Social Media Chapter Resource

Social media can add value to your chapter experience, providing both communication and a sense of community to your members. We have compiled a list to be used as a resource and guide listing best practices and relevant hashtags that you can utilize.

Social Media Writing Best Practices

- Share/retweet relevant content from the HIMSS Enterprise social channels:
  - HIMSS Social Accounts: <u>Twitter</u>, <u>Facebook</u>, <u>LinkedIn</u>, <u>Instagram</u>, <u>YouTube</u>
    - What To Expect: HIMSS news, articles, webinars, ebooks, whitepapers and other resources
  - Healthcare IT News Social Accounts: <u>Twitter</u>, <u>Facebook</u>, <u>LinkedIn</u>
    - What To Expect: Healthcare-IT related news
  - Healthbox Social Accounts: <u>Twitter</u>, <u>LinkedIn</u>
    - What To Expect: Healthcare innovation-related resources and initiatives.
- Feel free to have fun, when appropriate, and utilize memes, GIFs and emojis. Be mindful of the public sentiment at the time and adjust tone accordingly.
- When sharing URLs to content, provide copy to entice people to click, engage or share. Shorten URLs for a more polished look using a URL shortener tool like bit.ly.
- When appropriate, mention or @ relevant brands and people as this can increase the reach and encourages those that you mention in the post to interact and share your post. Always double check the handles of those that you are mentioning.
- Tag @HIMSS, when appropriate, which also increases the chance that the main account will share/retweet your post.
- When referring to your brand, don't always refer to yourself in third person. As the messages are coming from your account, that is implied. Instead use pronouns like "we," "our" or "us" to take a more personal and human tone with your social accounts. Example below:

Instead of "Chapter Name" use pronouns like "we," "our" or "us" in your posts. For example in this instance, we would recommend:

"We are pleased to share a HIMSS article on chapter advocacy featuring our Advocacy Committee board member, Christopher Kunney."

- For detailed writing guidelines refer to HIMSS writing guidelines here.
- Optimize social messages per channel as demonstrated in a few example below. For more, go to our writing guidelines.
  - Example:
    - Twitter: [WEBINAR] Join us on Oct. 25 to hear @JohnDoe discuss how #digitalhealth helped his healthcare organization improve health outcomes.
    - Facebook: [WEBINAR] Join us on Oct. 25 to hear @EdwardHospital's John Doe discuss how #digitalhealth helped his healthcare organization improve health outcomes.
    - LinkedIn: [WEBINAR] Join us on Oct. 25 to hear @EdwardHospital's John Doe discuss how #digitalhealth helped his healthcare organization improve health outcomes.
    - IG: Join us on Oct. 25 to hear @JohnDoe discuss how #digitalhealth helped his healthcare organization improve health outcomes. Link in the bio to register for the webinar.

Social Media Images Best Practices

- Only use images with new logo and that fit within our brand guidelines.
- When creating images for social, optimize the images to the correct sizing and format.
  - File Format: PNG
  - Size:
    - Twitter & LinkedIn: 1200x630 pixels
    - Facebook: 1200x630 pixels with 20% text or less in the image
      - You can test the 20% rule using Facebook's text overlay tool.
    - Instagram Feed Post: 1080x1080 pixels
    - Instagram & Facebook Story: 1080x1920 pixels

- For detailed image selection guidelines, refer to HIMSS <u>branding guidelines and best practices here</u>.

Hashtag Best Practices

- Using hashtags appropriately can help you increase the reach of your messages to people who are relevant and are actively searching for that information. However, overuse can make your profile look like a spam account. Here are some tips to find the balance:
  - Only use hashtags that are actually active. We do not recommend creating your own hashtags as they don't have any search benefit to them and might require significant amount of time to create enough traction for them.
  - Limit to 2-3 hashtags and mentions per post. When you overuse mentions and hashtags, you are providing the user more opportunities to click away from your ultimate call to action of the post (for example, this is usually to click the link or watch a video).
  - By adding strategic hashtags, you are also engaging in the wider social conversation around that topic. Here's a list of some commonly used hashtags by the healthcare IT community.

#HITcloud	Cloud computing in healthcare and its role as an enabler of transformation and innovation.
#DigitalHealth	Using digital tools and solutions for health and wellbeing.
#HITsecurity	Share insights on how leading provider organizations are protecting healthcare's expanding digital footprint and securing data inside and outside the hospital.
#HealthcareInnovation	What's new and what's next in health information and technology.
#smartHIT	Share thoughts with the healthcare community around putting machine learning & AI to use to improve care.
#PatientEngagement	Explore the digital and human-to-human approaches to improving care by boosting patient satisfaction, empowerment, engagement and experience.
#InnovatePharma	Participate in the conversation around emerging collaborations and partnerships between pharma, payers, providers and patients destined to revolutionize the healthcare industry.
#PopHealthIT	Share ideas on how leading healthcare organizations engage providers and vulnerable patients to develop effective strategies to promote health and wellness.
#SDOH	Discover and contribute to conversations around social determinants of health.
#Interoperability	Discover and contribute to conversations around interoperability.
#GovHIT	Stay on top of healthcare policy and government

	relations discussions.
#Nurses4HIT	Discover and contribute to conversations around the nursing profession.
#WomenInHIT	Join the community supporting and empowering women in health IT.
#HealthEquity	Supporting the Global Health Equity Network initiatives.
#HIMSSTV	Use to share and find HIMSS TV video content.

Social Media Marketing Best Practices

- When promoting webinars, start at least a few weeks in advance of the event date.
- Whenever possible, utilize free social scheduling tools like Hootsuite, so that you can schedule posts out on different channels and in advance.
- Consistency is key. Create a schedule for your social channels. Even if you spread out your posts, we recommend planning ahead to keep your feeds active.
- Stay away from <u>only</u> promoting your events and initiatives. Be a resource for your audience and share variety of content. A good rule of thumb is adopting an 80/20 rule. 80% of your content should be sharing a variety of content that your audience would find valuable and/or engaging, while limiting self-promotional content to 20% of your feed.