

SGH Facebook Experience

Jerry Wong, Singapore General Hospital
Wong Sing Wei, Singapore General Hospital

AIM OF SGH FACEBOOK

1. To extent SGH media reach from traditional media like newspaper and magazines to social media, Facebook
2. To engage our patients and visitors with regular posting
3. To equip Singaporeans with healthy living knowledge by using online 'viral' methods
4. To brand SGH as a health promoting hospital
5. Allows personal communication with fans, building relationships with them and converting them to be our brand advocates
6. To educate patients, visitors or caregivers on the various hospital's processes

FINDING THE RIGHT FORMULA



Defining the right target audience

SGH Facebook set it's target to adults between the age of 25-45 years old. They probably do not have medical knowledge and are our ex-patient or caregivers.



Crafting the right message

Content needs to be crafted in an easy to understand method. By asking them questions and crafting effective titles, each of our Facebook posting will attracts more views by our fans.



Using the 70/30 rule

70% of our Facebook posting are 'Pull' content like health information & tips and the remaining 30% is 'Push' content like corporate news & awards for SGH staff



Knowing the trend

It is haze season, we post "Harmful effects of haze", or if it is Chinese New Year, we post related content like "How to spring clean your fridge".



Tracking effectiveness

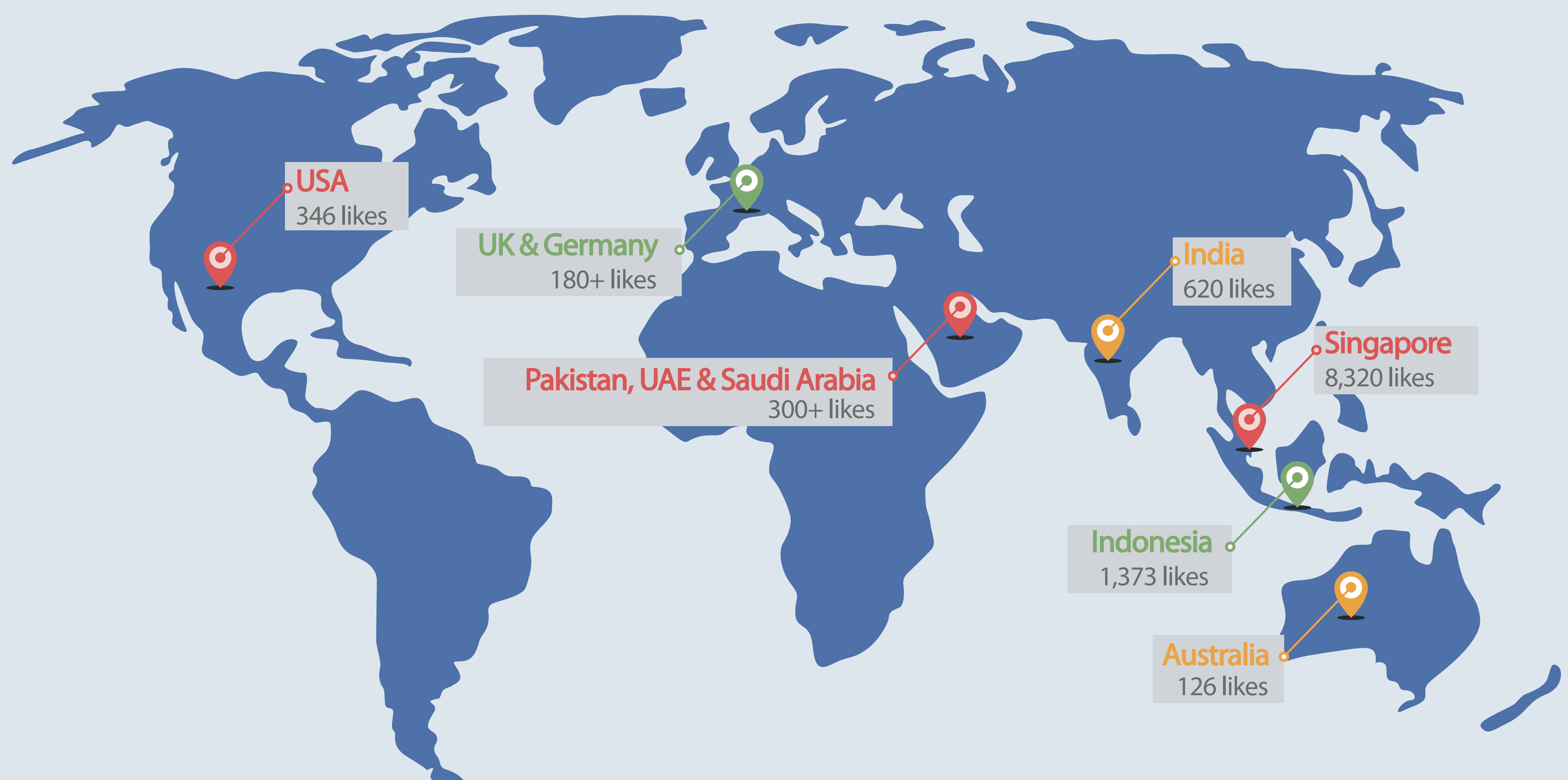
If a message receives 'likes', 'comments' or 'shares' equivalent to 1% of the total fans, it is deemed as effective. Find out why it is effective and adopt same strategy for future content.

WHAT IS THE RESULT OF DEPLOYING THE 5 STRATEGIES?

< **15 000** likes 

DEMOGRAPHIC: BY COUNTRIES

Linking people around the world.



INTERESTING STATISTICS

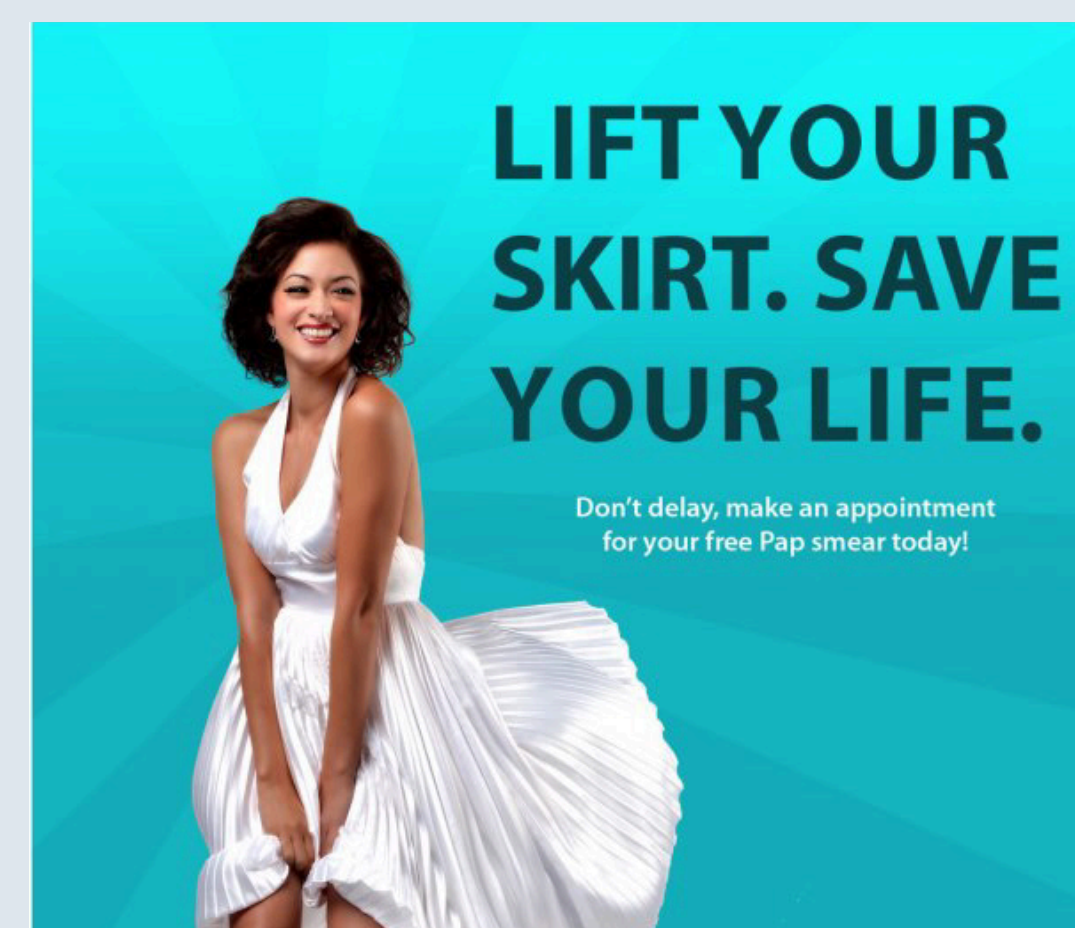
- SGH Facebook page is Singapore 'Most Likes' hospital's Facebook page. We are even more than Ministry of Health.
- On average, 170,000 people read/saw our message on Facebook weekly.
- To date, friends of SGH fans reached almost 7 million people with our news and postings.
- On average, 1,300 people would 'like', 'comment' or 'share' our posting on Facebook weekly.



Current Affairs

Our most viral posting was viewed by more than 600,000 people, shared 9,708 times, liked 1223 times and with over 200 comments.

The posting was also shared on many major online news channel like HPB, Stomp, Scoot, ChannelNewsAsia, Tangs and Haze Emergency 101.



Health Tips

We also shared relevant news that would be helpful and interesting to our target audience.

This post on free Pap smear test garnered 25,416 views, 131 shares and 76 likes.



Campus News

Another well-received posting was on Academia getting BCA approved. We crafted the accompanying message in such a way that is easier to read and understand.

By mentioning "Academia is safe to move in" instead of "Academia getting BCA approval", we achieved over 150 'likes'.

SOCIAL MEDIA IS HERE TO STAY

Social Media platforms like Facebook are changing the fundamentals of how businesses and consumers behave and interact, connecting hundreds of millions of people with each other. 90% of consumers trust peer recommendations, only 14% trust paid advertisement.

Advertising is becoming less effective at influencing consumers, by understanding your target audience needs and likes, they will help you to spread your message. These 5 methods are tested and proven to be effective. It has propelled SGH to be the most popular healthcare provider Facebook page in Singapore.