

# FACEBOOK 101

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healthcare marketing



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Better Thinking Together.

## WHAT YOU WILL LEARN TODAY

- ▶ Why social media is important
  - ▶ Engaging audiences
- ▶ How to set up a business Facebook account and page.
  - ▶ Account setup
  - ▶ Page setup
- ▶ How to grow your Facebook audience.
  - ▶ Posts
  - ▶ Campaigns
- ▶ How best to respond to comments.
  - ▶ When to Like vs. Comment
  - ▶ Who should respond from your organization.
  - ▶ How to deal with negative comments.

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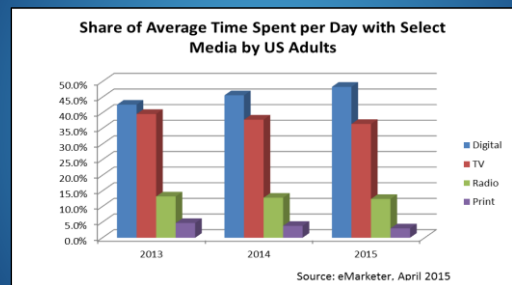
## THE PRESENTERS

- ▶ Fred Meyer, Digital Marketing Strategist
  - ▶ Began working on websites in 1998
  - ▶ Manages Pay-per-Click and SEM campaigns at McDaniels Interactive
- ▶ Austin Wilson, Digital Marketing Strategist
  - ▶ Manages Social Media programs at McDaniels Interactive
- ▶ McDaniels Marketing
  - ▶ Located in Pekin, IL
  - ▶ Established in 1966
  - ▶ Healthcare Marketing division created in 1995
  - ▶ Interactive Division established in 1998

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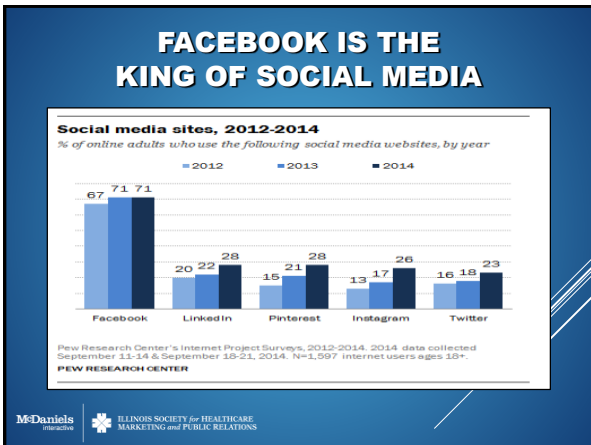
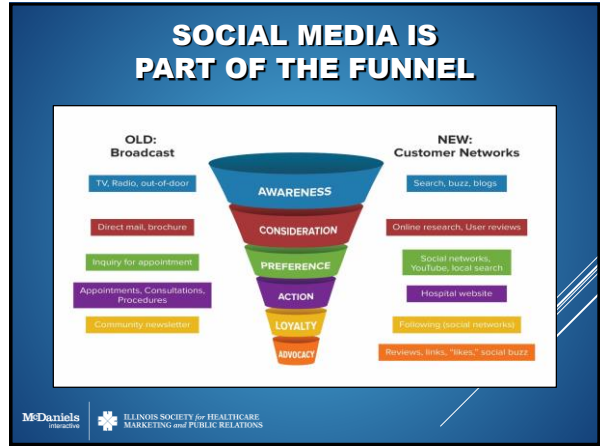
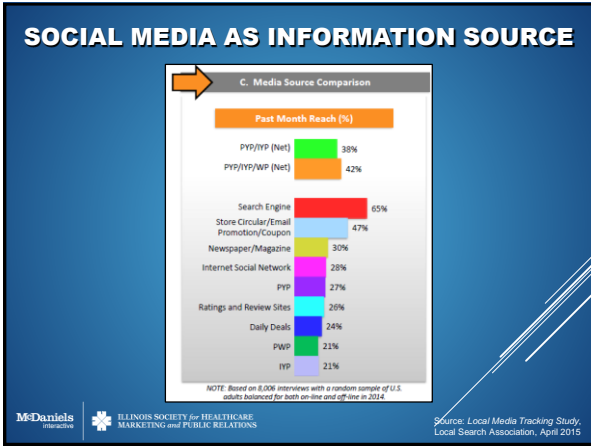
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## DAILY DIGITAL MEDIA USE IS INCREASING



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## GETTING STARTED

How to setup a unique Facebook account and Facebook page.

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## PREPARATION

- ▶ Create a brand new email account
  - ▶ Can forward to an existing email account in your organization.
- ▶ Example:
  - ▶ [fbook@yourorganization.org](mailto:fbook@yourorganization.org)
  - ▶ [facebookuser@youremployer.com](mailto:facebookuser@youremployer.com)

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## SETUP A "BUSINESS-ONLY" FACEBOOK ACCOUNT

The screenshot shows the Facebook 'Sign Up' page. At the top, there are fields for 'Email or Phone' and 'Password', with a 'Log In' link. Below this, the text reads 'Connect with friends and the world around you on Facebook.' The main form area is titled 'Sign Up' and includes the subtext 'It's free and always will be.' There are input fields for 'First Name' and 'Last Name', both containing 'fbook@yourcompany.org'. Below these are fields for 'Email' and 'Phone', both also containing 'fbook@yourcompany.org'. A 'Birthday' section includes a date picker set to 'Jan 1 2000' and a 'Gender' section with 'Female' selected. At the bottom of the form is a green 'Sign Up' button.

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## WHY SETUP A NEW ACCOUNT?

- ▶ Not tied to any individual
  - ▶ Safe from employee turnover
- ▶ Not to be used for personal reasons
- ▶ Facebook accounts are designed for individuals.
  - ▶ This account satisfies that requirement.
    - ▶ It will not be used to post.
    - ▶ It will not send or accept friend requests.

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## FACEBOOK CONFIRMATION EMAIL

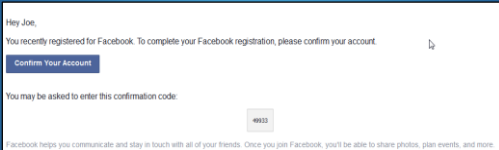
The screenshot shows an email interface for confirming an email address. The header is 'Confirm Your Email Address'. The main text says: 'To continue, please click on the link we sent to leo@joebattellines.com. This will confirm your email as your contact address.' Below this is a 'Need Help?' section with two links: 'Don't have access to leo@joebattellines.com? Change your contact email.' and 'Can't click the link in the email? Insert the confirmation code from your email instead.' At the bottom right of the email content area is a button labeled 'Resend Confirmation Email'.

**Facebook will send a confirmation email to the account used during registration.**

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## CONFIRMING YOUR NEW ACCOUNT



**Click the button in the email and enter the confirmation number.**

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## SETTING UP THE ACCOUNT

**You can skip adding new friends, adding a profile image, etc.**

- ▶ This account is only used to login to Facebook.
- ▶ It serves as your access to the platform, to your page and to your analytics.

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## FACEBOOK PAGE SETUP

How to establish a presence on the platform.

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## WHY SETUP A FACEBOOK PAGE

- ▶ Give your organization a presence on Facebook.
- ▶ Creates a platform for interaction.



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## FACEBOOK PAGE SETUP

### Cover Photo

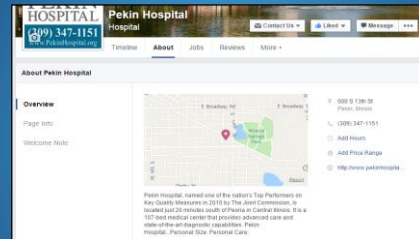
- ▶ Should be updated frequently
- ▶ Can be used to tie into current promotions/seasons

### Profile Picture

- ▶ Identifies your organization on posts
- ▶ Ideal place for brand logo
- ▶ Remains consistent



## FACEBOOK PAGE SETUP



For the About tab, include key business data such as **address, phone number, hours, website URL, etc.**

## SETUP PERMISSIONS

How to grant advanced user permissions to key individuals.

## GRANTING USER PERMISSIONS

Choose the role to assign carefully:

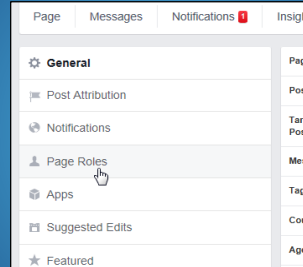
- ▶ **Admin:**
  - ▶ Can manage ALL aspects of the Page including sending message and publishing as the page, creating ads, etc.
  - ▶ Can assign user roles.
- ▶ **Editor:**
  - ▶ Can edit the page, send messages and publish as the Page, create ads, and viewing insights.
- ▶ **Moderator:**
  - ▶ Can respond to and delete comments on the Page, send messages as the Page, create ads, and view insights.
- ▶ **Advertiser:**
  - ▶ Can create ads and view insights.
- ▶ **Analyst:**
  - ▶ Can view insights.

## GRANTING USER PERMISSIONS



Using a current admin account, go to your page and click on the settings tab.

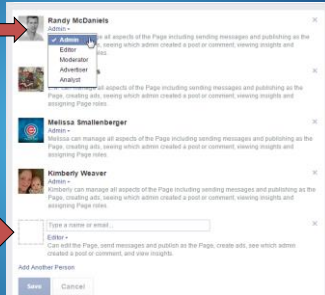
## GRANTING USER PERMISSIONS



From Settings, navigate to Page Roles

## GRANTING USER PERMISSIONS

Permission level for each user can be edited at any time by Admins.



Enter the name/email address of the user here.

## GROWING YOUR AUDIENCE

You've got the page, now build your following.

## ANATOMY OF A GOOD POST

- ▶ **Content**
- ▶ **Hashtags**
- ▶ **Link**
- ▶ **Photo**
- ▶ **CTA or Question**

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## ANATOMY OF A GOOD POST

- ▶ **Content** – Publish very good content for your target market.
  - ▶ 80-160 characters, if possible
- ▶ Think headlines, the shorter the better
- ▶ Posts that are shorter in length tend to receive a higher like rate and comment rate—in other words, more engagement.

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## ANATOMY OF A GOOD POST

- ▶ **Hashtags** – 2 to 4 relevant hashtags
  - ▶ #relevant #hashtag
- ▶ According to TrackMaven, posts with hashtags see 60% more interactions on average. Use them strategically to link your posts to trending topics.

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## ANATOMY OF A GOOD POST

- ▶ **Link to your website/blog**
- ▶ According to Facebook, link posts that use the built-in Facebook link format receive twice as many clicks compared to links typed into a photo update.

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**McDaniels Marketing**  
 Published by E.w. McDaniels (7) · June 10 at 9:57am · Edited ·

#Facebook rolls out free Beacons and Place Tips for #SMB's. Request yours for #FREE today!  
<http://www.ksainsider.com/facebook-builds-its-online-to.../...>



**Facebook Builds Its Online-to-Offline Infrastructure with Place Tips and Free Beacons for SMBs**  
 Facebook is rolling out indoor Place Tips, a feature for location-enabled mobile users that was introduced in January. This is essentially...

LSAINSIDER.COM

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## ANATOMY OF A GOOD POST

- ▶ Photo – Relevant to your content above the image
- ▶ Avoid stock photos
- ▶ Use real employees or patients when you can.

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## ANATOMY OF A GOOD POST

- ▶ End CTA or Question to increase engagement.

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## ANATOMY OF A GOOD POST

**ISHMPR: Illinois Society for Healthcare Marketing & PR**  
 Published by Kayla Wallace Gilbert (1) · June 9 at 11:06am · Edited ·

The next time you consider featuring physicians as the subjects of your #advertising #campaign, consider these three reasons to feature patients instead - <http://bit.ly/1cJ2Nb1>

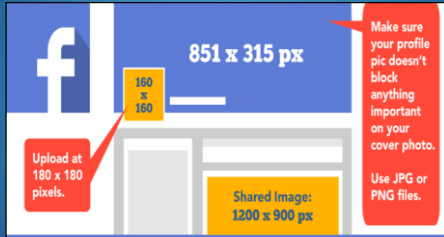


**3 reasons to stop putting doctors in your health system's ad campaigns | Articles | Main**  
 You should focus on the patient, instead.  
 HEALTHCARECOMMUNICATION.COM

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## FACEBOOK IMAGE SIZES

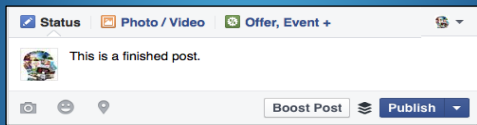


Source: <https://designschool.canva.com/blog/social-media-image-size/>

## CONTENT SCHEDULING

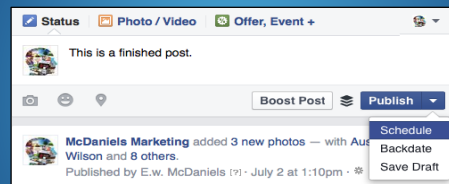
- ▶ Facebook is the only social media platform that allows you to schedule a post for a future time and day.

## CONTENT SCHEDULING



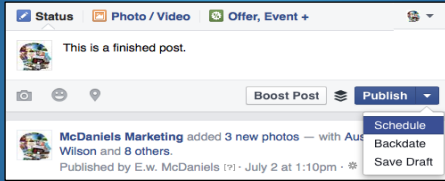
Start creating your post at the top of your Page's Timeline. Content, link, hashtags and photo.

## CONTENT SCHEDULING



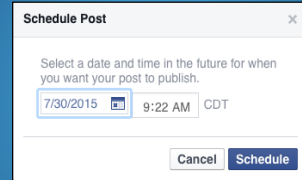
Click the upside down triangle next to Publish.

## CONTENT SCHEDULING



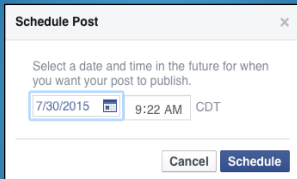
Select Schedule Post

## CONTENT SCHEDULING



Choose the date and time you want the post to be published.

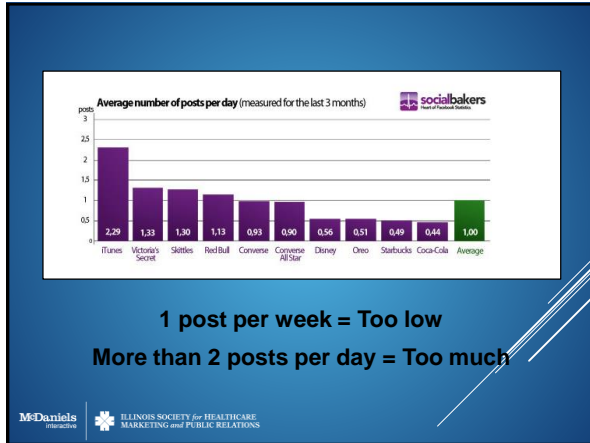
## CONTENT SCHEDULING



Click Schedule

## FREQUENCY

How often do I post?



## FREQUENCY

- ▶ Start with 2-3 posts a week and work your way up to 5-10 posts per week.
- ▶ Predict, Measure, Repeat

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## ADVERTISING

How can I get my message out to more people?

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## CAMPAIGNS

- ▶ Paid promotions on Facebook
- ▶ Ideal for promoting services, events, or even a Facebook page.
- ▶ Targeted based upon demographics and geography.
- ▶ Budget can be set "per day" or "lifetime."

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## PROMOTED PAGE

- ▶ Promoted Page: “Like Campaign”
- ▶ Appear in user’s NewsFeed
- ▶ Only offer the opportunity to “Like” or follow that particular page.



## SPONSORED ADS

- ▶ Sponsored Ads appear in a user’s NewsFeed.
- ▶ Can be run for days, weeks, or even months.
- ▶ Ideal for long-term promotions.



## PROMOTED POSTS

- ▶ Promoted Posts are Facebook posts that are converted into an ad.
- ▶ Run time: up to 14 days
- ▶ Ideal for promoting new articles, events or announcements.



## HOW TO ENGAGE WITH YOUR AUDIENCE

(Or “Someone commented! Now what do I do?”)

## WHEN TO LIKE VS. COMMENT

- ▶ Like:
  - ▶ Simple comments
  - ▶ General statement
- ▶ Comment:
  - ▶ Longer comments
  - ▶ Specific call-outs of individuals
  - ▶ When questions are asked

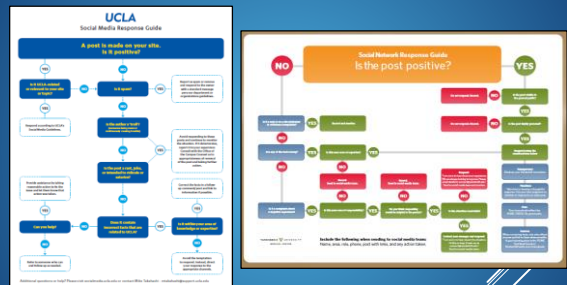
## WHO SHOULD RESPOND FROM YOUR ORGANIZATION

- ▶ Only those with authorization can speak for your page.
  - ▶ Admins
  - ▶ Editors
- ▶ You will grant specific permissions to those individuals.

## HOW TO DEAL WITH NEGATIVE COMMENTS

- ▶ Don't ignore negative feedback
  - ▶ Temptation will be to "delete"
- ▶ Instead:
  - ▶ Thank them for their feedback
  - ▶ Respond by:
    - ▶ Consulting SME to provide transparency
    - ▶ Asking permission to discuss offline
    - ▶ Give them a vehicle to continue the discussion
      - ▶ Public Customer Service number
      - ▶ Feedback form
      - ▶ Message them with authorized contact information

## HAVE A PLAN IN PLACE



### Have a Social Media Response Plan

## PRACTICAL COMMUNICATIONS

- ▶ Don't ignore comments
- ▶ Don't argue with users
- ▶ If comments are positive:
  - ▶ "Like"
  - ▶ Thank the user for their feedback
- ▶ If comments are negative:
  - ▶ Address their concern, not the issue directly
    - ▶ Apologize for the difficulty
    - ▶ Ask permission to message them privately
    - ▶ Take the discussion offline
      - ▶ Via message, provide contact information to discuss

## QUESTIONS?

(Or "Stump the Presenters")



## THANK YOU!

