



MEMORANDUM

TO: Julie Minardi, Health Center Partners So Cal
DATE: June 18, 2018
FROM: Joe Zago
RE: Social Media Content Plan

Below are some concepts for your consideration. Imprenta & HCP should continue to develop this document based on a back and forth dialogue to discuss the messaging that HCP wants to put forward through social media, along with reflected values.

GUIDING PRINCIPLES

DISCUSSION POINT: What are we trying to accomplish?

This is our most important question, the answer to which will be foundational to the development of principles for your ongoing content plans. Here are a few thoughts for example:

These bullet points should act as the “pillars” of our social media strategy. Every content plan, post, and campaign should come back to one of our foundational values.

- **Educate** others on Health Center Partners of SoCal
- Promote health in our communities – Which national health observances can we focus on? There are usually a few important ones every month
- Showcase value of important members
- Celebrate and showcase our successes – collective with membership
- Provide a personal touch and an element of human warmth to the face of HCP
 - Highlighting successes
 - Recipient of awards, intern stories etc.

PLATFORMS

Facebook: Facebook lends itself to longer-form content and is much more of a place to engage with folks in your geographic community. It is a much better tool to engage with members of the general public than Twitter, which is fundamentally a tool for folks who want to make themselves heard. In contrast, many folks are on Facebook because they simply want to connect with friends and family and institutions in their community. In sum, many folks on Facebook are happy to be consumers of content rather than attempting to make their voices heard.

Facebook has the added benefit of various mechanisms for organic growth. For example, HCP can highlight an intern success story and tag the individual along with the medical school she is going to – which she would then share with her followers and the medical school’s potential followers. In the example above, you can actually tag your intern and medical school she is going to – which leads to her sharing the post with her followers, and potentially even the followers of the medical school she is going to attend.

Twitter: Influencers and actors in defined cultural or political enclaves (a “Twitterverse”) in conversation with mostly each other. For example, there is a discernable “California politics and policy” Twitterverse. It is composed of members of the state legislature, staff, reporters, the governor, political appointees and others in the scene. They are in conversation mostly with each other (i.e. tweeting stories out, celebrating bills getting out of committee, having policy discussions, etc.), but sometimes those discussions reach a broader audience because that particular topic is widely popular.

Aside from the occasional viral Tweet, it is best to consider that you will be in communication mostly with folks in your cultural / political enclave on Twitter (your Twitterverse).

Twitter is also a great way of engaging in public conversations and building a personal brand:

- Retweeting articles/stories of interest
- Utilizing hashtags to spark conversation around important topics
- Tweeting directly to members of consortia, clinic health members
- Producing shareable content that will encourage others to RT such as the above

DISCUSSION POINT: Who is (or should be) in the HCP Twitterverse?

Below is a list of examples:

- Primary care providers and plans
- Consortia member clinic leadership & staff
- Patient advocates
- Policy makers
- Federal, state, and local elected officials (and staff)
- Reporters & budget analysts
- Patient support groups
- Safety net service providers (all groups under the HHS umbrella)
- Civic leaders
- Local colleges and universities, workforce providers, etc.
- Influencers in your geographic communities.

LinkedIn: This is a professional networking platform. The value of the platform is really to share organization-wide wins and announcements, such as awards, job postings, and other announcements that you would blast out to your immediate professional network. LinkedIn also has the value of helping to position HCP leadership as thought leaders in your profession, thereby increasing HCP’s brand value. In sum, LinkedIn presence is bolstered by enhancing the presence of its leadership team, which can be accomplished by highlighting accolades.

FINAL THOUGHTS

This memo is intended as a jumping-off point for our ongoing conversations about improving HCP’s online connectivity and social media presence. Let’s use this as an opportunity to reflect before building content. Here are some final questions to consider:

- Who do we want to talk to?
- What do we want to say?

- What is the end-goal of our social media efforts?
- How can we leverage our partners to boost our presence?
- What topics do we want to be sure to engage? To avoid?

In general, social media should be used to:

- Educate others on clinic programs
- Promote health in our communities
- Advocate for funding and policy that positively impact the Consortia
- Show value of Member clinics (very separated targeted)
- Celebrate and showcase our successes – collective with membership
- Promote our vision of health for all
- Drive content to website, health center, job postings
- Provide a personal touch and an element of human warmth to the face of HCP
 - Highlighting successes
 - Recipient of awards, personal touch

Facebook

- Community-based organic growth
- Tagging individuals
- Highlighting success stories

Twitter

- Who are we in conversation with?
- Defined space
- Community-based organizations
- Increase engagement with Twitter polls, frequent RTs and comments

LinkedIn

- Sharing wins, accolades with colleagues
- Hiring Process: Increase visibility of open positions

CONTENT PLAN: Mid-June through July

Sample plan below.

Facebook

| Date | Time | Copy | Collateral |
|---------|-----------|--|----------------------|
| June 18 | 7:00 p.m. | #AutismPrideDay celebrates global neurodiversity. Difference over disability. (Watch Now) Watch a few of our patients explain how Autism has | Video of interviews. |

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| | | shaped their lives in a positive way. | |
| June 20 | 8:00 p.m. | Chime in on the nationwide conversations and learn what it means to be a #Partner4Equity. @HCPSoCal and @CommunityHealth Centers work together to provide extensive, quality care to all patients and increase capacity to leverage diversity. We've built an integrated network of quality healthcare. Read our news release to find out more. | Post screenshot of release from PRNewswire. |
| June 26 | 1:00 p.m. | Today is International Day against Drug Abuse and Illicit Trafficking and in honor of this national observance; we're giving away FREE clinic consultations of your choice. | Poster with graphic promoting the free clinic consultation. |
| June 30 | 1:00 p.m. | "Without health and long life, all else fails." - Dr. Booker T. Washington For us, health means raising awareness for minorities across our community health centers. Comment below with your thoughts on what health means to you. |  |
| July 7 | 12:30 p.m. | In total, HCP SoCal operates 133 medical and dental practices nationwide, offering full access to training, activities, and connectivity among all health centers. Learn more at our website. | Link to site. |
| July 22 | 1:30 p.m. | "HCP SoCal's model of clinically integrated health centers with a focus on quality improvement delivers exceptional care for patients and value for health plans." - @HenryNTuttle | Photo of CEO Henry Tuttle, tagged. |

Twitter

| Date | Time | Copy | Collateral |
|-------------|-------------|---|---|
| June 27 | 1:00 p.m. | June is #NationalSafetyMonth. When was the last time you revisited your workplace safety guidelines? Health and safety go hand in hand, so remember to put your #SafetyFirst. |  |
| July 4 | 7:00 p.m. | HCP wants to wish everyone a safe and memorable #FourthofJuly. Tweet us with what #DeclarationofIndependence means to you! | Graphic of Independence Day. |
| July 19 | 6:30 p.m. | #DYK: laughter is a natural heart medicine. According to Science Daily, laughing gauges blood vessel function and increases overall blood flow by approximately 20 percent. |  |
| July 27 | 5:30 p.m. | Find out why HCP was recognized as a leader in the healthcare industry, in a study done by the California Health Care Foundation Study. (Link to press release). | Screenshot of PRNewsWire Release. |
| July 28 | 1:00 p.m. | In honor of #WorldHepatitisDay and the #Nohep movement, we are offering FREE testings! #Gettested | Graphic promoting free testings. |

LinkedIn

| Date | Time | Copy | Collateral |
|---------|-----------|---|---|
| June 20 | 7:00 p.m. | In honor of #NationalSafetyMonth, here are some free tip sheets brought to you by the @National Safety Council. | https://www.nsc.org/pages/nsm-public-materials |
| July 4 | 7:00 p.m. | HCP wants to wish everyone a happy and safe 4 th of July! Take advantage of the warm summer weather and head towards an impromptu weekend getaway – you deserve it! |  |
| July 11 | 6:00 p.m. | To date, HCP has 17 member community health center corporations operating over 133 sites throughout San Diego, Imperial and Riverside Counties. We pride ourselves in providing quality, patient-centered care and want to highlight those that have made this possible. (Showcase clinic leaders) | Graphic combining photos of clinic leaders. |
| July 15 | 1:30 p.m. | As a champion for community health care, we want each and every one of our patients to experience exceptional care. Thankfully, due to the deep knowledge of our members to deliver programs, resources, and advocacy designed to enrich the patient experience – exceptional, quality care is made entirely possible. Visit our website to learn more. | http://hcpsocal.org/ |
| July 28 | 2:00 p.m. | Check out our article mention published by @RevCycleIntelligence, “How Small Health Centers Can Succeed With Value-Based Payments” and learn how implementing a population-based mindset based on both members and patients can change the game. | http://hcpsocal.org/articles/ |