

Active Use Of Social Media To Enhance Engagement With Audience Rachel Tan, National Cancer Centre Singapore Tay Xing Wei, National Cancer Centre Singapore

The National Cancer Centre Singapore (NCCS) Facebook page was set up in 2009 to engage its audience. However, the team encountered challenges along the way: Slow growing fanbase! Low engagement levels!

INTRODUCTION

As Facebook had become a popular social networking site, it was important for the team to look for ways to improve its Facebook marketing strategy.

OBJECTIVE

METHODS

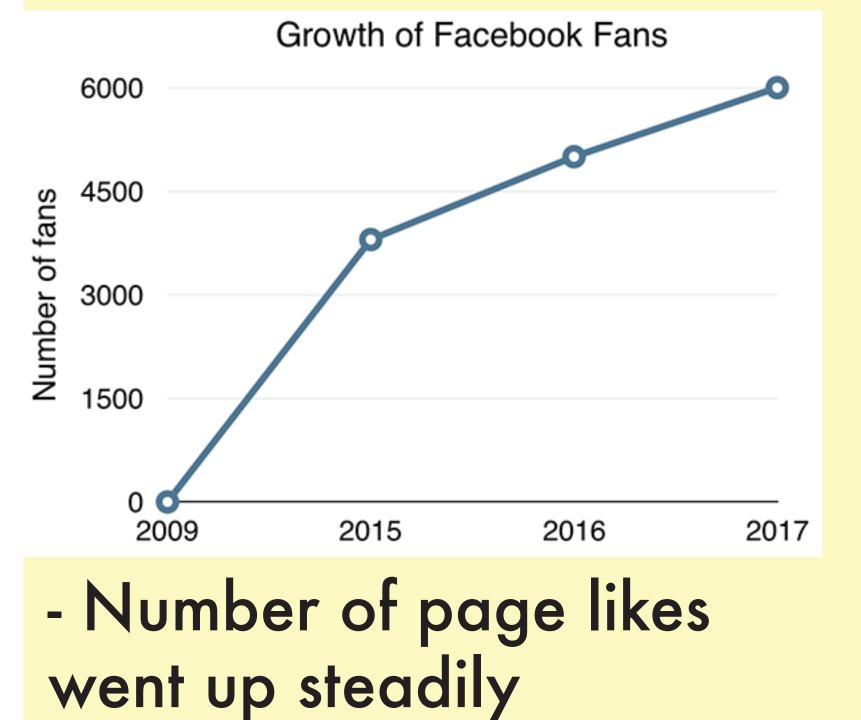
1. Conduct SWOT Analysis

The team used this to identify its strength, weakness, as well as external opportunities and threats.

2. Use of Analytics Tool

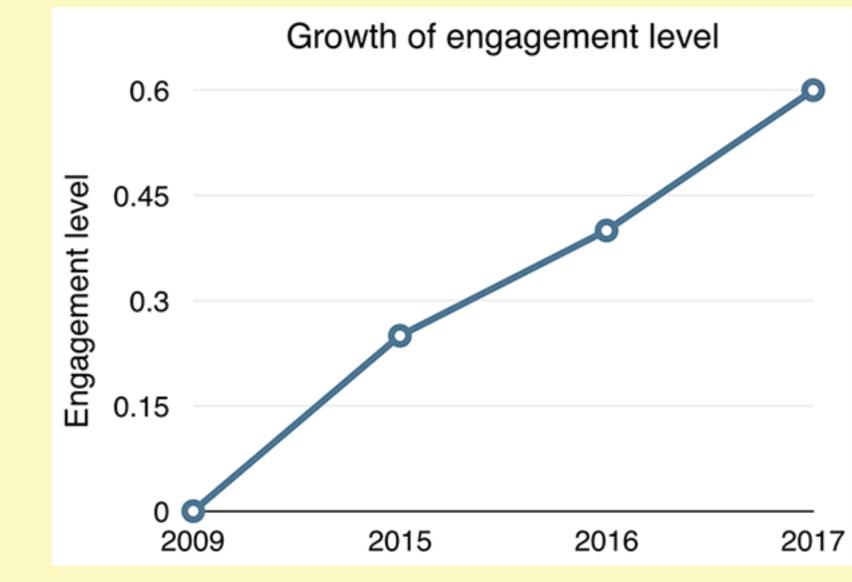
An analytics & monitoring tool was used to

RESULTS



- As of December 2017,

the fans increased to 6,000

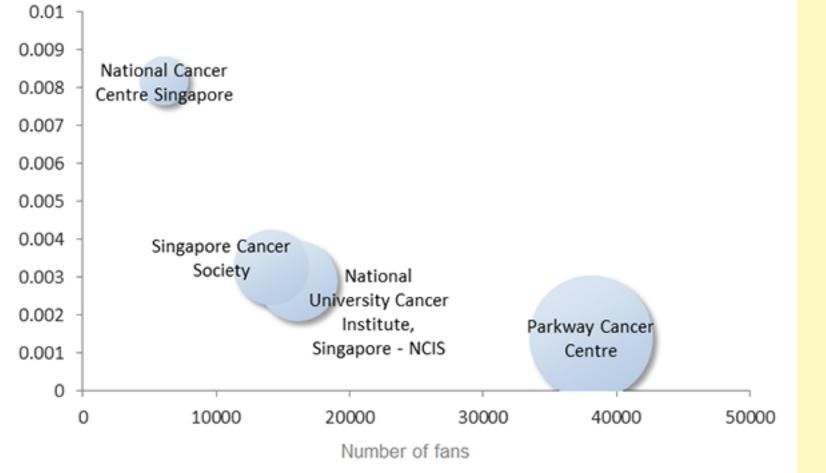


- Engagement level continue to grow from 0.25% to 0.6%

generate insightful reports that helped the team in developing the social media marketing strategy.

3. Create engaging content

Varying content were used, such as stories of patients and healthcare workers, image posts that inspire likes, comments and shares.



- NCCS' fanbase may not be as high as its competitors, but its engagement level has been consistently higher.

CONCLUSION

Moving forward, the team will share

National Cancer Centre Singapore 16 January 2017 · 🚱

Among the many suggested don't's are these:

Don't talk about other patients with similar cancers, even if they fared well

no two cancers are alike

00 98

Engagement

 Don't suggest that the person's lifestyle is to blame for the disease, even if it may have been a contributing cause. Blame is not helpful. Many factors influence cancer risk; even for lifelong smokers, getting cancer is often just bad luck

 Don't preach to the patient about staying positive, which can induce feelings of guilt in the patient if things don't go well. Better to say, "I'm here for you no matter what happens," and mean it

Read more about the tips here and 'SHARE' this with your loved ones:

Being a nurse allows you to make a real *difference* in people's lives.

...

1 Comment 91 Shares

National Cancer Centre Singapore

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"I once took care of a patient who was a single mother of two teenage sons and ran a push-cart stall. I would often drop by her stall to find out how she was doing.

Sadly, the patient eventually succumbed to her illness and passed on two years later. I attended her wake daily to provide emotional support to her sons. Three years on, I still keep in contact with the two boys.

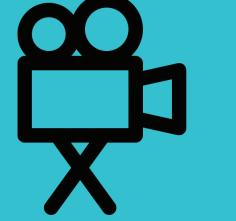
Maybe because of th... See more

Comment

🖒 Share 🛛 🔊

h Like

more video posts that tend to get more views and engagement.



Facebook ad will also be used to reach out to a wider audience.



NYTIMES.COM What Not to Say to a Cancer Patient Shopping for groceries or walking the dog can be more helpful than... Second and the second

Examples of top posts that proved the methods to be effective!
High number of likes, comments and shares on posts!

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