

SOCIAL MEDIA
TOOL KIT

Social Media How-to Guide for Radiation Oncology Practices

ACCURAY®



WHY

People are increasingly turning to online resources for health-related information, often relying on their mobile devices. Having a presence on social media can help your practice in a number of ways, including:

- Increasing awareness for your organization locally and in online search engines
- Driving traffic to your website
- Building connections with current and future patients, advocacy groups, caregivers and referring physicians
- Showcasing the cutting-edge technologies available at your facility

The key to success is understanding who your audience is and what information they want to receive, then developing a strategy for building engagement or a long-term relationship based on providing a great experience.

HOW TO

In this reference guide, you'll be able to access information on:

1. Finding the right social media channels for your organization
2. Getting started – identifying your social media point person(s) and setting up your channels
3. Developing content, determining your posting frequency, developing your community and securing followers
4. Developing a content calendar workflow to schedule your posts
5. Creating social media campaigns and writing posts
6. Advancing your social media measurement and reporting
7. Getting inspired using tools and resources that can help you on your social media journey

1. FIND THE RIGHT CHANNELS FOR YOUR ORGANIZATION ON SOCIAL MEDIA

New social media platforms crop up all the time. But as you're getting started we recommend focusing your time on the few tried and true channels that many healthcare organizations use to communicate with their key audiences: Facebook, Twitter and LinkedIn.

Facebook: With more than one billion people actively using Facebook every day, it is increasingly used as a channel for patient education and resources, while enhancing organizational visibility. If this is your first social media program, you may want to consider posting, at a minimum, your basic medical center information on the channel [e.g. medical center name, address, phone number and medical conditions treated]. Posting on Facebook provides more content to be indexed on Google on behalf of your center and, as a result, its name appears higher in search engines. In addition to the basic information, you can post treatment success stories, share information about treatment milestones, highlight events the center is hosting and/or participating in, discuss technology your center uses, and answer questions in real-time. Staff members, assigned administrator privileges, can sign in through their personal Facebook page and update the center's/hospital's page as its representative.

Twitter: With more than 300 million active users, Twitter enables you to build connections with the people in your community by sharing brief (280 characters or less) updates about your organization and participating in trending hashtag conversations, such as #BreastCancerAwarenessMonth and #ProstateCancerAwarenessMonth. Hashtagged words that become very popular are often called "trending topics." Twitter also provides you with an easy way to remain current on and participate in industry trends and community discussions. Search Twitter to identify conversations of relevance to your center and tweet when you can add value.

LinkedIn: This professional networking site with nearly 400 million users provides you with the opportunity to use your physicians' and medical center's credentials to build an online presence. While it doesn't have the user base of Facebook and Twitter, some physicians consider it "the place to be" for building relationships and learning about the latest trends.



If you're comfortable with these basics, you can also consider:

YouTube: With one billion active users each month, this social media channel can be an important resource for educating patients and caregivers, building relationships with the community and establishing awareness of your medical center. YouTube is a great repository for all of your video assets – including short- and long-form content featuring patient testimonials, physician interviews and technologies available at your center. These videos can be linked to in your social media posts on other platforms (e.g. Facebook). You can also link from your YouTube channel to other YouTube channels with videos on subjects that might be of interest to your patients.

Instagram: The photo sharing app with 400 million active users is a great way to build a visual brand identity for your center. While not a priority for many healthcare organizations, it still can be a useful tool to drive awareness for your center. For more, check out: How to Use Instagram for Business: A Beginner's Guide from the social media dashboard company Hootsuite.

"Figure 1" (Instagram for doctors): This new app enables medical professionals to upload photos, X-rays and other images that provide background on their patients' illnesses. It provides instant access to colleagues worldwide who can comment, pose questions and provide their viewpoint on potential diagnoses. While only licensed medical professionals can upload and comment on images, the general public can download the app to look at any of the images that have been posted. Please refer to HIPAA (Health Insurance Portability and Accountability Act) guidelines to ensure the information uploaded is in compliance with these regulations.

2. GET STARTED – IDENTIFY YOUR SOCIAL MEDIA POINT PERSON(S) AND SET UP YOUR CHANNELS

First, determine the right name for your social media properties. Make sure your social media usernames are consistent with your business name. Consider what words people will use when they search for your center by name and avoid abbreviations.

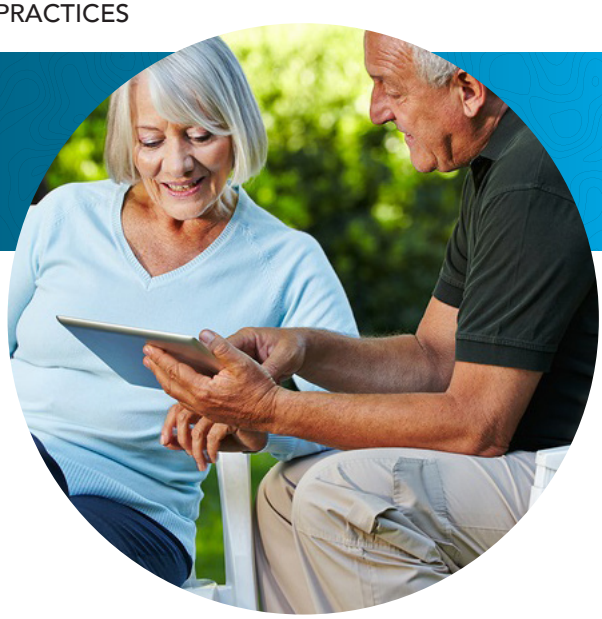
Tip: Take into account the character limit on Twitter when naming your Twitter handle - your handle will count towards the character limit on tweets directed to you.

The Twitter handle you select represents your username. Facebook has a 70 character limit, so your name can be longer on this platform, but take into account how the name of your page may look on a smart phone (the longer it is, the more space it will take up when scrolling on a phone).

Second, determine who from your team will be responsible for managing the log-in credentials for all social media accounts and be on point for managing the content posting and engagement process. This can be one person or several people.

Tip: Even if it will be predominantly one person's role to post content across the channels, we recommend providing access to more than one person on your team as a backup. Consider sharing the log-in information in a networked location, if possible. Once the point person has been identified, set up the accounts using the following step-by-step guides:

- How to Create a Facebook Business Page in 5 Simple Steps via Hubspot
- How to Setup a Twitter Business Account in 3 Easy Steps via Hubspot
- How to Create a LinkedIn Company Page to Promote Your Business via Social Media Examiner



3. DEVELOP CONTENT, DETERMINE YOUR POSTING FREQUENCY AND SECURE FOLLOWERS

Ideas for Developing Content

Believe it or not, as a healthcare organization, you have numerous assets and expertise you can immediately leverage as you develop your content strategy. Ideas include:

- Review existing marketing materials for images, disease and treatment descriptions, patient profiles, physician bios and more. Think about what's on your website and in patient brochures.
  - **Tip:** Make sure you tailor the voice in your social media posts to be more personal
- Ask subject matter experts within your organization to provide information on a topic area and attribute the content to them. (e.g. if you have an on-staff nutritionist s/he can develop and/or curate content on maintaining a healthy diet while undergoing cancer treatment).
- Share patient profiles and testimonials.
  - **Tip:** Be sure to obtain the patient's approval to share their story on social media before posting their story.

Think in terms of seasonality and leveraging awareness days and months. As a healthcare organization, participating in awareness days and months gives you an opportunity to insert the business into trending topics that already have social media activity behind them. Key topics typically addressed during these times include best practices for screening, risk factors and symptoms related to specific medical conditions, and cutting-edge treatment options. Various groups participate in these conversations, including the media, legislative bodies, advocacy groups and patients/survivors.

Examples of awareness days and months include:

- Colorectal Cancer Awareness Month (March)
- National Cancer Survivors Day (June)
- Prostate Cancer Awareness Month (September)
- Breast Cancer Awareness Month (October)
- Lung Cancer Awareness Month (November)
- For more, visit: Calendar of Cancer Awareness Months via Choose Hope

Keep in mind that everything you say is "on the record" and you shouldn't post any content that would be considered privileged information. For more content ideas check out 30 Tips for Using Social Media in Your Business from Inc. Magazine.

And remember, keep it short!

- Tweets must be 280 characters or shorter and should include links to a variety of engaging materials, such articles, videos and photos from internal and external sources.
  - **Tip:** Use link shortening services such as bit.ly or ow.ly to help you make full use of those valuable characters.
  - **Tip:** If you re-share materials from another source give them a "shout out" on Twitter by including their handle in your post.
- Facebook posts should ideally be kept to no more than 300 characters and whenever possible, should link to a website for more information, to watch a video or to share a photo. Posts with images or video outperform text-only posts.

Posting Frequency

Many companies have found that a successful social media campaign includes the following number of posts per day/week:

- Facebook: 2 times per day, 3 times per week
- Twitter: 3 times per day, 3-4 times per week
- LinkedIn: at least once a day, 2-3 times per week

The fast-paced nature of Twitter enables multiple posts a day, while Facebook is much slower paced. Don't hesitate to retweet and reuse content, as most tweets leave a follower's feed within seconds; conversely it is frowned upon to re-use Facebook content. Read more about engagement and visibility of posts in The Social Media Frequency Guide: How Often to Post to Facebook, Twitter, LinkedIn and More via Fast Company.

There are several tools available that enable you to plan your content ahead of time, schedule the posts to automatically post on your behalf and provide analytics. Tweetdeck and Hootsuite are resources to help you keep up with your posting frequency.

As you move forward with your social media program you'll obtain valuable information on the engagement levels of your posts. You'll also uncover when your audience is the most active. These analytics and others can be used to help you refine when and how often you post. It's an ongoing process of experimenting and improving.

Engagement or interaction with patients on Facebook can be measured by evaluating the number of, and information communicated via, "Likes, comments, shares, stories and impressions." While on Twitter it will be defined as "@mentions, retweets, hashtags and direct messages." And if you use Instagram you will be able to gauge engagement through "@mentions, comments and hashtags."

How to secure more followers

Posting great content is the number one way to motivate people to follow you and share your content, which helps other people find your channels. Other tips to secure more followers include:

- Use established, well-known hashtags to insert your center into pop culture conversations, such as:
  - #Tbt: Translates to "Throw Back Thursday" when users will share old photos, often with an entertaining or humorous slant. For example, you can post photos of your staff today and years ago.
  - #MotivationalMonday: Used on Mondays in an effort to share inspiring messages and spark an emotional response among followers. An example might be a photo from a health observance month walk or of a patient who is celebrating a survivorship milestone.
  - To explore additional trending hashtags, visit hashtags.org and check out: A Scientific Guide to Hashtags: Which Ones Work, When and How Many via Buffer.
- Use search.twitter.com to help locate hashtags in use. Type in topics, diseases, etc. to determine if others are using this hashtag. Often local events will have their own hashtags, so be on the lookout. Add to these conversations with relevant content.
- Make sure you're following the social media properties for technologies and products you have in your center, including on Twitter @Accuray and on Facebook @Accuray for content you can re-tweet and share.

- Follow other like-minded healthcare organizations – referring hospitals, local and national advocacy groups that support your patient populations, etc.
- Share other healthcare organizations' content: If you share and/or re-tweet posts from other hospitals and advocacy organizations, they will be more likely to share yours.
  - **Tip:** To include another Facebook page in your post, type @ before the name of the page you want to link to. A list of matching pages will pop up, and the list will filter down to more relevant results as you type.
- Ask questions to foster engagement.
- Keep an eye out for local organization awareness month events to promote in your area and to retweet content. Groups you may consider include:
  - American Cancer Society
  - PHEN
  - US Too
  - ZERO, The End of Prostate Cancer
  - Breast Cancer Research Foundation
  - Sisters Network
  - Young Survival Coalition
  - CancerCare
  - Lung Cancer Alliance
  - National Lung Cancer Partnership
  - Acoustic Neuroma Association
  - American Brain Tumor Association



- Highlight your social media property names along with the logos for each platform (i.e. Facebook, Twitter, LinkedIn, etc.) on signage in your centers and in physician offices, and include e-mail signatures, business cards, website, marketing materials, etc.

And keep an eye on your follower-to-follow ratio. If significantly more people are following you than you are following it means that you're providing content that is of interest to people and they want to know more, even if you aren't following them back. Conversely, if you're following more people than are following you, then it may imply there aren't as many people interested in what you have to say. You want to try and ensure you follow a proportionate amount of people compared to the number of people following you. For more, check out: Twitter Followers to Following Ratio: How Many, How-to and Why via digiwriteit.com.

4. DEVELOP A CONTENT CALENDAR TO SCHEDULE YOUR POSTS

When getting started on social media, one of the first reactions is, "I don't have enough to say." A content calendar will take the pressure off of developing creative content at the last minute.

The calendar should include all the social media messages you plan to post during the month, the social accounts you plan to use, and the date and time the messages will be distributed. A good first step in building out your calendar is to add information about the awareness months and days your center wants to support. Build on this with the addition of news specific to your center, including new services and technologies, or events you plan to host. There is really no limit to the type of content you can post, as long as you keep in mind that the information should be of interest to your potential audience.

Here are a few resources to make creating a content calendar turn-key.
- 4 Steps for Creating a Social Media Calendar via Sprout Social
- 6 Social Media Templates to Save You Hours of Work via Hootsuite

5. CREATE SOCIAL MEDIA CAMPAIGNS AND WRITE POSTS

Creating social media campaigns (typically timed with awareness months including Breast Cancer Awareness Month in October, Brain Cancer Awareness Month in May, etc.) is a great way to put a spotlight on a focus area of your organization. Including an image or video with the post is a good practice, so is having a hashtag.

Guidelines for images sizes (in pixels) are:
- Facebook image – 1200x630
- Twitter image – 440x220 (max: 1024x512)
- Instagram image – 1080x1080

There are three general rules to keep in mind when developing a hashtag strategy:
- Be relevant to your content
- Keep it short
- Don't over hashtag (no more than three)



You might want also to develop a paid social advertising strategy that can be used to increase your brand's presence. One of the main benefits of social media advertising, compared to traditional print, radio or television advertising, is that it offers a greater number of options for targeting your audience. SproutSocial, a privately held company, provides a comprehensive approach for developing a social media advertising strategy which can be found at https://sproutsocial.com/insights/social-media-advertising/.

Consider the following basic campaign ideas which you can use to join in on the conversation. A number of hashtags are included in the below posts and can be repurposed, as appropriate, throughout the year.

Survivor Stories: Highlight successfully treated cancer patients featured on your website.

Example Tweets:

- **[Patient first name]** was diagnosed with #prostatecancer at **[age]**, but didn't miss a day of #golf after being treated with #CyberKnife **[link to the patient's story on your website or YouTube channel]**.
- **[Patient first name]** learned about #TomoTherapy from her daughter after being diagnosed with #breastcancer and is now doing great! #breastcancerawarenessmonth **[link to the patient's story on your website]**.

Example Facebook Post:

- When **[Patient first name]** learned that he had prostate cancer, he contacted our center to learn more about the non-invasive treatments we offer. **[Patient first name]** received treatment with the TomoTherapy® System and has been feeling great for **[number of years]** years. Learn more about this option and our center on our website. **[link to the patient's story on your website or YouTube channel]**.



Physician Spotlight: Emphasize the great work that your physicians are doing to help cancer patients.

Example Tweets:

- **[Office name]** is proud to have top #prostatecancer specialists like Dr. **[physician's name]** here to answer any questions you have about the disease **[Link to profile on website]** #ProstateCancerAwarenessMonth.
- Learn about why our own Dr. **[physician's name]** feels confident treating #breastcancer patients with our technology **[Link to profile on website]** #BreastCancerAwarenessMonth.

Example Facebook Post:

- Do you have questions about breast cancer? **[Office name]** is proud to have top breast cancer specialists like Dr. **[physician(s) name]** here to answer any questions you have about the disease **[Link to profile on website]** **[Include physician photo]**.

Technology Highlights: Educate followers on the state-of-the-art technology your center offers. Link to more information on your website or on one of the Accuray patient websites.

Example Tweets

- #DidYouKnow you can treat #prostatecancer non-invasively with the #CyberKnife System? Learn more about the technology we offer: **[link to center's website]**.
- Our advanced technology can treat #prostatecancer. Call us at **[number]** to learn more about options like #CyberKnife & #TomoTherapy Systems.

Example Facebook Post:

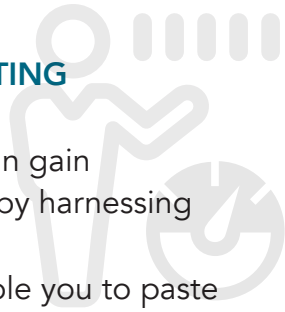
- Did you know that our center offers non-invasive technologies to treat prostate and breast cancer? Learn more about treatment options, like the CyberKnife System and the TomoTherapy System, by visiting our website. **[link to center's website]**.

Additional campaign ideas that can be used year round include:

- **Fact or Fiction:** To interact with the community and encourage responses, host a weekly "Fact or Fiction" trivia session featuring different cancer facts.
- **Fact of the Day:** Use the popular hashtag #FactOfTheDay to extend the potential audience of your posts.

- **Celebrity Spotlight:** Highlight celebrities who are proud and outspoken cancer survivors. This is a great way to add some fun into a campaign in a meaningful and relevant way.
- **Highlight Your Community Involvement:** Participating in a local walk or other cancer awareness month event is a great way to draw positive attention to your office. You can build excitement for the event and even gain more participants by promoting it via social media.

6. ADVANCE YOUR SOCIAL MEDIA MEASUREMENT AND REPORTING



Beyond using analytics obtained on Tweetdeck or Hootsuite, you can gain additional insights about the success of your social media program by harnessing the following options:

- Create a bit.ly account at the following link. This account will enable you to paste in links and shorten them so that they better fit into a tweet and other posts. Bit.ly breaks down your link clicks by source, e.g. Twitter or Facebook, and enables you to track each click that your link receives, providing a measurement tool to see how many individuals clicked on your links.
- Check out analytics.twitter.com for additional metrics, such as engagement rates and tweet performance over time.
- Facebook's analytics tab will help you determine your reach, new followers, shares, engagement, etc. from each of your posts.
- After getting comfortable with your analytics, try Facebook's and Twitter's promoted posts. Promoting posts is essentially putting a budget behind and advertising your posts so that more people will see them. You can extend your reach by promoting posts that have a history of getting engagement for fairly little spend. For more on promoted posts, check out: Facebook for Business and Advertise on Twitter.

Below are the key performance indicators that are typically measured:

Facebook

- Total Reach: The number of people who saw your ads at least once. Reach is different from impressions, which includes multiple views by the same people.
- Link Clicks: The number of clicks on ad links to select destinations or experiences.
- CTR % (Click Through Rate): The percentage of times people saw your ad and performed a click.
- CPC (Cost Per Click): The average cost for each click.
- Social Engagements: Likes, Comments, Shares.
- Qualified Video View: Any video view that is logged 3+ seconds or higher.
- 30-Sec & 95% Completion Views: 30 second views of video or 95% completion of video view (basically entire video view).

Twitter

- Total Impressions: Not to be mistaken with reach, this is the number of times your content has been seen (includes repeats).
- Link Clicks: The number of clicks on content links to a select destination or experience.
- Hashtag Clicks: The number of clicks on a certain hashtag within a tweet.
- Social Engagements: Likes, Retweets, Detail Expands (clicking more to expand details and learn more).

LinkedIn

- Total Impressions: The number of times each update was shown to LinkedIn members.
- Clicks: The number of clicks on your content, company name, or logo. This doesn't include interactions (shares, likes, and comments).
- Engagement Percentage: This percentage shows the number of interactions plus the number of clicks and followers acquired, divided by the number of impressions.
- Social Actions: The number of times people have liked, commented on, and shared each update.

YouTube

- Video Views: The number of views of your videos within YouTube.
- Average View Duration: The average length, in seconds, of video playbacks.
- Social Engagements: Likes, Dislikes, Comments, Shares.

Instagram

- Likes (Hearts): The number of likes on the Instagram image/video content.
- Comments: The number of comments occurring within our post content.

7. GET INSPIRED BY TOOLS AND RESOURCES TO HELP YOU ON YOUR SOCIAL MEDIA JOURNEY

- 15 Excellent Beginners Guide's to Social Media Marketing for Small Businesses via Business 2 Community
- What and How Often Should You Post on Social Media? via Constant Contact
- 39 Ways to Get More Social Media Followers via Inc. Magazine
- The 7 Best Resources for Social Media Marketing via Business 2 Community
- How to Learn Social Media Marketing: 41 Resources for Beginners via Hubspot
- 23 of the Best Social Media Articles and Marketing Resources Every Marketer Should Read via Buffer
- Social Media Examiner – Your Guide to the Social Media Jungle via Social Examiner

We hope this guide provided you with inspiration to kick start your social media efforts. Driving awareness for your practice, practitioners and patient success stories is vital to any healthcare organization, and participating in social media is a valuable tool on that journey.



HAVE QUESTIONS?

If you have any questions about the content in this guide or about highlighting Accuray technologies on your social media properties, please send a note to askMarCom@accuray.com.



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