COVID-19 Social Highlights: Children’s Hospitals

Top Posts

Content Strategy Highlights

National Doctor’s Day drives engagement as Children’s Hospitals continue to respond to the Coronavirus pandemic:

Families have turned to social to hear the latest COVID-19 updates from children’s hospitals across the nation.

- Average engagement and fan growth has risen +41% across all children’s hospitals this week
- Coronavirus content has driven peak engagement for several hospitals, such as Cook Children’s, who have seen their social engagement increase +68% after their infographic explaining visitation guidelines, screening and testing policies generated over 7K responses, the highest number across all tracked children’s hospitals this week
- Posts mentioning #DoctorsDay also performed well, seeing 10X more engagement than the average post across children’s hospitals
- Posts with updates on visitor guidelines saw a lift, like this Cincinnati Children’s post which led to a +93% increase in engagement for the hospital