

Social Media Strategic Plan

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Organization: Granger Medical Clinic, West Valley, Utah [Pediatric Neurology clinic in Draper and Riverton, Utah]

Name of Project/Initiative: Launch Facebook page for Granger Medical Pediatric Neurology

Executive Summary: Facebook is a social networking tool through which followers of a page can easily access content and interact with experts. Establishing a professional presence for Granger Medical’s Pediatric Neurology practice, featuring Denise Morita, MD, will enable patient families and colleagues to engage with Granger Medical, Dr. Morita, and each other, on a platform they’re already familiar with and using. A professional presence (separate from Dr. Morita’s personal account) will reduce potential privacy risks and increase overall Granger Medical brand awareness. A Facebook page separate from Granger Medical’s company page will allow for focused content, and will potentially increase SEO relative to the pediatric neurology practice.

Background/Situation Analysis: Granger Medical began offering Pediatric Neurology in 2014, when Denise Morita, MD, joined Granger Medical. Dr. Morita is highly regarded within pediatric specialty circles. She provides care for patients coming from throughout the region (Utah, Idaho, Nevada, Montana), and is often able to see first-time patients within a week – significantly sooner than her few counterparts in the area. Patient satisfaction is high, but her practice continues to have opportunities for growth. In recent months, several patients’ families and colleagues have reached out to Dr. Morita through her personal Facebook page. To maintain high standards of professionalism and respond to patients in a more structured – albeit conversational -- setting, a separate Facebook page will be created. The page will provide resources for patient families who are already online and engaged in social media.

Strategic Issues: Defining Audience(s), Identifying Goal(s), Crafting Message(s)

Primary Business Goal for this project/initiative: The Granger Pediatric Neurology Facebook page will contribute to awareness of this specialty at Granger Medical, and broader services available to patients through Granger. The page will serve as a resource for patient families primarily, and secondarily for referring providers and caregivers.

Definition of Success for this project/initiative: The project will be successful if patients’ families are able to find information and resources to help them manage their child’s care. In addition, the project will be successful if this practice grows enough to warrant hiring a second pediatric neurologist).

	Primary	Secondary	Other
Audience(s):	Parents of newly diagnosed patients	Referring providers	Other caregivers (i.e. school nurses)
Social Media Goal(s): What do you want audiences to <i>understand</i> about this project/initiative and then <i>do</i> as a result of your social media efforts?	Provide followers with educational information and resources relative to pediatric neurology.	Generate discussion and information sharing among followers.	Contribute to new appointments and follow up visits.

<p>Message(s): What are your key messages for each audience?</p>	<p>Parents/Caregivers: Many resources for parents and caregivers of children with neurological conditions are available within the Salt Lake Valley area, and online. (Each post or video shared will include one specific resource.)</p> <p>Referring Providers: Messages should reinforce expertise and patient satisfaction to continue to build confidence in the practice.</p>	<p>Parents/Caregivers: Parents/caregivers can learn from each other and share successes. (For these messages, we will need to prompt others to participate.)</p>	
<p>Defining Success: How will you know your goals have been achieved?</p>	<p>We'll define success by gaining followers (goal: 250), increasing views once a baseline is established, and consistently updating the page content. We will then assess patient family feedback and patient referrals.</p>	<p>Positive feedback from referral sources, both on the Facebook page and in existing survey tools Dr. Morita is using with colleagues.</p>	<ul style="list-style-type: none"> • Liking and sharing of content by other groups (such as school nurses) • Requests for presentations • Dr. Morita becoming a media source for relevant topics.

Tactical Issues: Choosing Social Media Tools

Tool (Mark "NA" if not applicable)	Resources Needed (Human/Financial)	Timeline for Launch	Monitored (How and By Whom)	Measured (How and By Whom)
<p>Blog(s)</p>	<p>NA</p>	<p>NA</p>	<p>NA</p>	<p>NA</p>
<p>Facebook (Page)</p>	<p>Access via smartphone and desktop: Marketing Director and Dr. Morita as admins</p> <p>For events that Dr. Morita presents at and that are open to the public, Facebook "Events" will be created and shared.</p>	<p>By Aug. 2015</p> <p>As applicable</p>	<ul style="list-style-type: none"> • Marketing to coordinate posting and responses initially, with clinical questions deferred to patient portal, other questions to Dr. Morita; potential for MA to be involved in future • FB pages manager alerts to Marketing Director 	<ul style="list-style-type: none"> • Marketing to track engagement (likes, comments, shares and reach), and will gather patient feedback and summarize quarterly. • Patient satisfaction qualitative data gathered and summarized quarterly by marketing • Quantitative data measured by Quality Department

	<p>Facebook Notes tab should be used for longer articles/stories that do not have online links.</p> <p>Banner images should be updated to support awareness projects or campaigns, but are on HOLD pending internal support.</p> <p>In the future, consider scheduled “live” discussions with Dr. Morita (promote through Events and Facebook ads).</p>	<p>As applicable</p> <p>Revisit, Spring 2016</p> <p>Revisit, Spring 2016</p>		
Facebook (Advertising)	Sponsor page: \$50/month – 3 months, then reassess	July, August, September	NOTE: After the first round of advertising, Dr. Morita was not as comfortable with the seemingly “random” likes that were generated, and we did not continue advertising.	Audience: Draper, Vernal, Idaho Falls, Las Vegas, St. George - W - 18-45, with interests: Epilepsy awareness, Rett syndrome, Bell's palsy, Angelman syndrome, Dravet Syndrome Foundation or Tourette Syndrome Association
Facebook (Group)	NA	NA	NA	NA
Instagram	NA	NA	NA	NA
Pinterest	NA	NA	NA	NA
Twitter	NA	NA	NA	NA
YouTube	Videos to be posted on Granger Medical channel, for sharing on Facebook page	NA	Marketing Director to coordinate posting and sharing	
Other				

Budget: \$50/month for 3-6 months for Facebook advertising to targeted audiences upon launch. No additional resources needed during the 2015 budget year.

Measuring Overall Success: To measure success, Granger Medical marketing and pediatric neurology staff will track:

1. Patient family feedback, through: 1) informal methods (face-to-face discussions, interactions on Facebook, and brief surveys through Facebook and/or patient portal), and 2) patient satisfaction surveys (clinic-wide through a third party vendor), to launch circa January 2016.
2. New patient referral sources in eCW (i.e. how did you hear about us? Patient families are often referred to pediatric neurologists by their primary care providers; however, for those families with newly diagnosed children or those who are frustrated with long wait times at the few other options in the Salt Lake area, they should be able to find Dr. Morita through online resource or “hear” about her from other families in similar situations.)
3. Feedback from referring providers, via Dr. Morita’s existing survey tool.

Conclusion: The Granger Medical Pediatric Neurology Facebook project is a low-cost, potentially high-impact tool for conveying the expertise and enthusiasm Dr. Morita has for her practice. The first of Granger’s deliberately planned, specialty-specific social media presences, the project, when successful, will serve as a model for future initiatives.

Resources

Benchmark(s): Epilepsy Association of Utah has 1,334 “likes” (7/2/15)

Note: While epilepsy is not primary focus of the Facebook page, the EAU is an active, engaged group both on social media and in providing resources for local families. Other groups, listed below under “Related resources,” are not as active.

Audience potential:

- Facebook users, 18+, in Utah with “epilepsy awareness” as interest: 7,100 [“epilepsy advocate” = 1,300; “epilepsy support” < 1,000] (7/2/15)
- Facebook users, 18+, in Idaho with “epilepsy awareness” as interest: 5,900 (7/2/15)
- Facebook users, 18+, in Nevada with “epilepsy awareness” as interest: 8,600 (7/2/15)
- Facebook users, 18+, in Montana with “epilepsy awareness” as interest: 3,500 (7/2/15)

Content plan: Provide educational, informative content and resources to help families and caregivers support pediatric neurology patients.

- Include appropriate disclaimers, policies and processes
- Excerpts (facts or videos) from Dr. Morita presentations: Weird Baby Movements, Seizure Rescue Medications, Headache Treatments that Work, etc.
 - If demand exists, work toward online presentations or chats (such as through a Google Hangout), record those, share on YouTube; could post as “unlisted” and use a form to gather contact info in exchange for resources
- Videos (recommended 90 seconds)
- “Like” and share appropriate content from Granger Medical/Dr. Morita approved groups such as: Granger Medical Clinic, CDC, healthychildren.org
- Inform followers of educational opportunities (presentations)
- Case studies/examples
- Testimonials

Related resources, for monitoring and benchmarking:

- Association for Creatine Deficiencies, Facebook page **[liked]**
 - Angelman Syndrome Foundation, Facebook page **[liked]**
 - CHIRP – Utah Department of Health, Facebook page **[liked]**
 - Disability Law Center, Facebook page **[liked]**
 - Utah Kids Foundation, Facebook page **[liked]**
 - Camp Neuro Revolution (Facebook cause, Park City, UT), #UtahCNR **[liked]**
 - Kids on the Move: Child Development & Family Resources, Facebook page **[liked]**
 - MassMutual Intermountain West, Facebook page (event partner) **[liked]**
 - Hope 4 Children with Epilepsy (Facebook community, supporting high-CBD hemp extract), 3,268 “likes” (7/2/15)
 - Artilepsy, developed with the University of Utah Clinical Neurosciences Center and sponsored by the Epilepsy Association of Utah (Facebook community), 202 “likes (7/2/15)
 - University of Utah Anxiety, OCD, and Tourette Syndrome Program (UUAOTP), Facebook page, 96 “likes” (7/2/15) **[liked]**
 - Utah Kids (closed FB group)
 - Tuberous Sclerosis Utah (closed FB group)
 - Utah Rare, Facebook page **[liked]**
 - Utah Family Voices, Facebook page **[liked]**
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- Follow: #epilepsyUtah
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- Utah Parent Center
 - CHASA (Children’s Hemiplegia and Stroke Association)
 - Utah Clicks.org (Dept of Health website, no FB page)
 - Creatine deficiency disorder website, Creatineinfo.org
 - Tim Howard, soccer goalie on Team USA ‘ the greatest goalie ever’ has Tourette Syndrome and advocates for people with it.

Referring providers on Facebook:

- South Summit Pediatrics, Draper: most of their posts are from patients (“We are here getting stitches.” And “We love Dr Lei”) **[liked]**
- Intermountain Memorial Clinic: many promotions, posters, professional photos, etc.
- ABC Pediatrics, Draper: Content is largely educational, advocating sunscreen, eating veggies, vaccines, etc. and personal. Practice has one doctor who likes to cook and posts his own recipes sometimes. **[liked]**
- Dr. Keith Ramsey: another solo practitioner, links to medical articles, uses humor. **[liked]**
- Families First: one of Dr. Morita’s best referral sources **[liked]**
- Summit Pediatrics, Park City: they host a lot of educational nights **[liked]**
- Wasatch Pediatrics **[liked]**

Disclaimer language for page: Granger Medical Clinic encourages interaction, discussion, commentary, questions and even criticism but requests that you keep your comments and posts relevant and respectful. Granger Medical may remove any post or ban anyone who violates these guidelines. In particular personal attacks, inappropriate language, racism, spamming and excessive posting will not be tolerated. We reserve the right to delete excessive or repetitive wall postings to improve the overall visitor experience.

Granger Medical reserves the right to remove posts advertising commercial products, as well as those that violate Facebook's terms of service, or are inaccurate or otherwise objectionable. We will not post (or will remove) form letters with the same content from multiple users.

Relevant comments or "like" votes on previously published posts are always welcome.

Updated 9/15/15