

Get a bigger piece of the Facebook pie!

*Jerry Wong, Angela Ng & Wong Singwei
Singapore General Hospital*

TO LEAD IN FACEBOOK

Singapore General Hospital, as one of the Ministry of Health's Health Promoting Hospital partners, uses its Facebook page as a key platform for sharing healthy living-related initiatives. We envisage the SGH Facebook page to be the **leading Facebook content provider on health-related information in Singapore.**

As such, the number of impressions*, of each of our Facebook postings is a measure of our key performance.

*Impressions: A measure of the number of times a posting is seen, whether it is clicked on or not, on a fan or friends of fan's Facebook newsfeed. Each time the posting appeared is counted as one impression.

HOW EFFECTIVE IT IS?

One method that we thought to try was to post trending articles in Facebook to assess it's effectiveness.

We tracked the number of impressions of the three most popular postings relating to a trending issue or topic in 2013/2014 (an infographic describing the effects of the haze on general health when smog from burning forests engulfed Singapore) and of the three most popular non-trending postings in the same period (an infographic offering diet tips for diabetic patients).

TRENDING IS HOT



During Lunar New Year

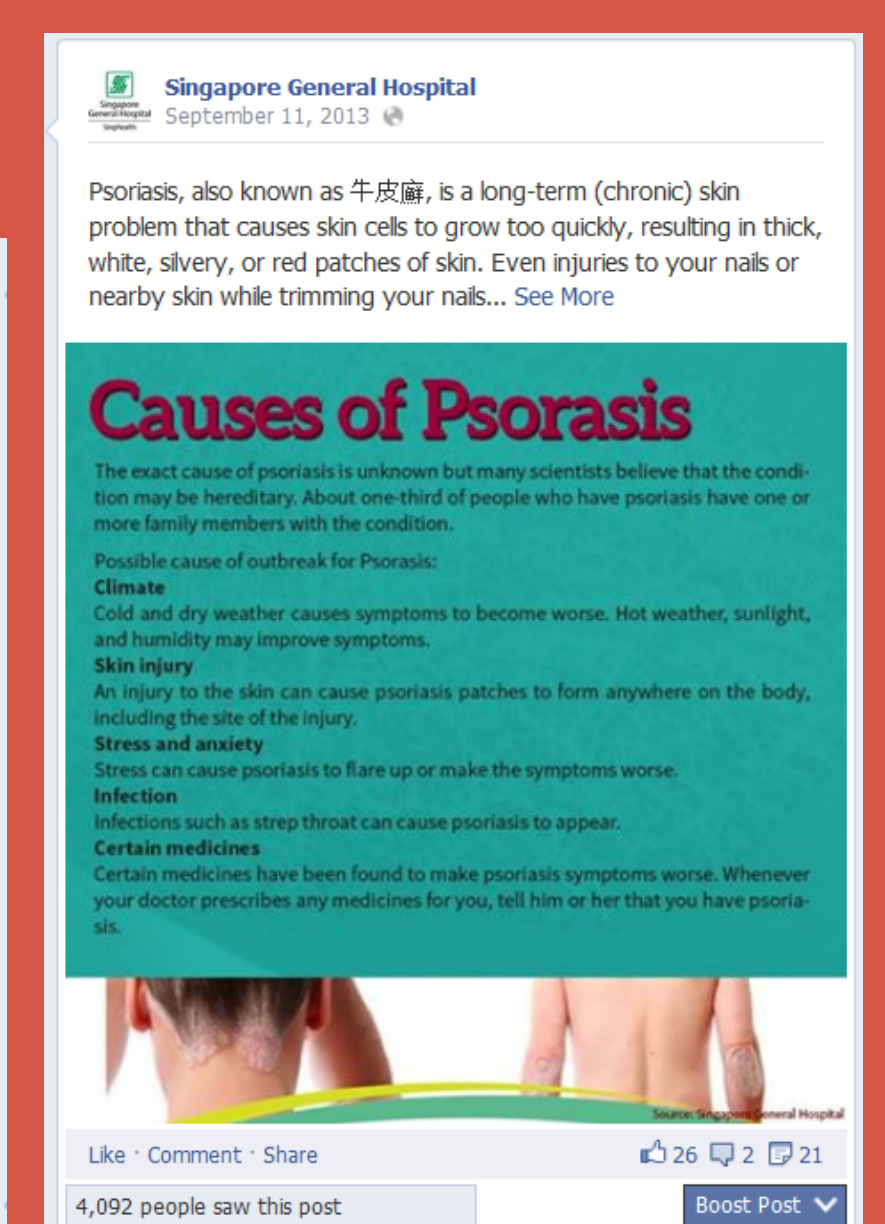


During haze season



When a well-known artiste dies of Lymphoma Cancer





Postings generated from media stories/ bank

TRENDING

VS

NON-TRENDING

9,918 shares
1,350 likes
88 comments

629,053
Impressions

13,040
Impressions

78 shares
111 likes
4 comments

Number of impressions for "Trending" articles, is **50 TIMES** higher and they are also **125 TIMES** more likely to be shared.

CONCLUSION

To get a bigger share of the "pie" (greater exposure) for your corporate Facebook message, administrators should create postings that are of current interest or are topical. They need to be in tune with the chatter on Facebook and other online platforms, and to be able to craft their messages to catch their Facebook fans' interest.



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