



MASSACHUSETTS  
GENERAL HOSPITAL



MASSACHUSETTS GENERAL HOSPITAL SOCIAL MEDIA RESOURCE GUIDE

---

## WELCOME TO THE MASSACHUSETTS GENERAL HOSPITAL SOCIAL MEDIA RESOURCE GUIDE

Thank you for downloading the Massachusetts General Hospital Social Media Resource Guide.

The Social Media Resource Team has developed this tool to help employees create a more consistent brand presence on social media and leverage the power of numbers and social media to more effectively influence our constituents.

As of May 2016, the corporate Facebook page had more than 37,000 likes, the corporate Twitter account had more than 32,000 followers and there were 1,600+ subscribers on the YouTube channel. We believe that if we work together and continue to provide highly relevant and timely content that we will not only grow the size of these communities, but also increase the level of engagement as people comment on and share our content with others.

To facilitate this process, we have included an introduction to the various social media channels, thoughts on creating your social media strategy, and some best practices and helpful tips for those who are new to the process.

We hope you find this to be a helpful resource.

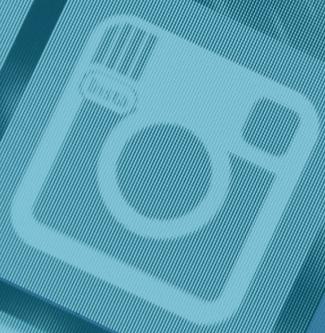
Sincerely,

**The Mass General Social Media Resource Team**

## TABLE OF CONTENTS

The Impact of Social Media on Traditional Marketing and Communications.....	5
Why is Social Media Important to Mass General.....	6
Your Role in Mass General Social Media.....	7
Hospital Goals for Social Media.....	8
Hospital Social Media Guidelines .....	9
Example: Working Together on Facebook .....	10-11
Example: Working Together on Twitter.....	12
Example: Working Together on YouTube.....	13
Summary Response Guidelines.....	14
Overview of Social Media Channels .....	15
Facebook.....	16
Twitter.....	17
Youtube .....	18
LinkedIn.....	19
Google+.....	20
Instagram.....	21
Pinterest.....	22
Blogging .....	23
Social Media Channels - Quick Recap.....	24
Social Media Best Practices.....	25
Content Creation Best Practices.....	26
General Best Practices: Content Curation .....	27
General Best Practices: Content Calendar.....	28
General Best Practices: Listening, Conversation .....	29
General Best Practices: Optimizing Your Posts.....	30
General Best Practices: Measure for Success .....	31
Massachusetts General Hospital Branding Guidelines.....	32
Social Media Resource Team.....	33

# SOCIAL MEDIA



---

## THE IMPACT OF SOCIAL MEDIA ON TRADITIONAL MARKETING AND COMMUNICATIONS

### **The Internet has revolutionized how consumers search for, find, engage with and interact with brands**

There is no question that social media has dramatically changed the way that organizations promote their products and services.

Traditional marketing – advertising (print, radio, TV, billboards, direct mail) was outbound and “interruption based,” pushing products and services on consumers hoping to resonate. Campaigns were long, protracted, expensive and hard to measure.

Social media has enabled an entirely new paradigm – inbound marketing that is “permission based,” focused on educating, informing and getting found online, and then nurturing prospects through a process to achieve the desired end result.

### **Social media has become a “must have” in the overall marketing and communications strategy**

Due to the popularity of social media, marketers now use social media to create brand awareness, target key audiences, generate leads and build relationships with their constituents.

Social media marketing campaigns are lower cost, highly measurable and quantifiable, and elements can be quickly changed or modified. The good news is that publishing content has become far simpler; non-technical users can easily create content on a wide variety of platforms to reach their target audiences. Social media is just one “channel” in the overall marketing mix, but a very important and growing channel.

#### **Key Benefits:**

- Allows for a two-way dialogue with followers and an ability to learn through meaningful interactions
- Enables marketers and communicators to build online communities and turn followers into brand ambassadors
- Social media networks dramatically extend reach and increase overall brand visibility
- Encouraging employees to share approved content helps to amplify the brand
- Can proactively track sentiment and understand what people are saying about your brand initiative, program, or news

## WHY IS SOCIAL MEDIA IMPORTANT TO MASS GENERAL?

The Internet is increasingly becoming the first source for general and specific health information. According to the IMS Institute for Healthcare Informatics, current estimates are that between 70 and 75% of people online in the U.S. are seeking health care information.

This could involve searching to learn more about a health care issue, supporting a health care cause, sharing their personal health care experience, searching for a physician or hospital, or joining a health community or forum.

With all of these people searching online for health-related information, there is a great opportunity for us to publish relevant, high-quality content on social media channels to:

- Create brand awareness
- Share news and information
- Establish thought leadership
- Attract new followers
- Build relationships and deepen engagement with a wide array of constituents such as:
  - Current and potential patients
  - Employees
  - Physicians
  - Researchers
  - Media
  - Donors
  - Fundraisers
  - Investors looking for industry collaborators
  - Job seekers

Fortunately we have a wide variety of highly credible content being generated across the hospital that plays very well in social media marketing – including innovative research and breakthroughs, patient stories, health and wellness tips, and key hospital and community fundraising initiatives.

Sharing this content on various social networks helps to attract readers who see value in the content and begin to follow us, like us, or even better, share our content, which helps to extend our reach even further. Our end goals are to share news and information about the hospital to drive more traffic to our websites and drive conversions, for example, making an appointment, referring a patient, making a donation or applying for a job.

## YOUR ROLE IN SOCIAL MEDIA

**If you are reading this guide, you probably have a desire to leverage social media as part of your marketing and communications strategy. We appreciate this, we welcome you and we are here to help!**

**Here is a quick checklist to help you define your social media strategy and plans:**

- What are your goals for leveraging social media?
- Who is your target audience – who do you want to reach and why?
- What do they care about – what types of content will they be interested in?
- Where do they go online for information – what social media platforms do they frequent?
- What resources do you have to create and administer your social media presence?
- How will you monitor the activity on your accounts?
- Do you have access to a content management system or platform (i.e., TeamSite, WordPress or a blogging tool) to create, optimize and publish content?
- What does success look like – what key metrics will you measure?

**Depending on the answers to these questions, you may then decide to proceed in one of two ways:**

### **Working together**

- If you have great content to share, but have limited resources and social media expertise, and your audience is on Facebook, Twitter or YouTube, to start, we strongly encourage you to create and contribute content to the official Mass General Facebook page (managed by Marketing) and/or the official Twitter feed and YouTube accounts (managed by Public Affairs).
- These accounts are already very active with thousands of followers and are being administered and monitored by skilled staff.
- Relevant content is always welcome to help boost and expand our base of followers. We are happy to work with you to optimize your presence on these channels, and working together will allow you to see the benefits of social media and create a following, while minimizing the time and resources to do so.

However, if you have a very niche audience that gravitates toward more specialized channels, have the appropriate social media skills and resources, and have an interest in setting up your own social media accounts, we are happy to help and advise you in this endeavor. We will work with you to understand your goals and objectives, and help you get started.

In either case, we suggest starting with a small and measurable pilot and, if appropriate, using the corporate channels for the pilot to start.

## OUR GOALS FOR SOCIAL MEDIA

- Create national brand awareness and exposure
- Distribute news and information about the hospital
- Position Mass General as relevant, up-to-date and responsive
- Reinforce Mass General as a thought leader and expert in medical care and research
- Attract and continue to grow new audiences of patients, employees, physicians, donors, fundraisers, job applicants, media outlets, etc.
- Deepen relationships and keep current audiences engaged with relevant, meaningful, timely content
- Encourage audiences to engage, comment on and share content
- Drive traffic to [massgeneral.org](http://massgeneral.org), [giving.massgeneral.org](http://giving.massgeneral.org), [mghcareers.org](http://mghcareers.org) and other relevant websites
- Leverage a consistent brand and image across all social media accounts
- Speak in a single, aligned voice
- Use social media as a coordinated emergency response tool

### At the end of 2015, we had:

- 60+ Facebook pages
- 60+ Twitter accounts
- 20+ YouTube channels
- 30+ social media administrators



# MASSACHUSETTS GENERAL HOSPITAL SOCIAL MEDIA GUIDELINES

Please be sure to visit these sites and review our guidelines before you get started

## SOCIAL MEDIA GUIDELINES

Guidelines for those who wish to interact with Massachusetts General Hospital through social media.

<http://www.massgeneral.org/notices/socialmediapolicy.aspx>

## SOCIAL MEDIA GUIDELINES FOR EMPLOYEES

Guidelines for Massachusetts General Hospital employees and faculty who use social media.

[http://www.massgeneral.org/notices/socialmediapolicy\\_employees.aspx](http://www.massgeneral.org/notices/socialmediapolicy_employees.aspx)

Find and follow Mass General social media sites here: [massgeneral.org/social-media](http://massgeneral.org/social-media)

### Social Media

Connect with Mass General's official, hospital-wide social media platforms. Stay informed, join the conversation and learn more about Mass General's services at the hospital, in the community and in the news.

- Guidelines for participation in social media
- Website privacy policy
- Patient confidentiality

 Like Mass General on Facebook

 Follow Mass General on Twitter

 Watch Mass General videos on YouTube

 Get Mass General updates through LinkedIn

 Receive live updates with Mass General's RSS feed

There are multiple ways to contribute to social media. You can contribute as an individual, department/program area or as a unified voice under our corporate channels. Please reference these guidelines when contributing to any social media platform as a Mass General employee.

## EXAMPLE: WORKING TOGETHER ON FACEBOOK

Mass General Development and Marketing partner to combine social media efforts on the official Facebook page ([www.facebook.com/massgeneral](http://www.facebook.com/massgeneral)) for maximum impact.

Marketing manages the official Facebook page and they are always looking for high quality, relevant content.

The Development office seeks to leverage Facebook in particular to drive traffic to the [giving.massgeneral.org](http://giving.massgeneral.org) website. On a regular basis, the Development office creates or “curates” content that they feel is relevant to their audience, and posts that content on their website.

Once the content is embedded and optimized for Facebook – with a catchy title, a bright, professional, attractive image, all properly tagged and optimized for search – they send a link to the news article along with a draft of the associated Facebook post to Marketing for approval and then publishing.

Facebook users see the excerpt (title, image and a few lines of introduction) and are able to click through to the full news article, driving traffic back to the [giving.massgeneral.org](http://giving.massgeneral.org) site.



## EXAMPLE: WORKING TOGETHER ON FACEBOOK

### General criteria for working together and contributing to the Corporate Facebook page:

- Have an initial discussion with Marketing to review your goals and objectives, what you know about your audience, and types of content you are thinking of sharing
- It is a good idea to establish and stick to a consistent frequency of posting (i.e., once a week or once a month to start) and measure the response. Marketing can provide you with analytics on how your posts perform
- Shorter posts generally perform better and enable better engagement, although we realize that in-depth topics such as research may require more detailed explanations
- Topics that work well include:
  - Stories about innovative research, technologies or breakthroughs
  - Human interest or patient stories
  - Health and wellness tips
  - Articles that feature Mass General caregivers and employees (if you are referencing an external article, be sure that source is reputable)
- Topics to avoid:
  - References to animal research
  - News geared toward an internal audience or containing confidential information
  - News related to clinical trials (these need to be approved by the [Partners Human Research Committee](#)/IRB)

 Massachusetts General Hospital  
April 8 at 5:31am · 🌐

Today is the last day to order your shirt in time for The Boston Marathon on April 18th! Commemorate our team's efforts and show the world what Boston and Mass General mean to you. All proceeds from t-shirt sales benefit the causes of the Mass General Marathon Team: Pediatric Cancer and Emergency Response.



**Last Chance to Order for Marathon Monday!**  
Show your support for Mass General by wearing an official Boston Marathon Team T-shirt! Get your shirt today and show your team colors on Marathon Monday.  
GIVING.MASSGENERAL.ORG

 Massachusetts General Hospital  
January 12 · 🌐

"Because of a rare disease called Frontotemporal Degeneration, I spend Saturdays on the soccer field as a single mom on the sidelines, watching my son with two sets of parent eyes." Find out how Katie fought back after the loss of her husband.



**Fundraiser Pushes Back Against Rare Brain Disease**  
After Frontotemporal Degeneration made her a widow, Katie Brandt fought back by organizing others and becoming a community fundraiser for MGH research.  
GIVING.MASSGENERAL.ORG

## EXAMPLE: WORKING TOGETHER ON TWITTER

Public Affairs manages the official Twitter feed (@MassGeneralNews) on behalf of the hospital. Groups across the hospital provide content for Twitter, in the form of short news broadcasts, on a wide variety of topics.

Public Affairs optimizes the information for Twitter (using hashtags, callouts and re-tweets) and helps groups find and follow users, and provides feedback and coaching on how best to engage with followers.

Public Affairs provides informal trainings, but users do not have to become Twitter experts. Just bring good content and Public Affairs will optimize the information.

### General criteria for working together and contributing to the official Twitter account:

#### Please know that Mass General policies prevent sharing patient or privacy related information without prior written consent

- Information that works best includes:
  - Sound bytes and news alerts
  - Links to helpful information
- **Advertisements or self promotion is not allowed.**
- To work with Public Affairs, provide your brief content along with images, and any other relevant Twitter handles or hashtags to reference
- In the event of a disaster, all information must be funneled through the official Twitter accounts, all sub-accounts should refer to @MassGeneralNews for all official communication



## EXAMPLE: WORKING TOGETHER ON YOUTUBE

Video can be expensive to produce, but may be the appropriate medium for certain types of information and initiatives. Users are encouraged to share appropriate video content on the official YouTube channel ([MassGeneralHospital](#)) rather than create their own, as there are more subscribers and comments are monitored by Public Affairs.

- Information that works best includes:
  - Relevant, free, public information – no advertisements or self promotion
  - Educational, thought leadership content
  - Training and teaching expertise and programs
- The video should never be hard to watch, shaky or extremely poor quality as it can reflect negatively
- Provide content as well as a title, a brief description, and any relevant links to Public Affairs

The Mass General Video Brand Guidelines provide detailed information on using this medium to meet both individual department needs and overall branding goals with consistently high production values. Please see [page 32](#) for instructions on how to access the Video Brand Guidelines document.



---

## SUMMARY RESPONSE GUIDELINES

- Your approach should always aim to resolve the situation quickly, in a positive manner, without escalation. How or if you respond will depend on the nature of the comment

- If the issue is patient-related, please respond as quickly as you can with the following message:

We noticed your post and would like to connect you with Mass General's Office of Patient Advocacy. They are available Monday through Friday from 8:30 AM-5:00 PM by phone at 617.726.3370 or via email at [MGHPatientAdvocacy@partners.org](mailto:MGHPatientAdvocacy@partners.org)

- Respond as the Mass General entity you represent. Be sure you have logged in to your social media admin account – not with your own profile – so you are sure that the response comes from your entity
- Understand the outcome you want to achieve and whether a response can result in a positive outcome
- Respond to users' positive mentions and questions in a timely manner. If you are responding to a negative experience, try to resolve the situation the same day it occurs
- Be courteous, professional, helpful and sensitive in your response and tone
- Discuss and agree in advance when you should escalate to your department leadership

If you have questions, require more information about Mass General response guidelines, or need help navigating a negative situation, please email [MGHSocialMedia@partners.org](mailto:MGHSocialMedia@partners.org). If you have an urgent situation outside of normal work hours, please contact Public Affairs by paging them through the main pager number or calling the main operator at 617.726.2000.

If you are contacted by a member of the media, please refer them directly to Public Affairs at 617.726.2206

## OVERVIEW OF SOCIAL MEDIA CHANNELS

We have included a brief overview of the more popular social media channels to help you think about your audience and sites they may frequent. There is additional demographic information in the appendix. Keep in mind, however, that these are only snapshots in time as social media is continually evolving.

<http://www.ebizmba.com/articles/social-networking-websites>



1 Billion + Unique  
Monthly Visitors



300 Million + Unique  
Monthly Visitors



433 Million Members



400 Million + Monthly  
Visitors



1 Billion + Unique  
Monthly Visitors



120 Million + Unique  
Monthly Visitors



250 Million + Unique  
Monthly Visitors



Millions of Blogs with  
Millions of Readers



# facebook

---

## FACEBOOK

**The “social home” for your organization**

**Popular free tool to connect with and nurture relationships with your community and grow your follower base**

- Educate your community about your cause and update them on your organization
- Find and connect with new supporters who share your passion
- Engage your community by creating opportunities for people to interact with you and each other
- Inspire people to take action by spreading the word, attending events, volunteering or donating funds

**Users create profiles, upload text, photos, videos, links, send messages and keep in touch with followers**

**The largest social network on the Web, both in terms of name recognition and the total number of users (>1B)**

- 72% of online American adults use Facebook; 77% of online women are users [Pew Research]
- Internet users within the United States spend more time on Facebook than any other website [Nielson Group]

**You need a personal Facebook account to create a Page for your organization**

**Key features:**

- Users can easily like/react, comment and share content to amplify brand reach
- Pages – brands can create an authentic and public presence, visible to everyone
- Groups – for people to share common interests, express opinions around causes and issues, can be public or private
- Events – users can set up pages for events, invite guests, share photos and event details
- Messenger – integrated free texting on phone and web for individuals and groups



# twitter

---

## TWITTER

**The “real time news broadcast” channel for your organization**

**A popular free social micro-blogging service to broadcast short text updates, video, images and links**

**“Tweets” are restricted to 140 characters or less, forcing messaging to be succinct**

**Enables two way connections – can monitor for insights, opinions and complaints and quickly remedy**

- Good channel to promote your organization and also handle customer service issues
- Twitter is popular among millennials and young professionals

**Key features:**

- @username - Twitter user or “handle”
- Hashtag - any word or phrase immediately preceded by the # symbol, organizes content by keyword or topic
- Mention – Calling out other users in a Tweet by including the @ sign followed directly by their username
- ReTweet – enables users to easily share your content from their own Twitter feed and add comments if they’d like
- Who to Follow – recommendations on who to follow based on who a user previously followed and who those people follow
- HootSuite / TweetDeck / Buffer – tools to help manage and schedule future Tweets, analytics, alerts and social listening

# youtube

---

## YOUTUBE

**The “free video sharing” website for your organization**

**Second largest search engine after Google**

**A strong presence can increase your profile in Google searches**

- More than 1 billion unique visitors per month
- Over 100 hours of video uploaded every minute

**Skewed to the younger population**

- Reaches more adults 18-34 years old than any cable network
- Attracts even split of male/female, but males spend 44% more time on the site

**Good for sales, promoting products and services, good for marketing, product introductions and teasers**

**Videos can be tagged to show up in search**

- Videos are more than 50 times more likely than a web page to appear on the first page of search results

**Video can be engaging and compelling and good for showing the human side of an issue or organization**

- Yet, producing good, valuable videos requires cost and human resources

**Key features:**

- Channel – an organization’s home page for their account where videos are organized and displayed
- Subscribe – choose to follow, similar to “like” on Facebook
- Playlist – enables organizing videos in an ordered list by category or theme



# linkedin

---

## LINKEDIN

**The “business oriented social network” for your organization**

**One of the older social networks and the world’s largest professional network**

**A valuable platform for brands interested in its highly educated, relatively mature, professional audience**

- Users are older, highly educated with higher incomes than Facebook (average salary 3x that of FB user)
- Yet, students and college graduates are the fastest growing demographic as millennials join the job hunt
- 38% of college educated adults are on LinkedIn
- Sweet spot is among 30-49 year olds, with 27% of Internet users using it
- Skews toward men with 24% of male Internet users vs. 19% of female Internet users

**Good source to find experts, follow thought leaders, share business information**

**Key features:**

- Users can create profiles, post professional photos, and highlight education, work and volunteer experience
- Company Pages – to share business information, attract customers, partners, employees, volunteers and donors
- Nonprofit organizations can create free company pages to create visibility, highlight mission and engage supporters
- Share an Update – keep followers informed
- Publish a Post – integrated blogging/content marketing tool for sharing information, opinions and new developments
- Groups – public or permission-based allows people with similar interests to connect, ask questions, start discussions, post and view jobs and establish themselves as industry experts
- Volunteering Opportunities – users are encouraged to list on profile



# google+

## GOOGLE+

**The “social layer” of Google - integrated with other Google services**

**Search engine optimization benefits make it worth considering**

- A page on Google+ can help people find you in a regular Google search
- Google ranks Google+ pages higher in search engines

**Users can tell stories, make recommendations and follow the people and organizations they are interested in**

- Unlike Facebook, they can follow even if they don't know them
- +1 feature – (similar to “like” on Facebook) combines the power of a personal recommendation with the reach of Google

**Some view it as a more flexible combination of Twitter and Facebook**

- Hashtags are popular
- No character limit, you can engage in deeper, more in-depth conversations and communications

**It is important to note that outside of search, some view Google+ as a failed social network, so it may make sense to reconsider if this platform really makes sense for your goals and your audience**

**You need to have a Google account to set up a profile**

**Key features:**

- Circles – allows users to assign followers into groups, enables easier, more targeted, more meaningful information sharing
- Hangouts – free, online way to meet and interact with constituents via live video chat on a planned or impromptu basis
- Communities – can be created by users or brands to start conversations around topics of interest
- Pages – brands can set up a public identity and presence to update and share information
- Search & Ripples – lets you see what is being said about you across Google+



# instagram

## INSTAGRAM

**The “photo sharing social network” for your organization**

**Simplicity is part of the appeal - based entirely on photos and 15-second video posts**

**Allows users to take photos, apply filters to change the look of the photo, embed with keywords and upload to share**

**Images can only be uploaded from mobile devices, though there is a web version for viewing**

**Considered the largest mobile social network in the U.S. acquired by Facebook**

**Predominant users are teens and young adults (18-29)**

- 60% of users are 35 or younger
- Instagram has overtaken Facebook and Twitter as the network with the largest population of younger users [Sprout Social]
- The majority of users are female [Sprout Social]

**Person running account should have eye for detail and photography skills so photos are high quality**

**Best for communicating brand personality, product pictures, culture, pictures of people and staff, events going on**

**Superb for visual storytelling about your organization, its stakeholders and results – “pictures do the talking”**

**Key features:**

- Filters – users can change the look and feel of a photo
- Hashtags – organizing by keyword or topic
- Integration for easy sharing with other social sites – Facebook, Twitter, FourSquare, Tumblr
- Instagram “Direct” – built-in messaging, can share photos to friends or groups



# pin

# terest

---

## PINTEREST

**The “social curation” site for categorizing and sharing of images found online**

**Digital bulletin boards where users can “pin” anything they find and organize it into themed image boards**

**Site is predominantly visual content (images or videos), clicking on image takes you to the original source**

- Now tops Twitter as the second largest driver of traffic from social media sites, next only to Facebook  
<http://sociallysorted.com.au/pinterest-now-2nd-largest-driver-of-traffic/>

**Majority of users are women (80%) between the ages of 25 and 45**

- 44% of online women use the site compared to 16% of online men
- Those under the age of 50 are more likely to be users

**Best for organizations with highly visual quality content that represents their mission and goals**

- The most viral channel, second only to YouTube; images evoke emotional responses
- Combines speed, entertainment and interaction; appeals to people’s sense of identity

**Good for snapshots from events, company culture, infographics and encouraging user generated content**

**Key features:**

- Pin – enables users to save and display content that they like
- Board – information created and organized by category
- Captions – add information that the picture doesn’t tell
- Integrated messaging function
- Can set up group boards for partnerships with other organizations
- Integrated messaging function



# blogging

---

## BLOGGING

The “cornerstone” for content publishing

A popular way for people and organizations to easily share information, express opinion, thoughts and views and establish thought leadership

Can be viewed as a central “content hub” to organize, optimize and distribute content consistently across social channels

### Benefits

- When done correctly, can create a following and can increase traffic to websites
- Brings qualified visitors who are searching and seeking information
- Boosts organic search traffic as content is fresh and each post is a new indexed page
- Can feed social media channels and encourage sharing of content
- Helps to establish as thought leader/expert/authority
- Helps to connect with others who share a cause

### Challenges and considerations

- Takes considerable time to manage
- Must be a constant stream of engaging content published on a consistent basis
- The blog has to be marketed to gain a following
- Bloggers must monitor responses and engage with those who comment
- Users can publish content and have a social presence without blogging

**Note:** For groups interested in creating a blog or website outside the Mass General website, [massgeneral.org](http://massgeneral.org), please contact [Monique Tremblay](#) or [Setarreh Massihzadegan](#).

## SOCIAL MEDIA CHANNELS - QUICK RECAP



### **Facebook**

Good for building and nurturing your social community



### **Twitter**

Good for news, updates, real-time broadcasts, emergency response



### **YouTube**

Good for video sharing and communicating more complex information



### **LinkedIn**

Good for engaging supporters, leveraging employees' social networks



### **Google+**

Good for segmenting messages to targeted audiences, getting found in search



### **Instagram**

Good for communicating brand personality, cause awareness, sharing photos of people



### **Pinterest**

Good for social curation of images, building creative identity



### **Blogging**

Good for expressing opinion, building thought leadership, and driving web traffic

## MASSACHUSETTS GENERAL HOSPITAL SOCIAL MEDIA BEST PRACTICES

- Know your audience and what they care about
- Provide content that is meaningful, helpful, timely and relevant
- Where appropriate, leverage virtual teams from across the hospital to contribute content
- Focus on health/wellness, helpful news and proactive tips, not promoting the brand
- Adhere to our brand standards and guidelines (Instructions can be found on [page 32](#))
- Use a content calendar to organize posts and be proactive
- Disseminate content across channels based on audience and interest
- Maintain a consistent level of activity and frequency of posting
- Continually monitor posts and conversations and respond promptly to issues
- Identify key performance indicators (KPIs) and what you will measure in advance
- Monitor over time, analyze and adapt accordingly



## GENERAL BEST PRACTICES: CONTENT CREATION

### The most powerful posts connect the reader emotionally to the story

- Content in post should deliver on the title, don't bait & switch
- Less is more
- Talking directly to the consumer – “you” can be powerful
- Assure reading level that is understandable to a wide audience

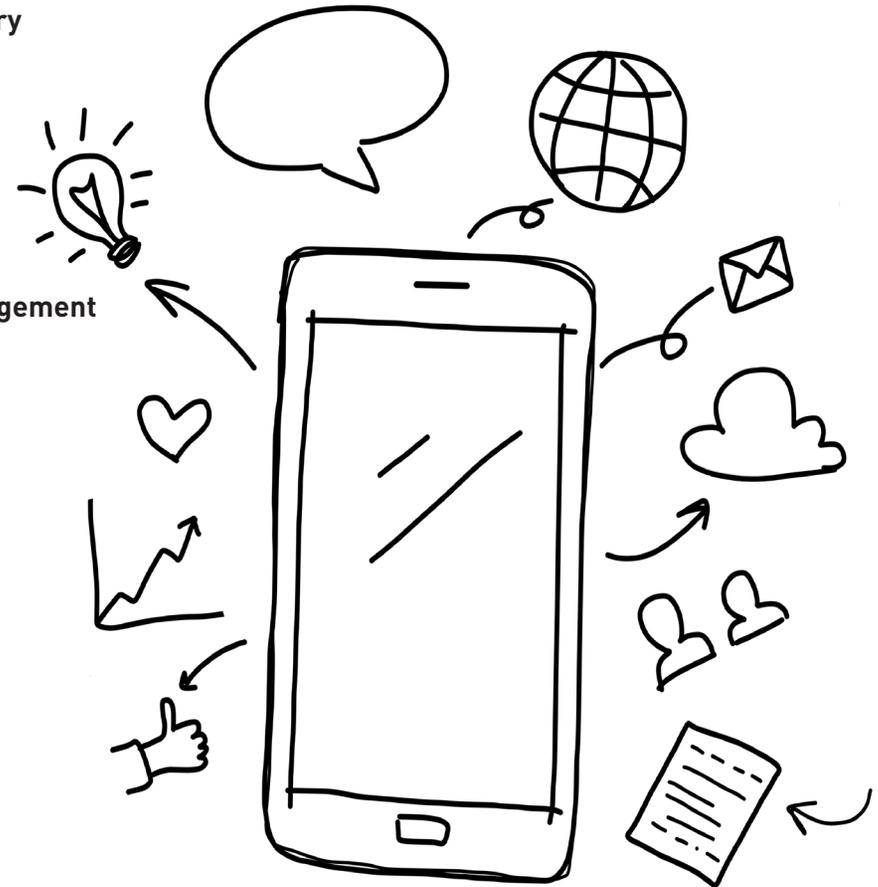
### Visual content is more likely to be shared and inspires higher engagement

#### Good types of content

- Fresh and relevant news
- Up-to-date information
- Posts tied to global observance days, holidays, etc.
- Industry advancements
- Research findings, data and statistics
- Tips, techniques, and how-to's

#### Re-purpose, re-use and re-cycle good content

- “Evergreen” content – remains perpetually relevant
- Update top performing posts
- Keep URL the same, change the title and the keywords



## GENERAL BEST PRACTICES: CONTENT CURATION

**Curation is finding, filtering, adding insight and sharing other's content**

**Collecting and sharing influential people's content helps get you on their radar**

**Topics should tie qualitatively to your organization's mission, values and themes**

**Add your perspective, opinion, or comments**

**Cite sources, give credit with backlinks, tag page on Facebook**

### **Good types of content to curate**

- News articles
- Infographics
- Videos
- Photos
- Data and statistics
- Tips and techniques



## GENERAL BEST PRACTICES: CONTENT CALENDAR

### Use an editorial calendar to organize content

- Plan a schedule of proactive content at least 6 months out, but also have a process for breaking news and timely topics
- Assign topics and timelines to contributors – include due dates and publish dates
- Align content with key calendar events – holidays, seasonal changes, social events
- Assure a mix of content
- Identify channels of distribution with each piece of content
- Include a checkpoint to assure that all content is proofread, search engine optimized, and properly tagged with keywords before posting



## GENERAL BEST PRACTICES: LISTENING, CONVERSATION

### Listen first

- Monitor social channels frequently
- Use services to push notifications to you
- Look for thought leaders and influencers in your market

### On Twitter, if appropriate, follow back and interact where appropriate

- Indicates a nod of respect
- If not, it implies you are not interested

### Respond to users' positive mentions and questions in timely manner

- When responding, clear and concise messaging is most effective for engagement

For any negative mentions or comments on social accounts, please review the summary response guidelines on the following page.





## GENERAL BEST PRACTICES: OPTIMIZING YOUR POSTS

**Measuring will help you to know if your efforts are worthwhile**

**Key measurements to think about specifically with regard to social media**

### Reach

- How many people you are influencing with your content
- Good indicator of whether your content resonates with and attracts followers
- Metrics include: likes on Facebook, followers on Twitter, subscribers on YouTube
- Can be measured manually, via the analytics on each platform, or with third party tools

### Engagement

- How many people are interacting with your content
- Good indicator that your content is well received on your platform
- Metrics include: commenting and/or sharing Facebook content with others, retweeting or direct messaging on Twitter
- Can be measured manually, via the analytics on each platform, or with third party tools

### Conversion

- How many people were inspired to take action because of your content
- Good indicators that followers want to learn more, get involved, or engage more closely with your organization
- Metrics include: click-through to website, following links in content
- Corporate websites are administered and monitored by Corporate Marketing staff using Google Analytics and other tools



# MASSACHUSETTS GENERAL HOSPITAL BRANDING GUIDELINES

An organization’s social presence is simply an extension of a brand; one that allows you to reach many more people across an interconnected network.

The Brand Standard Guide is a set of predefined guidelines for how the our brand should be represented and includes use of the logo, color palettes, typography/fonts, brand imagery and editorial guidelines for users.

The Video Brand Guidelines document is designed to help departments use video to produce high-quality videos that are consistent with the brand.

Consistency and representation are critically important in building and sustaining brand loyalty. All Mass General Hospital social media activities should adhere to these standards.

## DOWNLOAD THE MASS GENERAL BRAND STANDARDS GUIDE AND/OR VIDEO BRAND GUIDELINES

To access the guides, please visit [massgeneralbrand.org](http://massgeneralbrand.org) and login or register to create an account.

BRAND IMAGERY

BRAND STANDARDS GUIDE

### PHOTOGRAPHY

#### People in Photographs

The goal of any “people” picture should be to show people engaged with their work, the people around them or their environment. Avoid overly posed shots (rather than a stiff corporate shot, focus more on real-life scenarios). When shooting straight faces, the expression captured should convey warmth, honesty and sincerity. Avoid oversaturated colors and lighting.

**All medical professionals shown in Mass General communications should be Mass General personnel dressed in appropriate attire and complying with formal safety standards.**

Photography that represents patients, such as the example below, may be stock.

**TIP: When photographing a patient, the patient should sign a release form. To obtain a release form, please e-mail the Mass General Marketing Department at [massgeneralmarketing@partners.org](mailto:massgeneralmarketing@partners.org).**



BRAND STANDARDS GUIDE

BRAND IMAGERY

#### Objects in Photographs

“Object” photography includes close-up and mid-range photos of subjects that are not people. As with photographs of people, the emphasis should be on showing how the objects interact with patients, physicians or their surroundings, and not on the object for its own sake. Catalog-style, “still-life” photos should be avoided.

Most hospitals have photogenic technology such as ultrasound machines or heart monitors on their premises. If you show such equipment in a Mass General communication, its purpose should be to highlight the value of the unique image on the screen or the unique environment where it is being used. We recommend exploring lighting, perspective and exposure to focus attention on the key aspects of the image and to add to the narrative quality of the image.



#### Location Photography

All background locations used in photographs for your communications should be Mass General facilities.



**TIP: If you’re planning on taking photographs in one of our facilities, always consult with the Mass General Marketing Department first as there are procedures that should be followed. Please e-mail [massgeneralmarketing@partners.org](mailto:massgeneralmarketing@partners.org) for more information.**

## SOCIAL MEDIA RESOURCE TEAM

We are here to help and are interested in your comments and feedback. For questions on getting started with Facebook, please contact [Monique Tremblay](#) or [Christina Lally](#). For questions getting started on Twitter or YouTube, please contact [Mike Morrison](#).

### Development

- Michele Gagne  
[mgagne@partners.org](mailto:mgagne@partners.org)  
617.724.8755
- Christina Lally  
[clally@partners.org](mailto:clally@partners.org)  
617.724.7312
- Noam Reuveni  
[nreuveni@partners.org](mailto:nreuveni@partners.org)  
617.643.0461

### Public Affairs

- Mike Morrison  
[mdmorrison@partners.org](mailto:mdmorrison@partners.org)  
617.724.6425
- McKenzie Ridings  
[mridings@partners.org](mailto:mridings@partners.org)  
617.726.0274

### Human Resources

- Maureen Larkin  
[molarkin@partners.org](mailto:molarkin@partners.org)  
617.724.9654

### Marketing

- Monique Tremblay  
[mtremblay6@partners.org](mailto:mtremblay6@partners.org)  
617.726.4102
- Setarreh Massihzadegan  
[smassihzadegan@partners.org](mailto:smassihzadegan@partners.org)  
617.643.5167
- Misty Hathaway  
[mhathaway2@partners.org](mailto:mhathaway2@partners.org)  
617.726.2580
- General Inquiries  
[mghsocialmedia@partners.org](mailto:mghsocialmedia@partners.org)





MASSACHUSETTS  
GENERAL HOSPITAL



MASSACHUSETTS GENERAL HOSPITAL SOCIAL MEDIA RESOURCE TEAM

[mghsocialmedia@partners.org](mailto:mghsocialmedia@partners.org)



MASSACHUSETTS  
GENERAL HOSPITAL