



# Healthcare Social Media Strategy Checklist

## What is social media marketing in healthcare?

Social media marketing in healthcare involves engaging your audience by sharing valuable content that aligns with your organization's goals. The key types of content include:

- **Patient engagement posts:** Encourages interaction and builds relationships.
- **Service line promotion:** Highlights your key services.
- **Health education:** Provides the community with valuable health information.
- **Brand awareness content:** Strengthens your brand's presence.
- **Public health initiatives:** Supports broader health campaigns.
- **Lead generation materials:** Drives conversions and website traffic.

## Why is a social media strategy important in healthcare?

A well-defined social media strategy ensures that all content aligns with your business objectives and resonates with your target audiences across various platforms. It prevents ineffective content creation and provides a roadmap for your marketing efforts.

# Your checklist for creating a healthcare social media marketing strategy:

## 1. Audit your social media footprint

- ☐ **Document all accounts:** Include dormant profiles and sub-accounts.
- ☐ **Assess content quality:** Does it follow best practices and engage users?
- ☐ **Check brand consistency:** Do all profiles align with your brand's voice and tone?
- ☐ **Evaluate activity levels:** Are accounts regularly updated? Is the audience engaging with it?
- ☐ **Identify redundancies:** Eliminate accounts that duplicate content across platforms.

## 2. Develop your high-level social media strategy

- ☐ **Understand your audiences:** Who are they on each platform? What do they need?
- ☐ **Use platform-specific best practices:** What works for your industry and audience on each platform (e.g., Facebook vs. Instagram)?
- ☐ **Set brand standards:** Define voice, tone, messaging pillars, and design elements.

## 3. Set up social media governance

- ☐ **Define roles and responsibilities:** Clarify who does what.
- ☐ **Create workflows and standard operating procedures:** Outline the steps for content creation and approval.
- ☐ **Use templates:** Implement checklists, calendars, and content brief templates.

#### 4. Train your team on best practices

- ☐ **Platform knowledge:** Understand audience behavior and algorithms on each platform.
- ☐ **Trend integration:** Leverage trending content formats and sounds.
- ☐ **Mobile-first content:** Write concise, mobile-friendly content.
- ☐ **Use of CTAs:** Avoid overwhelming users with too many calls to action.
- ☐ **Repurpose content:** Reuse strong content from other platforms.

#### 5. Measure performance

- ☐ **Set KPIs:** Establish key metrics to track, such as audience growth and post engagement.
- ☐ **Analyze results:** Use data to refine your strategy and demonstrate ROI to stakeholders.

#### 6. Know the risks of social media in healthcare

- ☐ **Data security concerns:** Protect sensitive information and prepare for potential HIPAA violations.
- ☐ **Crisis management:** Develop policies for handling negative comments or legal issues.

##### Need help?

[Reach out](#) to our experienced content specialists for personalized guidance. We're here to help you ace healthcare social media marketing.