

Social Media Engagement Strategy

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OVERVIEW

KKH's Social Media Engagement Strategy

External Engagement Dashboard

- Corporate Website
- Facebook Page
- YouTube Channel
- Instagram
- Mobile App
- QR Codes
- Social Media Playbook

Internal Engagement Dashboard

- Policies & Guidelines
- Engagement Sessions
- Staff Partnerships


INTRODUCTION

The growth of social media is inexorable, and its use has seen exponential increase. The aim of the KK Women's and Children's Hospital (KKH) social media engagement strategy is to have an effective response to the use of social media, tactical management of internal and external stakeholders to mitigate the risks, manage any fallout, and leverage the benefits of the rise of social media.

METHODOLOGY

- The way healthcare organisations adapt and apply social media strategies is critical to its reputation management – using social media as a tool to generate conversations and create affinity.
- An assessment of social media platforms was carried out to determine the suitability of each online asset to help KKH achieve its objective.

Fig1. Audit of Social Media Platforms for Engagement



- Why** – Objective: Understanding why social media engagement is needed
- Who** – Stakeholders: Who are the stakeholders? Who is responsible for creating your messages?
- What** – Message: What do you want to say?
- When** – Timeframe: When to begin the engagement?
- Where** – Platforms & Online assets: Where do you want to engage?
- How** – Strategy: How to reach out to the various stakeholders.

RESULTS

- Successful engagement with external stakeholders have resulted in a clear organic growth (ie. without promotions and gimmicks) in number of Facebook fans and an increase in online interactions across platforms.

Fig2. New Facebook Fans – Cumulative Growth (Jan 12 – May 13)

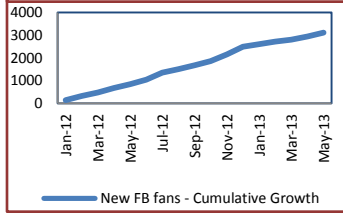
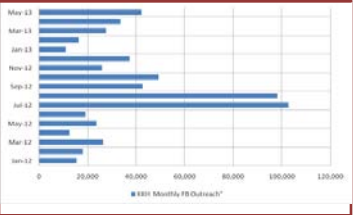
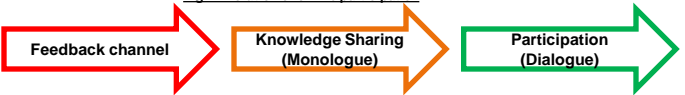


Fig3. Monthly Facebook Outreach (Jan 12 – May 13)



- Interactions have also evolved from passive to active participation. The development of an online community and the building of goodwill with stakeholders have enabled more positive voices online - with more users willing to speak up for the hospital and in turn developing positive attributes and perception of the hospital.

Fig4. Evolution of online participation



- Staff are more knowledgeable and aware of social media pitfalls when managing their own and the hospital's reputation online. We have also established operational integration with Service Quality to better manage service recovery.
- Enhanced brand awareness, improved perception, increased participation, involvement and affinity with KKH.

STRATEGIES

- At the core of the strategy is openness and a willingness to engage.
- To external stakeholders, this means a strategy of engendering trust and projecting professionalism.
- In the case of staff, this translates to equipping and educating staff with knowledge and awareness of the responsibility associated with fast-paced online interactions and how to mitigate risks associated with social media engagement. Establishing core guidelines and empowering staff is necessary in getting staff buy-in and participation.

External

- Establish suitable online platforms as touch-points for engagement.
- Content development is key to ensuring that the right messages are communicated to various stakeholders across different online assets.
- At a technical level** – these included which platforms and technology to use and the duration and timeframe for engagement.
- At a tactical level** – these included thematic campaigns, education and information sharing.
- At a strategic level** – these included identifying key engagement strategies for each stakeholder and to respond according to the many online demands, eg. in any crisis scenario.
- A robust social media monitoring and measurement matrix was also developed, to monitor and determine online sentiments – to effectively guide the appropriate response to make to any ongoing crisis or situation.
- The hospital used various online communication platforms to establish its corporate presence.

- Corporate Website** (Contains all corporate information)
- Facebook** (Social Networking, online campaigns, feedback and dialogue with stakeholders)
- YouTube Channel** (Educational campaigns, videos on breast cancer awareness campaign by KKH)
- Instagram** (Informal interaction, campaigns and contests, eg. #BorninKKH)

- Mobile App** (KK Women's and Children's Healthpedia – includes pregnancy planner & calculator, information on services and events)
- QR Codes** (allow for cross-platform integration & promotion)
- Social Media Playbook** (Guidelines for online engagement for the team)

Internal

- Staff need to understand the importance of social media engagement and how to mitigate the risks involved with online participation.
- Policies & Guidelines** – The hospital developed its social media engagement policies and guidelines as part of the hospital-wide Policy & Procedures (P&P) for staff's reference. This provided a necessary framework for online engagement – whether individually or collectively as a department.

- R REPRESENTATION** – How you represent yourself affects what others think of you and your company.
- R RESPONSIBILITY** – You have a responsibility to protect patients' confidentiality and a responsibility towards what you say and do online.
- R RESPECT** – Respect others online. No legal, political, racial, xenophobic, defamatory, religiously-offensive, objectionable or inflammatory statements online.

- Engagement Sessions** – Social Media Roadshows & Presentations were conducted at various departments and CEO-CMB townhall sessions.
 - Training sessions were also started for all new staff through partnership with Human Resources (HR) at the employee induction programmes.
 - Regular reminders are also sent via internal communication channels such as emails, intranet and staff newsletters.
 - Summary slides are also made available for departments to share with staff (part-time / full-time).
- Staff partnerships** – An alert system empowering staff to highlight to Corporate Communications if they find that something is affecting the hospital's reputation online.
 - Established operational integration with Service Quality department to better manage feedback and service recovery.

CONCLUSION

Social media is here to stay. Hence, it is critical that KKH has a robust social media engagement strategy. The action plans rolled out have been effective in achieving the objectives. Patients gave feedback through the various online platforms and received prompt replies to their queries. This is useful in demonstrating the hospital's responsiveness and helps to build positive perception among stakeholders. Misinformation can also be addressed promptly. It has also provided the hospital an opportunity to project itself as a thought leader especially on topics of interest to the general public. The hospital was able to leverage on the interactions with stakeholders to engage in health and public education campaigns. Staff have also developed a heightened consciousness of social media responsibilities and are more attuned when participating in online activities.

Given the nature of the development of social media, the hospital's social media engagement strategy must be continually reviewed to meet new developments and online communication trends.