

Moving Forward

Getting the most from your
Facebook page

Social Media at UW Health

- First facebook page started in 2008
- Now:
 - 11 facebook page
 - 5 twitter accounts
 - 4 google+ pages
 - 2 youtube channels
 - 3 blogs
 - 2 flickr accounts
 - 2 pinterest accounts
- I manage the main 3 (UW Health, American Family Children's Hospital, UW Carbone Cancer Center), plus a couple smaller programs.
- .6 FTE in summer 2010

Social Media at UW Health

The goals of social media at UW Health:

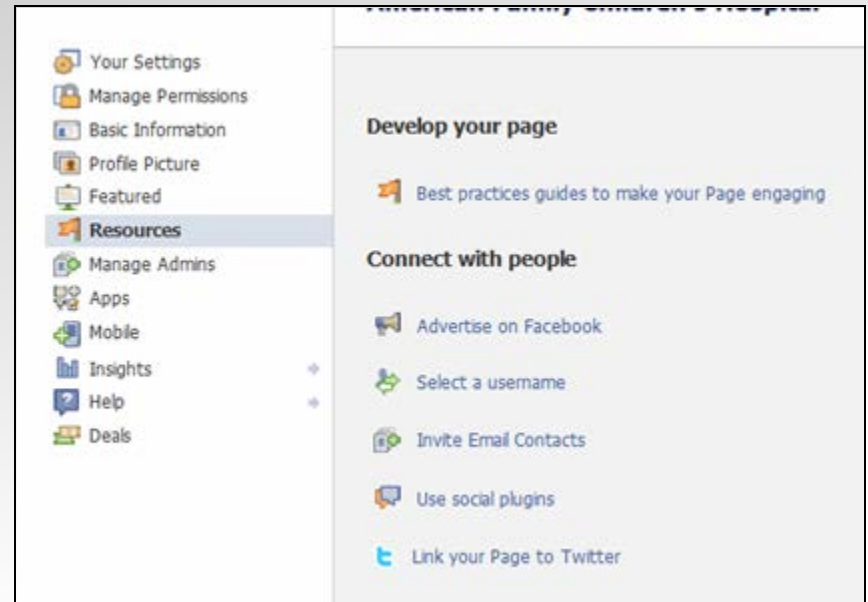
- Provide trusted health and wellness resources to our patients and the community
- Engage our fans/followers with UW Health and each other
- Build affinity with the UW Health brand
- Provide customer service
- Motivate interactions and involvement
 - Comments
 - Sharing with friends/family
 - Event/class participation

So how do we do that?

- First Steps
- Edgerank
- Network
- Advertising

First Steps

- Facebook search is not always easy to use, so provide a direct link
- Get a facebook username (shortcut)
- facebook.com/yourname



First Steps

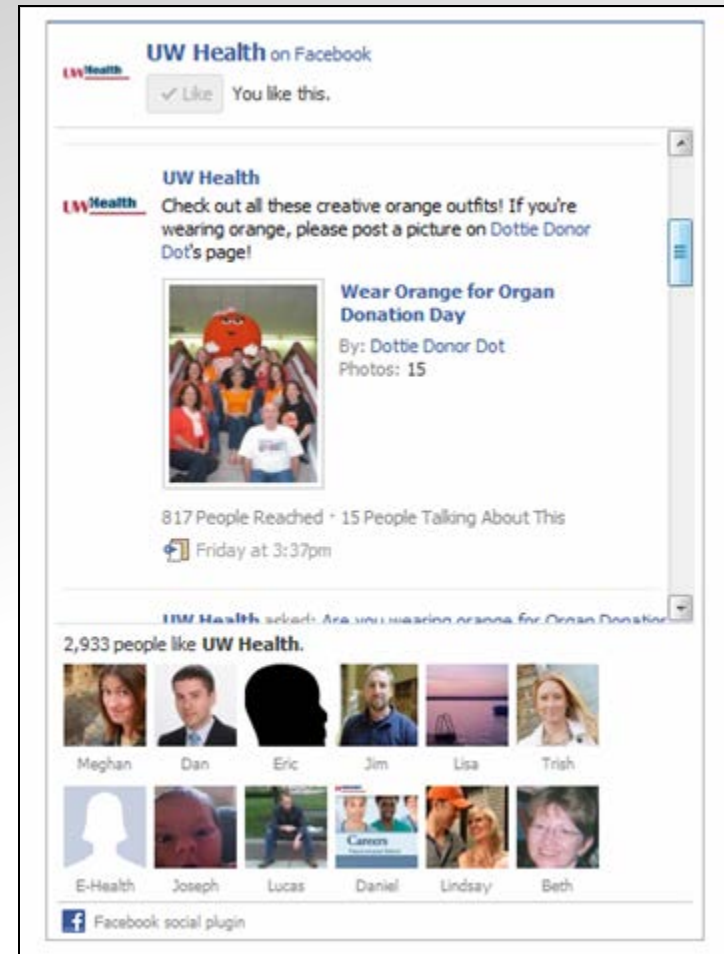
- Put the url on everything
 - Brochures
 - Email signatures
 - Business cards
 - Newsletters
 - Videos



We have multiple pages, so we've set up a page on our website with all the links (uwhealth.org/social)

First Steps

- On your website
- Use social plugins
 - Like Button
 - Like Box
- <https://developers.facebook.com/docs/plugins/>



First Steps

- Email
 - Invite co-workers, professional connections
 - Cross promote in e-newsletters

Edgerank

- Edgerank determines if your posts are seen by users
- As few as 1 in 6 of your fans will see your post
- Improving your edgerank increases the likelihood that your fans will see your posts



livestream
6. NFO: News Feed Optimization
EdgeRank

$$\sum_{\text{edges } e} u_e w_e d_e$$

u - affinity score between viewing user and edge creator
w - weight for this edge type (create, comment, like, tag, etc.)
d - time decay factor based on how long ago the edge was created

Edgerank


- Affinity
 - Post about things in the news

 **American Family Insurance**
February 2 

Punxsutawney Phil says six more weeks of winter. Jimmy the Groundhog says we're in for an early spring.




Who do you believe?

Regardless, why not embrace the season with these family-friendly winter activities from our friends at [American Family Children's Hospital](#)?



Don't hibernate, embrace the season | Growing Up Healthy
blogs.uwhealth.org

During winter, we can shut ourselves indoors, complain about the weather and wait for spring to come. Or, we can get out and play. It's easy, its fun

Like · Comment · Share  23  13  15

Edgerank

- Affinity
 - Posts that encourage interaction
 - Ask people to “like” or “share” a post
 - Post fill in the blanks



American Family Children's Hospital shared a link.
February 14

"Like" if you ate too many Valentine's Day treats today! Get back on track tomorrow with this healthy soup recipe. It's full of veggies and kids will love it. <http://bit.ly/xCn72f>

February Recipes from the Pediatric Fitness Clinic | Growing Up Healthy
blogs.uwhealth.org

In the winter, we tend to eat fewer fruits and vegetables. Try these recipes that feature available fresh fruits and vegetables and frozen

Like · Comment · Share 3


Edgerank

- Weight
 - Photos
 - Videos
 - Polls

 **UW Health** shared Dottie Donor Dot's album.
Friday

Check out all these creative orange outfits! If you're wearing orange, please post a picture on [Dottie Donor Dot's page!](#)

Wear Orange for Organ Donation Day (15 photos)
Today is "Orange you glad you're a donor day!" Post your photos on Dottie's FB page for a chance to win a prize! To get things started, check out the UW Organ Procurement Team. What awesome example setters! The rest of the team is out on the road today, visiting hospitals and managing donation events. I'm sure they're all in their orange too! Show me the ORANGE!



Like · Comment · Share 4

 11 people like this.

Write a comment...

Edgerank

Try different times of the day/days of the week

- Some research online about best times, although sometimes confusing/conflicting information:
 - Saturday at noon
http://allfacebook.com/infographic-when-to-post-on-facebook_b48256
 - Wednesday after 7pm
<http://www.buddymedia.com/newsroom/2011/09/introducing-our-latest-research-a-statistical-review-for-the-retail-industry-strategies-for-effective-facebook-wall-posts>
- Study your own data using Facebook Insights.
- Also use common sense, if you're trying to reach your peers, think about when you are most likely to use facebook, and post then.

Edgerank

Post regularly and often, but not too often

- Not more than once a day
- We try to post once a day on UW Health, other pages 3x/week

Network

- Reach out to other facebook pages(Like them!) and invite them to like your page.
- Mention and tag other pages in your posts
- Be relevant
- Don't spam



Advertising

- Targeting by Location, Age, Gender, Interests
- Price varies - \$0.25-\$4.00 per click
- Sponsored “Page Like” Ad – shown to friends of your fans
 - Good success with this type for short runs
 - ~\$.50 per new fan
- <http://www.facebook.com/ads>



Questions?

- Contact me
 - jwalker@uwhealth.org
 - [@jw4lk](#)
 - [facebook.com/jw4lk](https://www.facebook.com/jw4lk)

Join the conversation with
UW Health on social
media

<http://www.uwhealth.org/social>

facebook

twitter

Blogs

YouTube

Pinterest

Google+

flickr