzz-kill, but part of this long weekend’s glory is that pools are opening all over the US. ☀️ Now is the time to brush up on the signs of drowning 🥷 (Hint: it does not happen like in the movies...) and other water safety tips with a few quick SWIPES. Tag a fellow water-watcher you know 👇 to share this important info.

19 likes

View all 3 comments

MAY 27
kckidsdoc Not to be a ☀️ buzz-kill, but part of this long weekend's glory is that pools are opening all over the US. ☀️ Now is the time to brush up on the signs of drowning 🚶‍♂️ (Hint: it does not happen like in the movies...) and other water 🛀️ safety tips with a few quick SWIPES. Tag a fellow water-watcher you know 👥 to share this important info.

kckidsdoc #instapeds #parenting #momsfinstagram #summer #poolside #swimmingpool #safetyfirst

1w Reply
Location stamp
Speak emoji
Clear CTA
“Hashtag buffet”
Quality pics matter
24% of online adults (21% of all Americans) use Twitter

<table>
<thead>
<tr>
<th>% of online adults who use Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>All online adults</td>
</tr>
<tr>
<td>Men</td>
</tr>
<tr>
<td>Women</td>
</tr>
<tr>
<td>18-29</td>
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<td>30-49</td>
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<td>50-64</td>
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Note: Race/ethnicity breaks not shown due to sample size. Source: Survey conducted March 7-April 4, 2016. "Social Media Update 2016" PEW RESEARCH CENTER

Younger, Smarter, Newsy

24% of SM users are on Twitter

Journalists - 25% of verified accounts
Using Twitter lists

A list is a curated group of Twitter accounts. You can create your own lists or subscribe to lists created by others. Viewing a list timeline will show you a stream of Tweets from only the accounts on that list.

To create a list on Twitter for iOS

1. In the top menu, tap your profile icon.
2. Tap Lists.
3. Tap the new list icon 📝.
4. Select a name for your list, and a short description of the list. The default setting for your list is public (anyone can subscribe to the list). To make the list only accessible to you, slide the switch next to Private to on.
5. Tap Save.

To add or remove people from your lists on Twitter for iOS

1. Tap the gear icon 🔄 on an account’s profile.
2. Select Add/remove from lists. (You don’t need to be following an account to add them to your list.)
3. A pop-up will appear displaying your created lists. Tap the checkbox next to the lists you would like to add the account to, or uncheck the lists you’d like to remove the account from.
4. To check to see if the account you wanted to add was successfully included in that list, navigate to the Lists tab from the top menu. Tap the desired list, then tap List members. The account will appear in the list of members.
Natasha Burgert, MD
@DoctorNatasha

Tweets: 10.3K
Following: 3,363
Followers: 17.1K
Likes: 2,023
Lists: 19
Moments: 0

- KC local
  9 Members
- Doctors
  69 Members
- HCSM
  21 Members
- Tweetiatricians by Amer Acad Pediatrics
  592 Members
- Vaccines Work Social by Gates Foundation
  22 Members

7/1 #GatesSocial meet up on vaccines.
18 minutes!
Growth comes from frequent and personal engagement.
AAP member??
→ Helene Holstein
Thank you!
Natasha Burgert, MD, FAAP
Pediatric Associates, Kansas City

Blog: kckidsdoc.com
Insta: @kckidsdoc
Twitter: @doctornatasha
References:
Patient Journey Mapping


http://www.garymagnone.com/blog/content-marketing-digital-touchpoints/


http://www.bmj.com/content/bmj/341/7769/Practice.full.pdf
References:
Millennials and Health Care


http://www.cnbc.com/2016/05/05/millennials-are-prioritizing-experiences-over-stuff.html
References:
Google Analytics

https://analytics.google.com/analytics/academy/

https://www.thinkwithgoogle.com/tools/

Website Updates


Social Media Stats

References:

**Story Science Books**

*Winning the Story Wars: Why those who tell (and live) the best stories will rule the future.* By Jonah Sachs

*Wired for Story: The writer’s guide to using brain science to hook readers from the very first sentence.* By Lisa Cron

*Storycraft: The complete guide to creating narrative nonfiction.* By Jack Hart
References:

**Facebook Organic Reach**

https://www.facebook.com/business/news/Organic-Reach-on-Facebook


http://neilpatel.com/blog/13-secrets-thatll-boost-your-facebook-organic-reach/

**Instagram Best Practice**

https://www.facebook.com/business/help/502981923235522

**Twitter Stats**


https://support.twitter.com/articles/76460

https://business.tutsplus.com/articles/twitter-to-schedule-or-not-to-schedule--fsw-36345

Tweetiatrician? → hholstein@aap.org