



# SOCIAL MEDIA TIPS AND TRICKS

Natasha Burgert, MD, FAAP

PCC USER CONFERENCE 2017



Pediatric Associates      Kansas City, MO



Pediatric Associates    Kansas City, MO



Pediatric Associates Kansas City, MO



Pediatric Associates Kansas City, MO



A vintage green typewriter with a wooden keyboard is positioned at the top center of the image. The typewriter is set on a wooden desk with vertical planks. To the right of the typewriter is an open notebook with lined pages. In the bottom left corner, there is a small, light-colored sticky note. The word "Loyalty." is written in a white, typewriter-style font across the middle of the image.

Loyalty.



# Today's Goals:

Introduction to the  
Digital Patient  
Experience

Understanding the  
Millennial Health  
Consumer

Practical tips for  
common SM places





Symptom Onset



Diagnosis



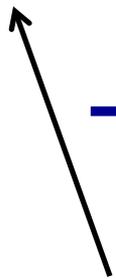
Treatment



Condition Management

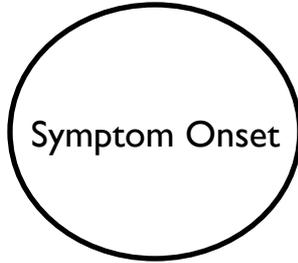


Ongoing Management



# The Patient Journey

Inspired by DRGdigital.com



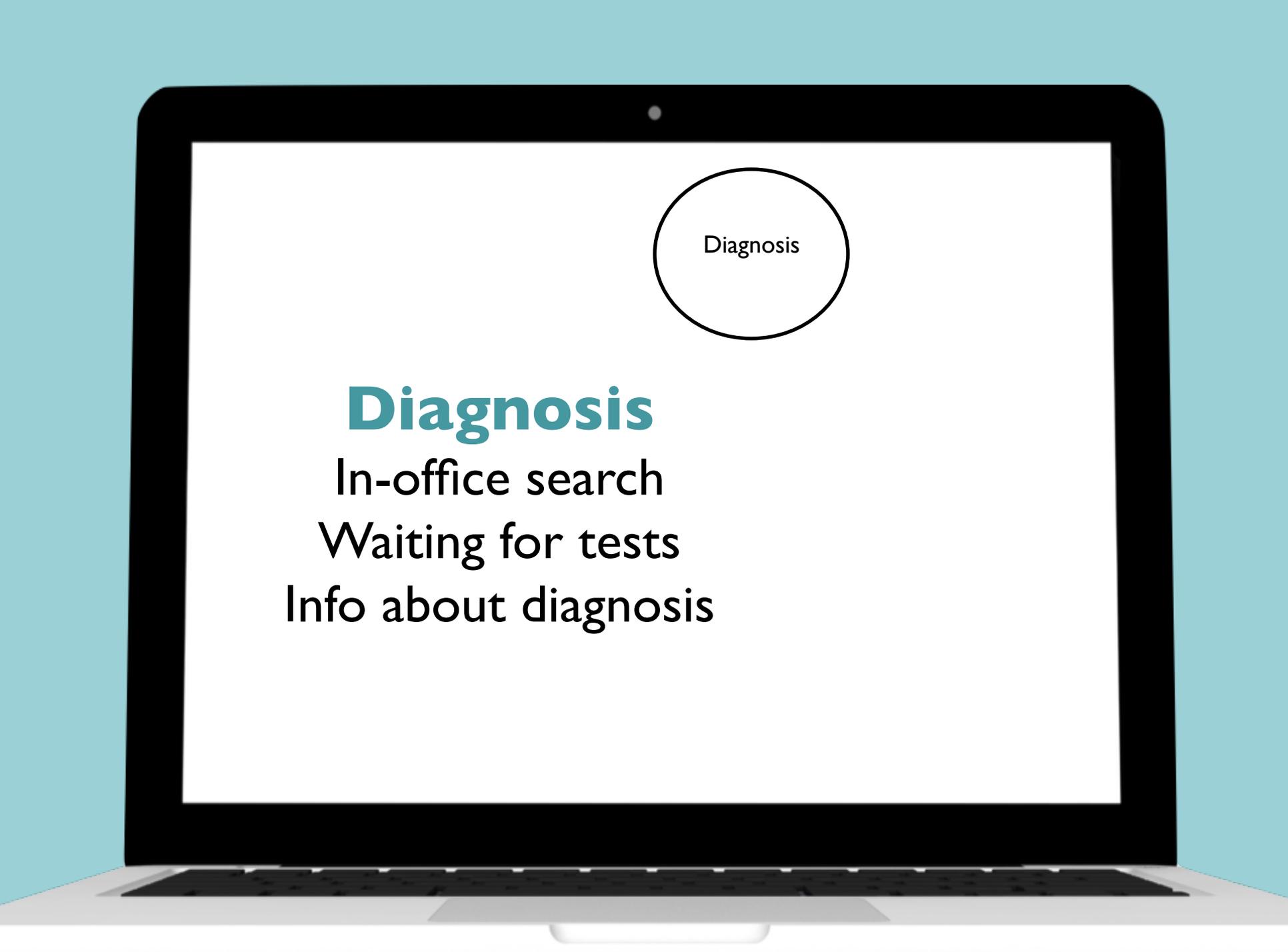
## **Symptom Onset**

Research online

Research doctor

Access to care

Booking appointment



Diagnosis

# Diagnosis

In-office search

Waiting for tests

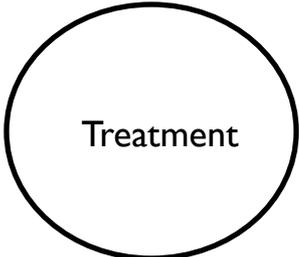
Info about diagnosis

# Treatment

Research Rx

Research pharmacies

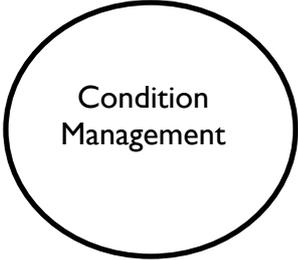
Talk to docs about research



Treatment

# Condition Management

Treatment gets tested  
Searching for alternatives  
Abandon or Follow-up



Condition  
Management

# Ongoing Management

Health info online

Management tools

Social feeds



Symptom Onset



Diagnosis



Treatment



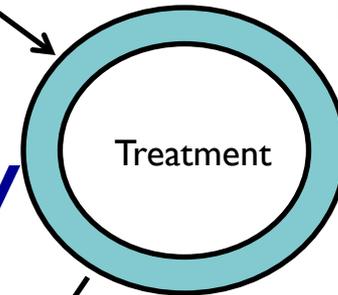
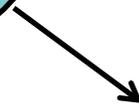
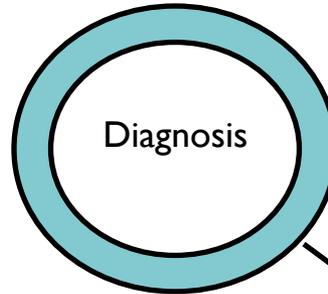
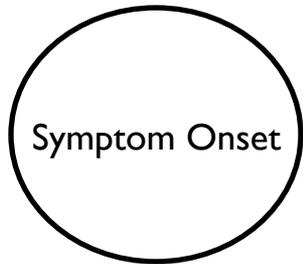
Condition Management



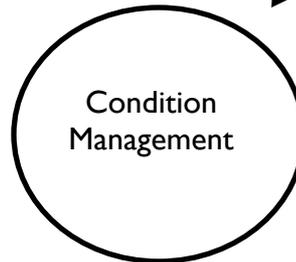
Ongoing Management



# The Patient Journey



# The Patient Journey





# 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*.

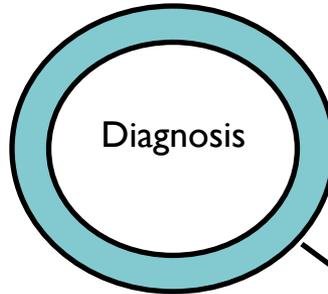


These are our parents, shaping the health care decisions and utilization for their families.

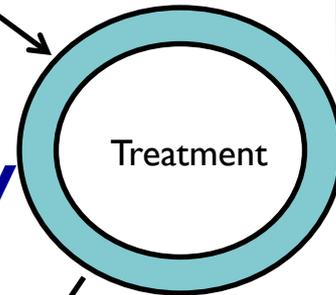


Symptom Onset

**M**



Diagnosis

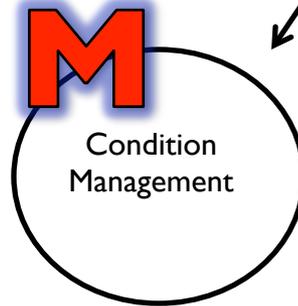


Treatment

# The Patient Journey



Ongoing Management



Condition Management



Symptom Onset

M



Diagnosis



In the office



Treatment

# Communication



Ongoing Management

M



Condition Management

M







**Social media tools can be used to  
expand and enhance  
the digital patient experience.**



*Remember...*

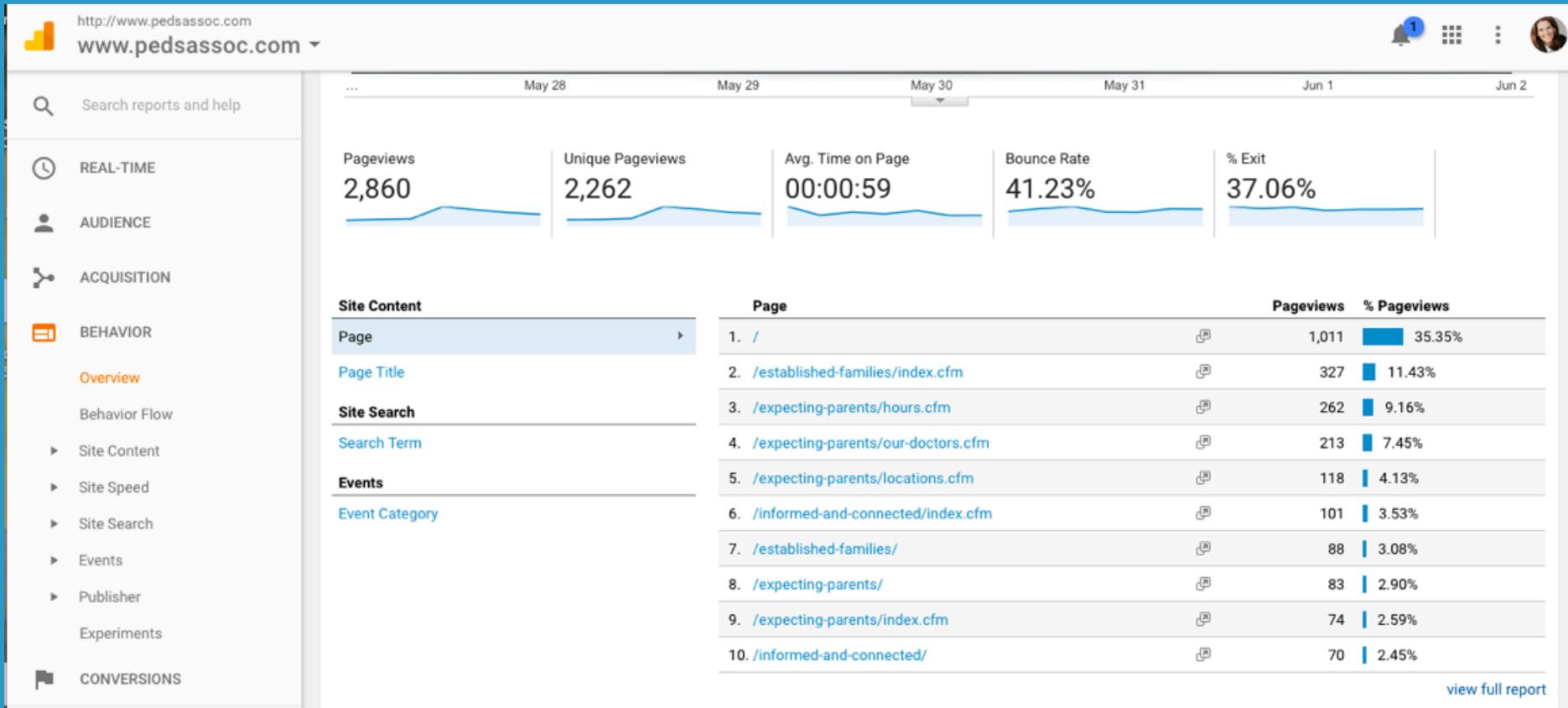
**What we do on social media creates DATA.  
DATA drives decisions.**

<https://> is Home Sweet Home





# Google Analytics can help find places to dust your welcome mats.





# Make your house easy to find.

See outside

**Dr. Nicole R. Baldwin, MD** ★

Pediatrician

[Website](#) [Directions](#)

**Address:** 11238 Cornell Park Dr, Cincinnati, OH 45242

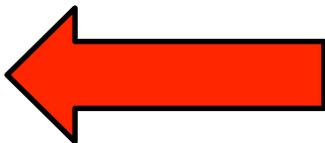
**Phone:** (513) 530-0200

[Suggest an edit](#) · [Own this business?](#)

[Add missing information](#)  
[Add business hours](#)

**Reviews** [Write a review](#) [Add a photo](#)

Be the first to review



HTTPS

Google

A graphic illustrating secure web connections. It features a green padlock with the text 'HTTPS' on it, a green arrow pointing upwards and to the right, and the Google logo below. The background is a blurred screenshot of a website.



Your house should be mobile.

*80% of users are searching on a mobile device.*





**FOR  
RENT**

Social network sites worldwide ranked by number of active users (in millions, as of January 2017,)



**FOR  
RENT**  
Social Media



The image features a solid blue background. In the center, the word "facebook" is written in a white, lowercase, sans-serif font. Surrounding the text are the dark silhouettes of three people. On the left, a man's profile is visible, looking towards the center and holding a mobile device. In the foreground, another man's profile is seen from a slightly different angle, also holding a mobile device. On the right, a woman's profile is shown, looking down at a mobile device she is holding. The silhouettes are dark and contrast sharply with the blue background.

facebook.



KC Kids Doc

@kckidsdoc

Home

About

Instagram

Photos

Likes

Videos

Posts

Services

Shop

Events



### Caffeine: a Growing Problem for Children

Here's why parents should just say no.

HEALTH.USNEWS.COM

252 people reached

Boost Post



Like



Comment



Share



Hootlet



Monica Taylor and Jase Space



Write a comment...

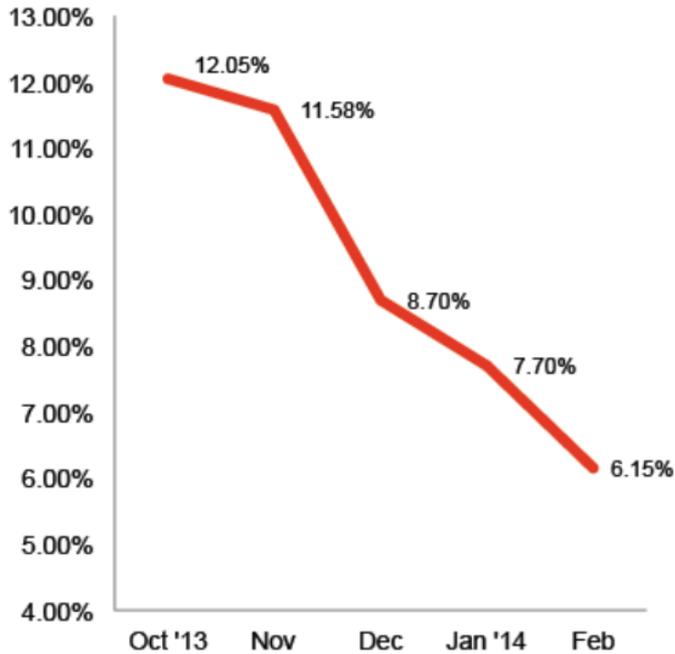


KC Kids Doc

June 14 at 8:24pm · 🌐

"The notion of privacy online is only as reliable as teens' relationships"

### Average Organic Reach of Content Published on Facebook Brand Pages



Oct '13    Nov    Dec    Jan '14    Feb

*Analysis of 100+ Facebook Brand Pages around the world with more than 48 million total fans conducted by Social@Ogilvy in February 2014. Full details in the Appendix of this report.*

# 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

Overview

Promotions

Likes

Reach

Page Views

Actions on Page

**Posts**

Events

Videos

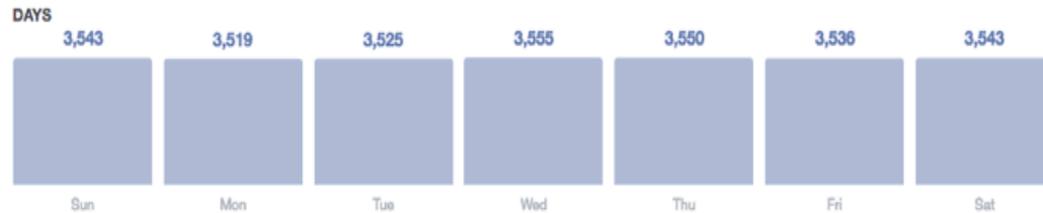
People

Local

Messages

**When Your Fans Are Online**    Post Types    Top Posts from Pages You Watch

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



Overview

Promotions

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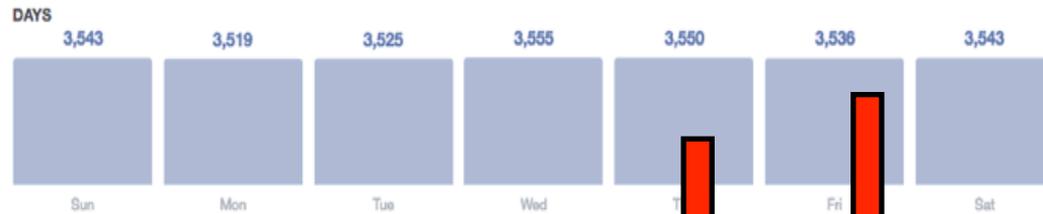
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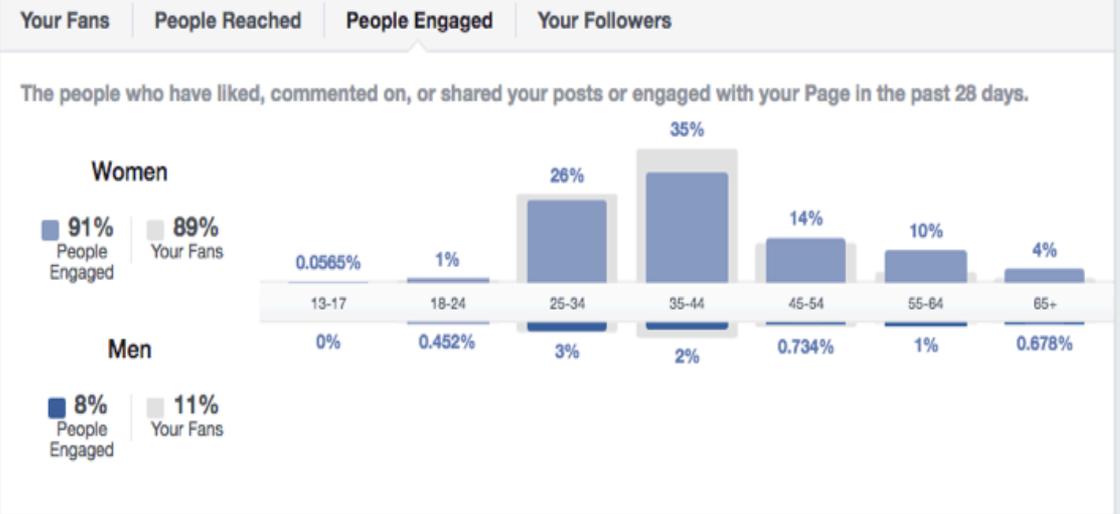


**Post when they are looking.**





- Overview
- Promotions
- Followers
- Likes
- Reach
- Page Views
- Actions on Page
- Posts
- Events
- Videos
- People**
- Local
- Messages



Country	People Engag...	City	People Engag...	Language	People Engag...
United States of America	1,753	Kansas City, MO	571	English (US)	1,753
Canada	4	Lees Summit, MO	180	English (UK)	11
Mexico	2	Overland Park, KS	90	Spanish	4
Japan	2	Prairie Village, KS	49	French (France)	1
Brazil	1	Independence, MO	40	Portuguese (Brazil)	1

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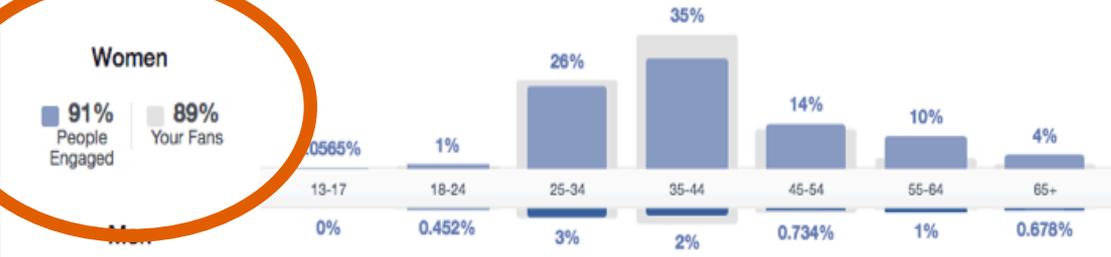


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**Your Fans**    **People Reached**    **People Engaged**    Your Followers

The people who have liked, commented on, or shared your posts or engaged with your Page in the past 28 days.



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United States of America	1,753	Kansas City, MO	571	English (US)	1,753
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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.



### 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



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

A person is sitting and holding a white tablet. The tablet screen displays the text "Use your data to speak to the HERO." in a green, sans-serif font. The person is wearing a white shirt and dark pants. The background is blurred, showing a red and white pattern.

**Use your data  
to speak to the  
HERO.**



**Pediatric Associates Kansas City**

Published by Natasha Burgert · May 30 at 3:14pm · 🌐

You're gonna need this. Thanks, Kansas City Parent Magazine



### 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

Boost Post

👍 Like    💬 Comment    ➦ Share    📱 Hootlet

👤 Jeremy Wilkins Didier, KevinAnne Taylor and 46 others    Top Comments

57 shares



**Pediatric Associates Kansas City**

Published by Natasha Burgert · May 25 at 8:51pm · 🌐

Don't say we didn't warn you.... 😬



### Diarrhoea 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

Boost Post

👍 Like    💬 Comment    ➦ Share    📱 Hootlet

Top Comments

3 shares





Overview	Published ▾		Type		Targeting		Reach		Engagement		Promote
	Date	Post	Type	Targeting	Reach	Post Clicks	Reactions, Comments & Shares				
Followers	06/02/2017 9:53 pm	Um, yeah.			726		19 4				
Likes	06/02/2017 3:07 pm	Teething and burping.. More science, please!			1.1K		65 1				
Reach	06/01/2017 8:00 pm	"Excessive parental involvement in the lives of their college-aged			2.6K		257 22				
Page Views	06/01/2017 3:02 pm	"No other compound (natural or synthetic or otherwise) has been			9.8K		1.3K 232				
Actions n Page	05/31/2017 7:57 pm	Parents have social media rules for their kids. But it also seems t			1.3K		57 2				
Events	05/31/2017 2:45 pm	"That's one of the interesting things about trying to think about girl			1.1K		31 5				
Videos	05/30/2017 8:42 pm	"Don't peel a banana for a 5-year-old child."			4.4K		582 162				
People	05/30/2017 2:59 pm	<b>You're gonna need this. Thanks, Kansas City Parent Magazine</b>			7.3K		518 183				
Local	05/26/2017 3:58 pm	Pediatric Associates Kansas City			56		13 8				
Messages	05/26/2017 3:54 pm	Happy summer! Remember that PA will be open this Holiday wee			1.2K		9 3				
	05/25/2017 8:36 pm	<b>Don't say we didn't warn you....</b>			4.8K		868 38				

Page    Inbox    Notifications    **Insights**    Publishing Tools    Settings    Help ▾

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

Overview	Published ▾	Post	Type	Targeting	Reach	Engagement	Promote
Promotions	06/02/2017 5:53 pm	Um, yeah.			726	19 4	<a href="#">Boost Post</a>
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Likes	06/01/2017 8:00 pm	"Excessive parental involvement in the lives of their college-aged			2.6K	257 22	<a href="#">Boost Post</a>
Reach	06/01/2017 3:02 pm	"No other compound (natural or synthetic or otherwise) has been			9.8K	1.3K 232	<a href="#">Boost Post</a>
Page Views	05/31/2017 10:57 pm	"That's one of the interesting things about trying to think about girl			1.1K	31 5	<a href="#">Boost Post</a>
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People	05/26/2017 3:58 pm	Pediatric Associates Kansas City			56	13 8	<a href="#">Boost Post</a>
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Messages	05/25/2017 8:36 pm	Don't say we didn't warn you....			4.8K	868 38	<a href="#">Boost Post</a>

**INSIGHTS** helps to find the good stuff.

**Using data  
to make  
decisions  
leads to  
improved  
organic  
reach.**

### Total Reach

The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.



#### BENCHMARK

Compare your average performance over time.

Organic

Paid



**Fastest growing  
SM site**

**32% of SM users  
are on Instagram**

**60% of users  
under age 30**

●●●○ AT&T LTE

1:31 PM



## 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.



kckidsdoc v



215 posts

300 followers

105 following

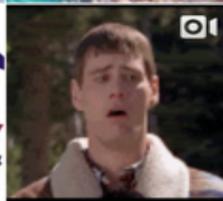
Promote

Edit Profile

Dr. Natasha Burgert

Doctor  
Pediatrician. Blogger.  
[bit.ly/OwletSafeSleep](http://bit.ly/OwletSafeSleep)

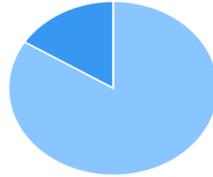
Email





# Followers

## GENDER

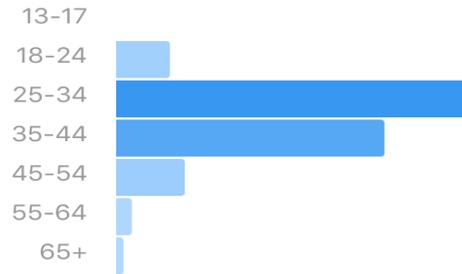


16%  
Men

84%  
Women

## AGE RANGE

All Men Women



## TOP LOCATIONS

Cities Countries

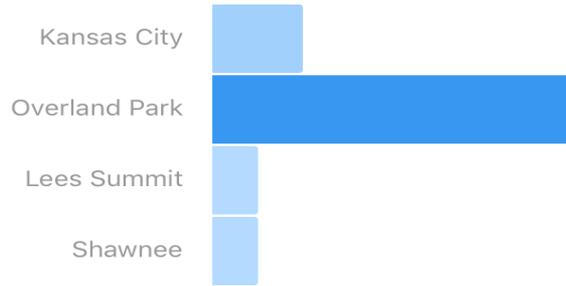




# Followers

## TOP LOCATIONS

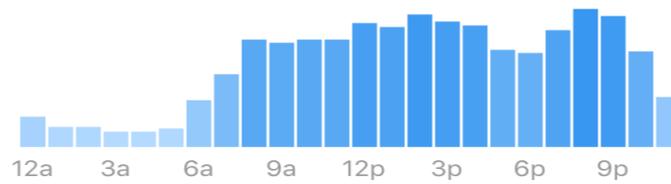
Cities Countries



## FOLLOWERS

Hours Days

< Sundays >



What do these mean? ▾





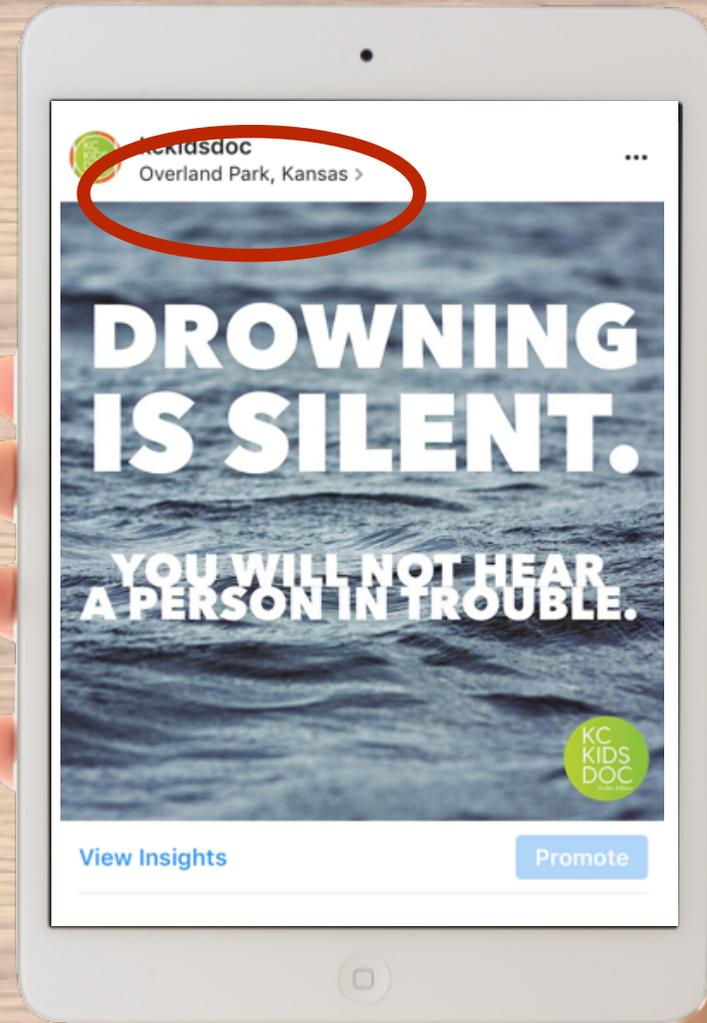


### Top Posts

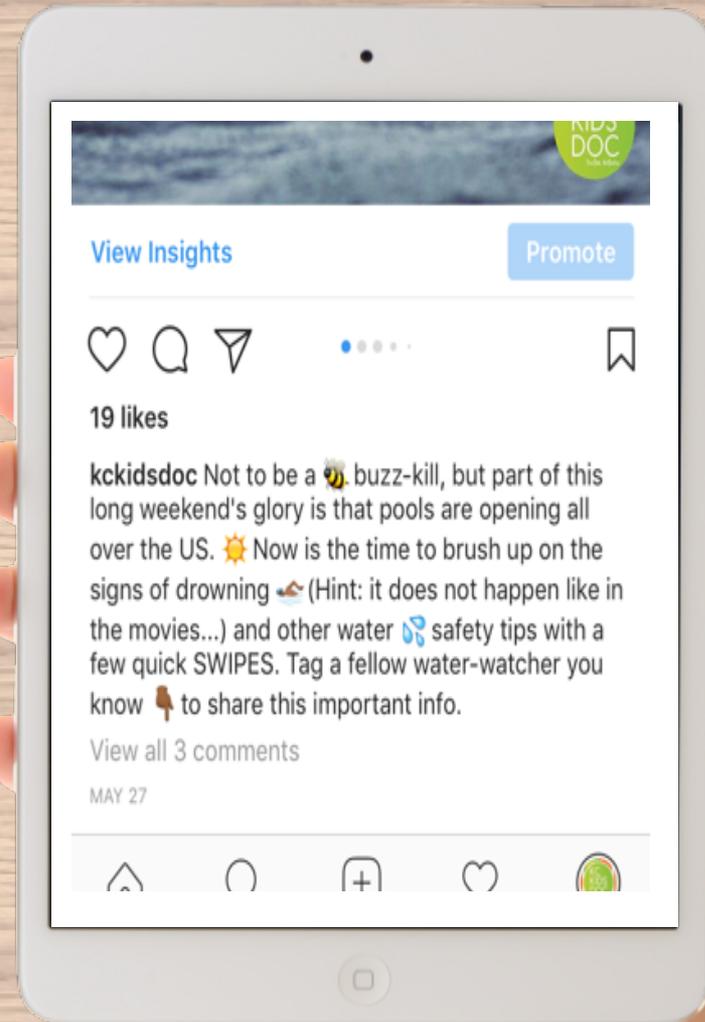
Showing All posted in the past 7 days sorted by Impressions

<p>MOTHER'S DAY HANGOVER: THE DAY AFTER MOTHER'S DAY WHEN YOU REALIZE ALL THE CRAP THAT DIDN'T GET DONE AROUND THE HOUSE BECAUSE YOU WERE TAKING YOUR "BREAK." 359</p>	<p>Do NOT Ring THE DOORBELL BETWEEN 12-2 PM UNLESS YOU WANT ME TO OPEN THE DOOR AND PUNCH THE FACE. BABY ASLEEP! 350</p>	<p>THE RASH CAN LAST UP TO 3 WEEKS. 314</p>
<p>FOR BEST RESULTS, FILL WITH MILK OR WATER 313</p>	<p>299</p>	<p>IT'S LIKE KIDS CAN JUST SMELL US RELAXING. 298</p>
<p>SLEEP TECH DOES NOT EXEMPT PARENTS FROM FOLLOWING SIDS-PREVENTION GUIDELINES. 283</p>	<p>DROWNING IS SILENT. YOU WILL NOT HEAR A PERSON IN TROUBLE. 270</p>	<p>WHICH DO YOU APPLY FIRST, SUNSCREEN OR BUG SPRAY? 267</p>
<p>266</p>	<p>Don't Fry Day www.skincancerprevention.org 253</p>	<p>LOOK FOR 3 THINGS ON YOUR SUNSCREEN BOTTLES: SPF 30+ BROAD-SPECTRUM WATER-RESISTANT 32</p>

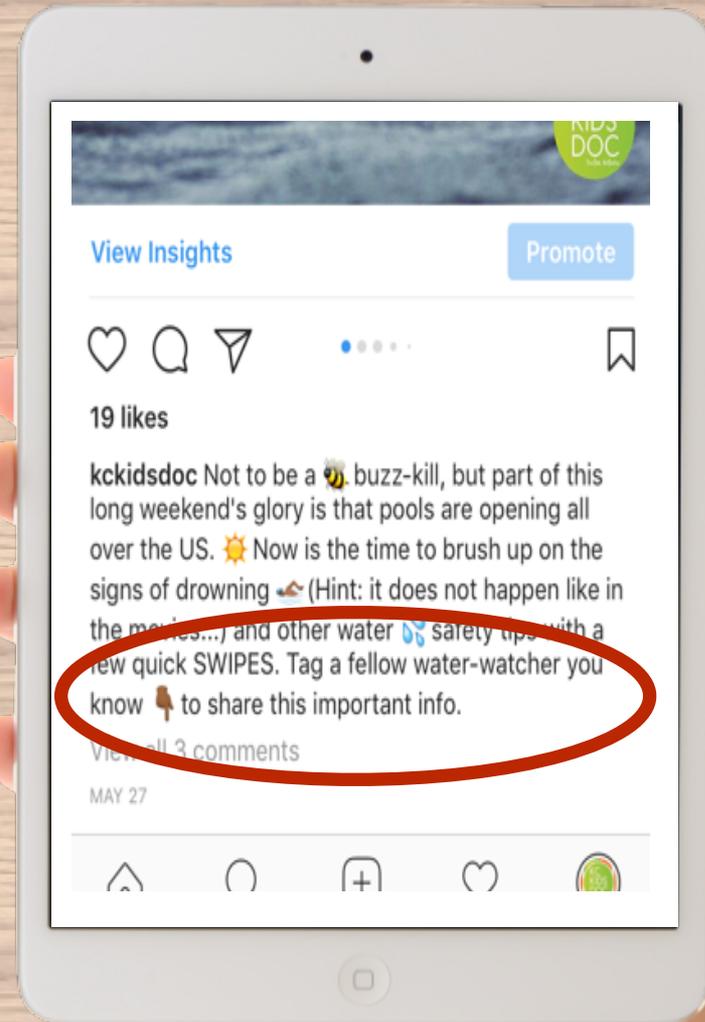
Location stamp  
Speak emoji  
Clear CTA  
“Hashtag buffet”  
Quality pics matter



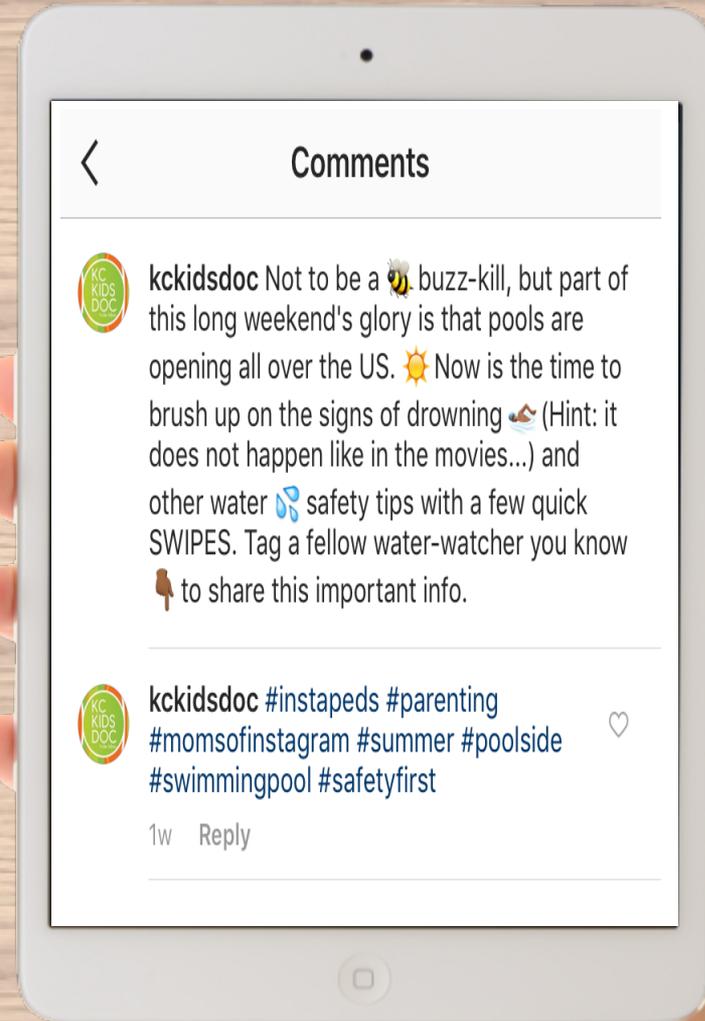
Location stamp  
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Quality pics matter



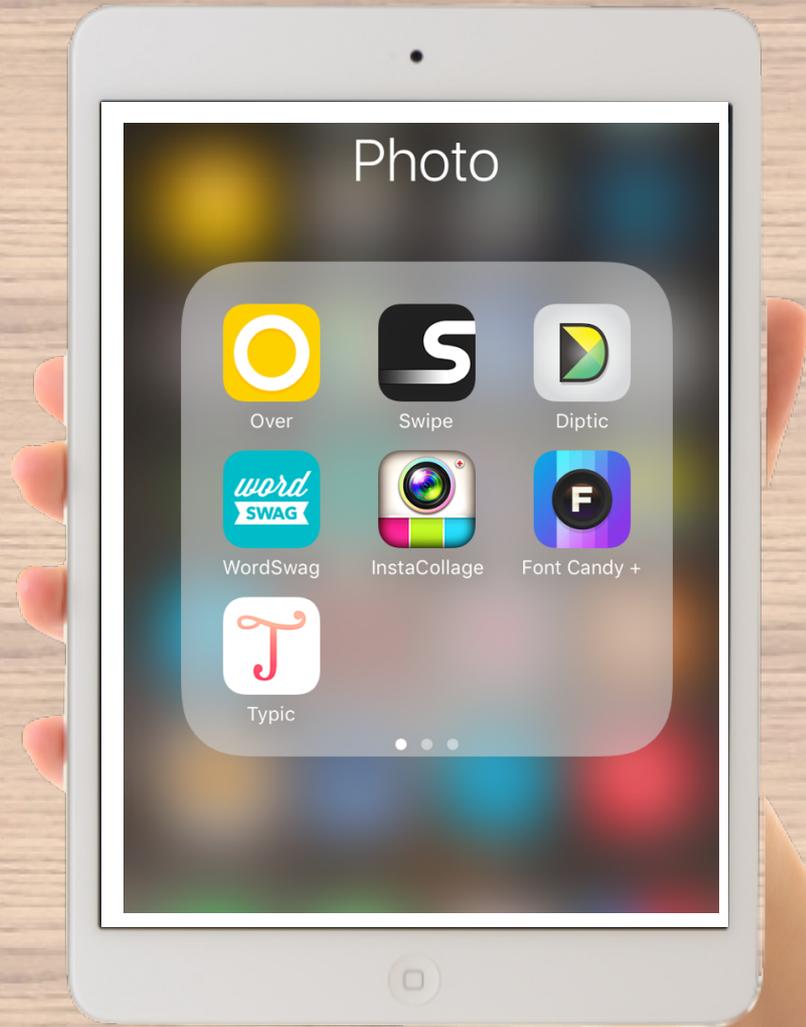
Location stamp  
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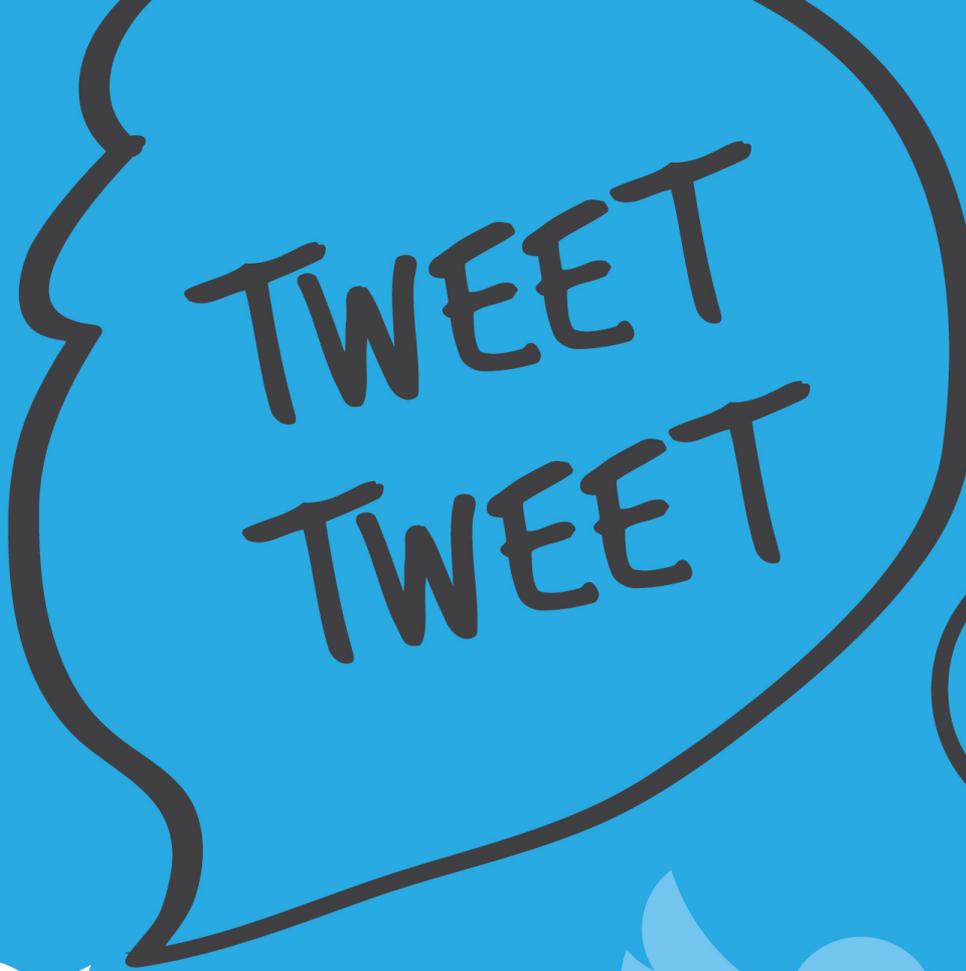


Location stamp  
Speak emoji  
Clear CTA  
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Quality pics matter

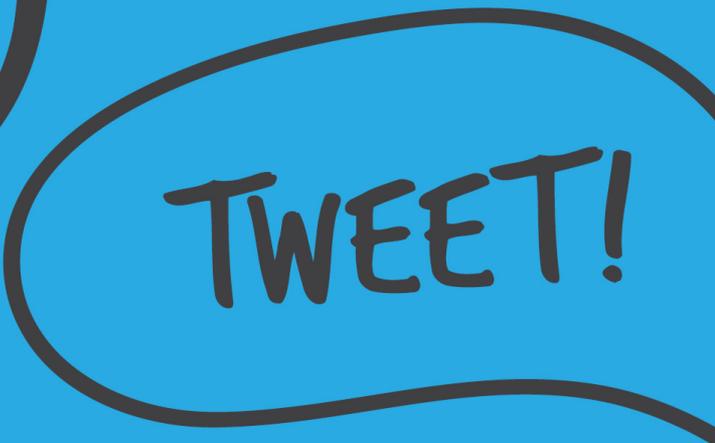


Location stamp  
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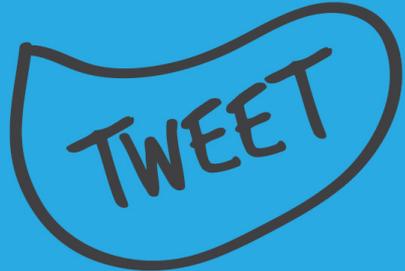




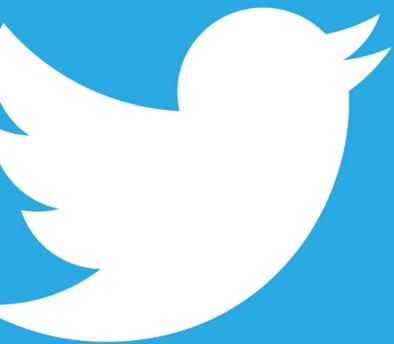
TWEET  
TWEET



TWEET!



TWEET



---

**24% of online adults (21% of all Americans) use Twitter**

*% of online adults who use Twitter*

---

All online adults	24%
Men	24
Women	25
18-29	36
30-49	23
50-64	21
65+	10
High school degree or less	20
Some college	25
College+	29
Less than \$30K/year	23
\$30K-\$49,999	18
\$50K-\$74,999	28
\$75,000+	30
Urban	26
Suburban	24
Rural	24

---

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 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

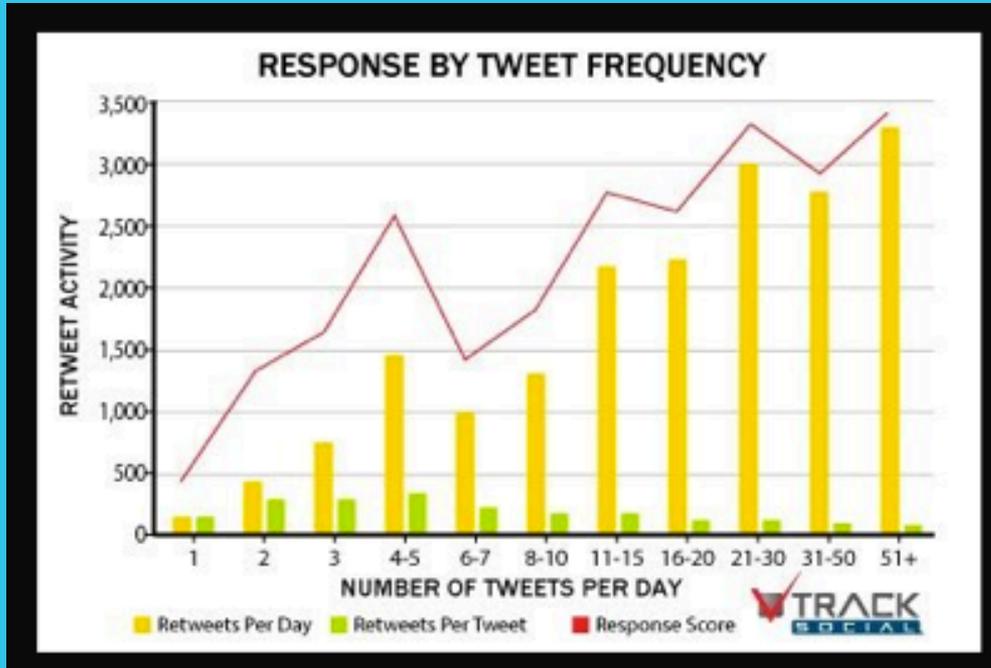
7/1 #GatesSocial meet up on vaccines.

22 Members



18 minutes!





**Growth comes from frequent and personal engagement.**

Accounts +

- DoctorNatasha  
Twitter
- Facebook  
Connect it now!
- Instagram  
Connect it now!
- Connect More  
Profiles and Pages

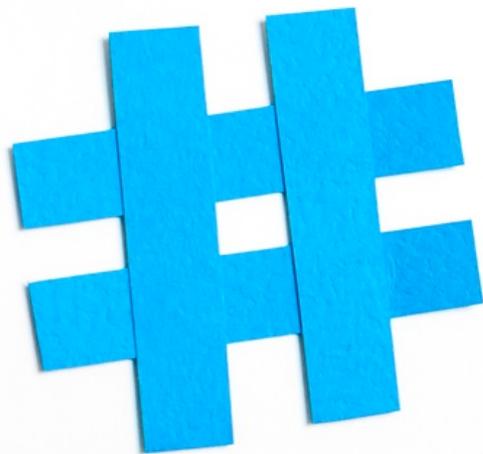
Content

Queue For Review Content Inbox

What do you want to share?

List Calendar

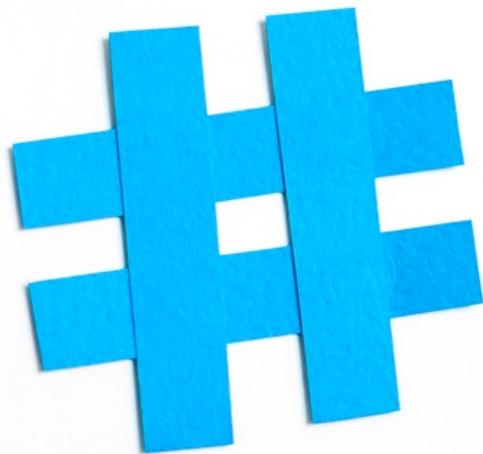




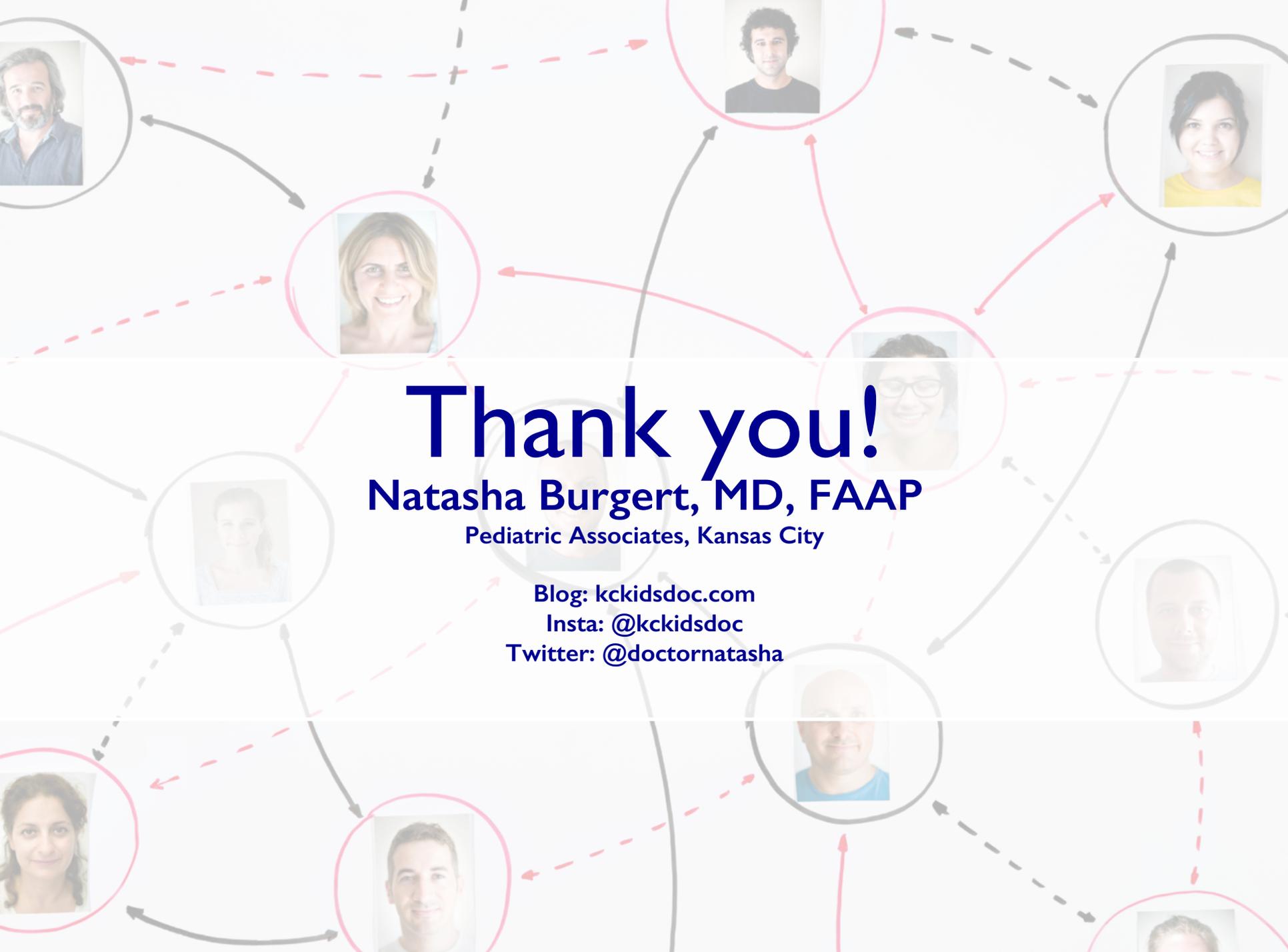
#vaccineswork

#pediatrics

#tweetiatrician



AAP member??  
→ Helene Holstein



# Thank you!

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Pediatric Associates, Kansas City

Blog: [kckidsdoc.com](http://kckidsdoc.com)  
Insta: [@kckidsdoc](https://www.instagram.com/kckidsdoc)  
Twitter: [@doctornatasha](https://twitter.com/doctornatasha)



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Tweetiatrician? → [hholstein@aap.org](mailto:hholstein@aap.org)