

Navigating Social Media in the New Normal

Issue 10

May 28, 2020

The Road to Recovery Is on All of Us.

Welcome to Issue 10: Social Media and Health Systems in COVID-19 Crisis, Special Edition

Health systems and the doctors, nurses and administrators who've been working tirelessly over the past few months have never been seen more favorably in the public eye. Brands across all verticals have shifted prime time television ads to no longer push product – but rather to thank frontline heroes. Across social media channels, an outpouring of emotionally fueled 'thank you' posts have flooded our newsfeeds, and an immense amount of digital gratitude is being shouted from virtual rooftops across the world.

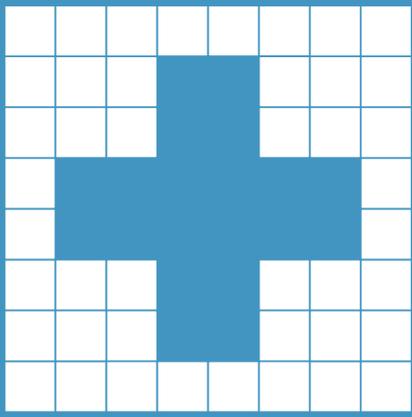
While healthcare workers continue demonstrating their bravery and resilience on the frontlines – the general public is at home, searching to find credible, public health insights that aren't being challenged or muddled based on viral fake news.

Savvy digital mavens – and even those being forced to rapidly adapt to a digital-first lifestyle – who may have previously put their faith in traditional information outlets like national media and government leaders for news, are now seeking accuracy and truth directly from a more social source. Channels like Facebook and Twitter are inventing, and dominating, their self-curated news cycles. Government organizations like the CDC are using social posts to disseminate factual information and COVID-19 related updates. The new norm is re-shaping social media at its core, and healthcare systems are adapting on the fly.

In light of America's reinvigorated awareness and gratitude for U.S. healthcare organizations, hospitals and health systems are well-positioned to not only demonstrate their effectiveness as quality care providers, but also public health educators thanks to social media's candid ability to be used as a broadcasting catalyst and two-way communication tool. By consistently addressing real consumer concerns with up-to-date, fact-based content, via channels that are familiar and easily accessible, health systems have an opportunity to heighten consumer trust and provide factual information to the masses.

In this edition, we're exploring how health systems are successfully utilizing content, and social media as a whole during the COVID-19 crisis, while highlighting the most impactful strategies and tactics to improve reach, credibility, and patient connections.

Best,
The Motion Agency Social Team



Health

Systems Deliver

Audience-First

Content

Moving Beyond the COVID-19 Social Media “Infodemic”

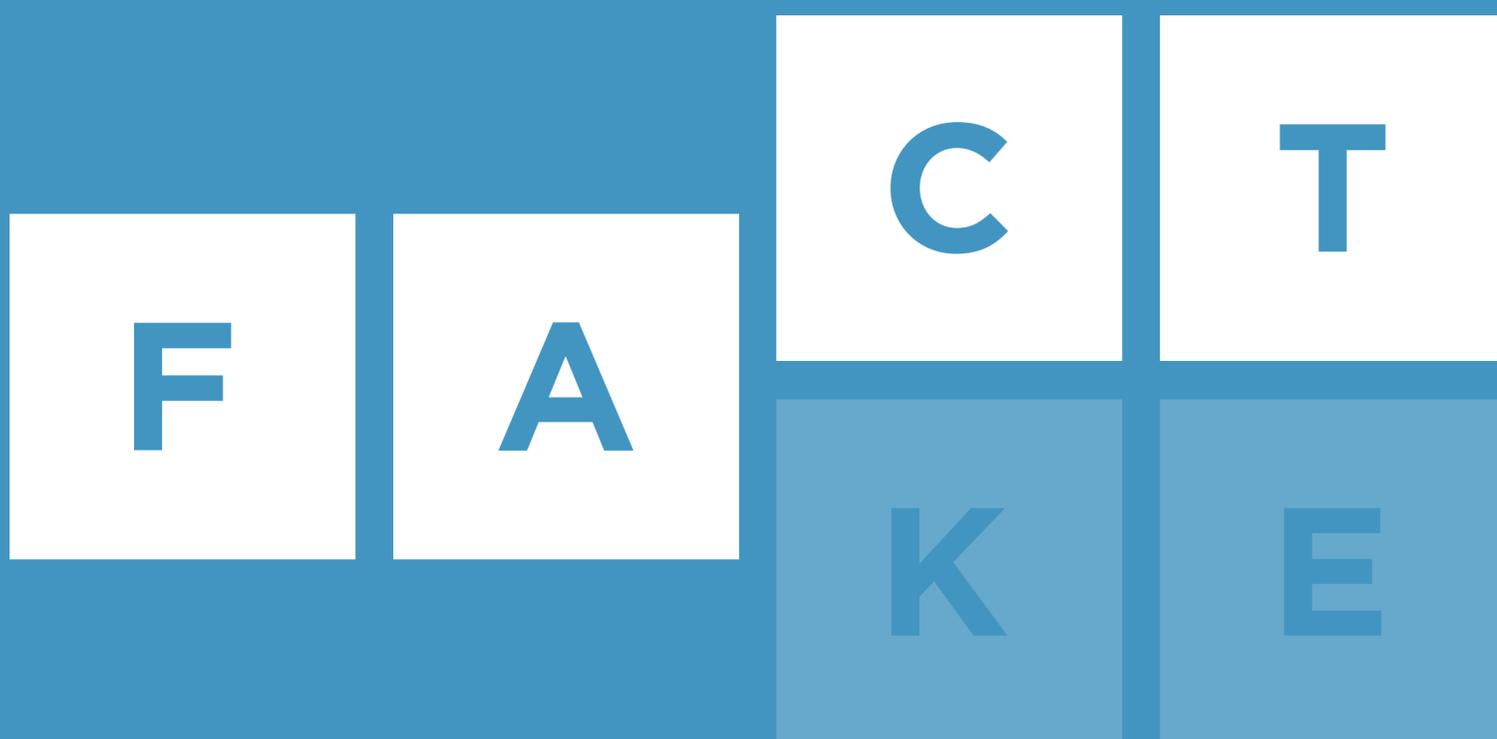
Containment and refutation of misleading, COVID-related information has been one of the greatest challenges for health systems and organizations. From the misinformed to the ill-intentioned – inaccurate and unfounded reporting continues to sow confusion and doubt – ultimately endangering the public. Health systems across the globe are seeing how quickly misinformation can (and has) spread – positioning this unique sliver of the globe’s social media footprint to establish a new form of news distribution. That said, at the root of each channel is an algorithm that needs constant refinement to serve up fact vs. fiction.



While the circulation of harmful COVID-19 information remains widespread on social media, proactive mitigation efforts by social media companies have been strong and swift.

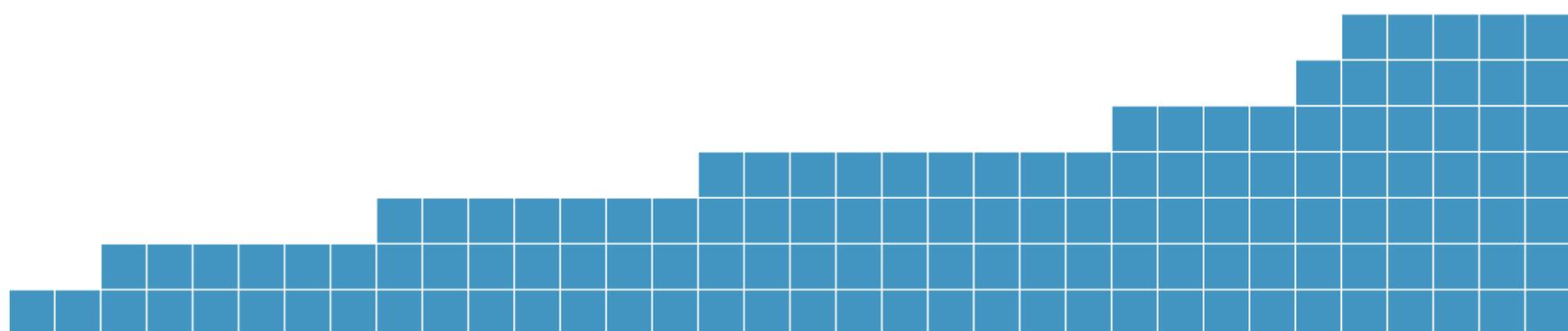
How Channels Have Adapted

Facebook has responded by creating the [“COVID-19 Information Center”](#) and aggressively monitoring its platform for malicious content. The social titan has also offered the WHO and CDC free advertising credits to amplify the reach of factual content they’re sharing. Twitter and Instagram are allowing WHO and CDC accounts to show up in a higher volume of keyword and hashtag searches, which are, in turn, increasing their content visibility and life span through social media searches.



How Channel Adaptations are Reshaping the Landscape

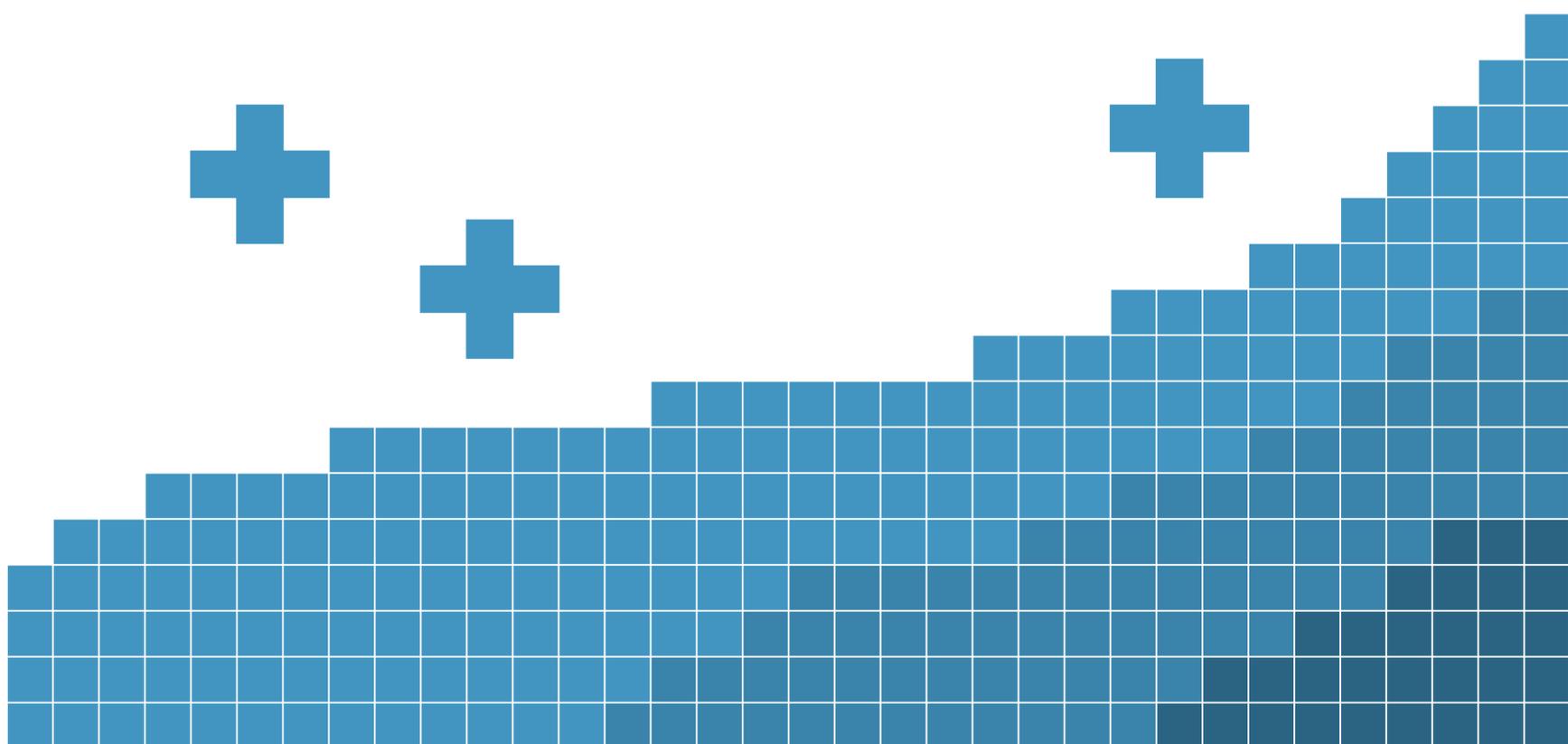
Higher prevalence of searches/topical questions are responded to with new content that meets the demand for factual information in real-time. A rapid tactic of sharing quick in-demand content is being used 24/7 across all social media channels to provide further clarity for “true” narratives, and to serve as a correcting, editorial force for the “false.” One recent example of a direct CDC response came when the anti-malarial medication, Hydroxychloroquine, was touted as a promising treatment to COVID-19 – despite there being no scientific evidence to support the claim. Shortly after this news broke, curious and hopeful web users took to Google and social media, where the CDC had quickly rebutted with a flurry of content, warning the public of the many dangers associated with taking unapproved medication. [\(Source\)](#)



Health Systems Deliver Audience-First Content

The need for health systems to be “on” 24/7 across social is common and will remain prevalent until this road to recovery exits into a new reality. As a driving force to aid efforts against COVID-19 and spread important information, public health experts are optimistic in social media’s power to play an essential role during the recovery phase.

According to the [Johns Hopkins Malone Center for Engineering in Healthcare](#) - “As things progress, social media will be used by governments as well as public health authorities and medical experts to tell people everything from where to get tested and what you should do if you’re getting tested, all the way to rolling out a vaccine and ensuring that people have confidence in the vaccine and believe it is safe and effective. Responding to COVID-19 is a long-haul operation. Even though it has started as a sprint, it is really a marathon.”





Health Systems Maximize Their Social Media Impact

5 Strategies Health Systems
Can Adopt to Improve Reach
and Increase Trust

1

Enlisting Social Media Influencers to Spread the Message

Oakland-based health system giant, Kaiser Permanente, enlisted the help of several popular social media influencers to engage consumer demographics that are traditionally “out-of-reach” for health system accounts. By the end of its branded [#ownthecurve challenge](#), Kaiser Permanente’s sponsored COVID-19 PSA messaging drove a combined 2.5 billion views across social media alone.



2

Consider How You're Presenting Healthcare Information to the General Public

In building wide consumer trust, health systems need to be mindful of the various formats and styles in which they present information. Not all social media users believe that short, visual content is the most appealing or trustworthy. Not all social media users feel a hashtag is enough to reinforce the severity of a message. Knowing audience consumption preferences and habits vary across each platform, health systems need to maintain a diverse blend of mediums and messages. Tailoring your content to blend data, personal experiences, video, or rehearsed scripts may be the perfect formula when it comes to conveying what's necessary.



3

Source Matters When Communicating Health Information

When reinforcing organizational believability, the source matters. Since the onset of COVID-19, consumer trust related to doctors and nurses ability to speak to critical healthcare issues skyrocketed by +70%. Communicating health system messages, through real care providers, helps convey relatability and reliability. While the source you're citing or referencing carries immense weight, so does the voice conveying that message. Correspondence from physician leaders when possible is encouraged, as it's highly impactful when seen across social media news feeds, comment threads, and posts.



4

Demonstrate Positive Action Through Social Media

Right now, organizations who are actively contributing to public good are earning the public's favor according to [Morning Consult](#). Health systems, like Chicago's Cook County Health, are [proactively responding](#) to at-risk populations with heightened efforts – increasing testing opportunities, providing health education through familiar community organizations, and reaching out to their most at-risk patients to ensure their safety and security. The stories of health systems who are going above and beyond to care for all of their patients serve as examples and prove an organization's commitment to the well-being of its population.

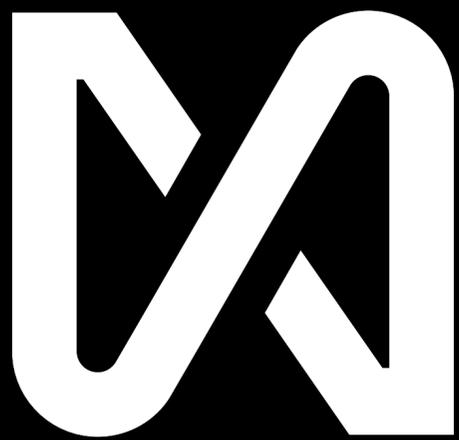


5

Provide a Local Perspective

While new COVID-19 information and data streams in from state, national, and international authorities, consumers are having a difficult time understanding how these global advancements/changes will impact their situation within their community. Health systems who can “localize” COVID-19 information by analyzing/translating it through the perspective lens of their local system and community can improve the relatability of the content. [Johns Hopkins](#) and its Coronavirus Resource Center took an inconceivable set of global statistics and collected/managed them in a way that allows individuals around the world to understand where their country and counties/regions stands in the grand scheme of COVID-19 cases and deaths – which makes the crisis feel closer and more real.





MOTION

We're here if you have questions about how to navigate your social strategy or modify your content plans.

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