

The nuts & bolts of social media

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Social Media

Noun

Forms of electronic communication (such as Web sites) through which people create online communities to share information, ideas, personal messages, etc.

Source: <https://www.merriam-webster.com/dictionary/social%20media>

Social Media / Getting started

1. Establish goals
2. Select your channel(s)
3. Define your audience & demographic
4. Content Strategy
5. Track success

Purpose/Scope

@UlowaEye

- Promote research, education, department happenings
- Promote awareness and eye safety
- Drive traffic to department website

@IowaEyeAlumni

- Keep in touch with alumni

@EyeRounds

- Discuss new cases, atlas entries, tutorials, videos on EyeRounds.org
- Drive traffic to EyeRounds website

Select your platforms



- Department:
@UIowaEye
- Alumni:
@IowaEyeAlumni
- EyeRounds:
@EyeRounds



- [Redacted]
- [Redacted]
- EyeRounds:
@EyeRounds

Select your platforms /

Facebook



2 BILLION
TOTAL ACTIVE USERS



1.32 BILLION
DAILY ACTIVE USERS



1.74 BILLION
ACTIVE MOBILE USERS



1.94 BILLION
MONTHLY VISITORS



1.2 BILLION
FACEBOOK MESSENGER
USERS

Source: Simply Measured. https://get.simplymeasured.com/rs/135-YGJ-288/images/SM_StateOfSocial-2017.pdf

Select your platforms / Twitter



328 MILLION
MONTHLY ACTIVE USERS



100 MILLION
DAILY ACTIVE USERS



262 MILLION
ACTIVE MOBILE USERS



500 MILLION
TWEETS SENT PER DAY

Source: Simply Measured. https://get.simplymeasured.com/rs/135-YGJ-288/images/SM_StateOfSocial-2017.pdf

Who is your audience?

@UlowaEye

- General Public
- Current and prospective patients

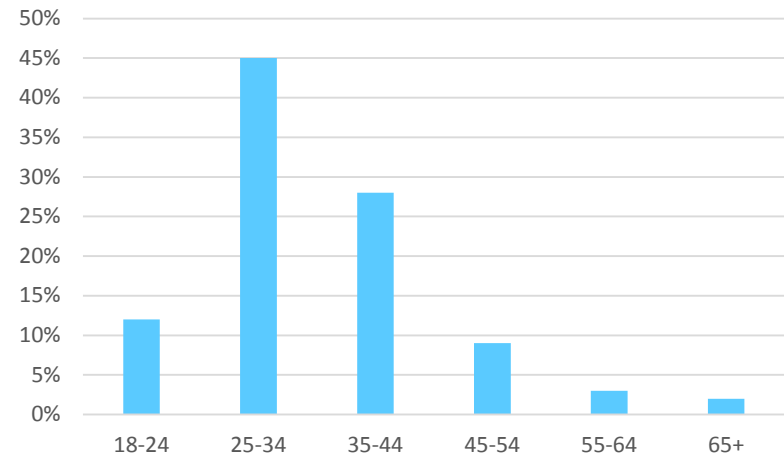
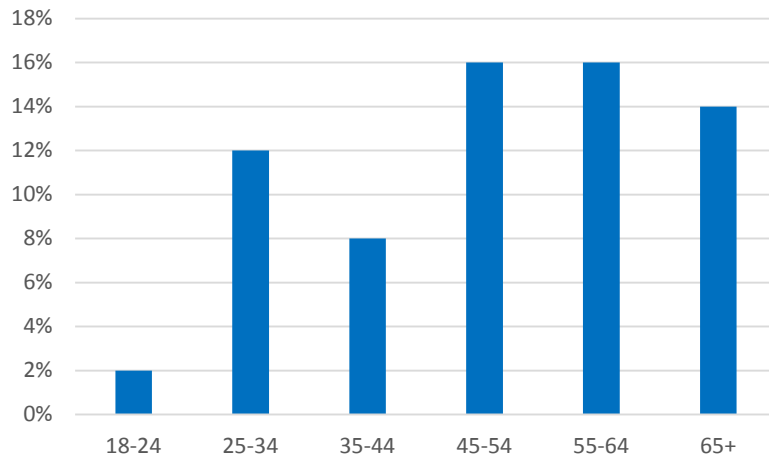
@IowaEyeAlumni

- Current and former residents, fellows, faculty
- Current and former employees of the dept.

@EyeRounds

- Ophthalmologists
- Physicians
- Optometrists/vision scientists
- Residents/fellows
- Medical students

Who is your audience?



Content Strategy / Topics

- Eye-related observances/awareness
- Tips about eye care
- Patient stories
- Awards
- Recognition of department and current faculty
- General news items related to the eye
- Upcoming sales of UI Optical

Content Strategy / Sources

- Department faculty, staff, alumni
- Patients (signed consent form)
- Online resources: i.e. American Academy of Ophthalmology, National Eye Institute
- UIHC, CCOM, other departments
- News (google alerts)

Content Strategy / Quick Tips

- Use hashtags (key words, but don't go overboard)
- Always tag those involved in your post (if they have a social media account – individuals, institutions, organizations, other departments)
 - If @ handles does not fit in 140 characters of tweet, you can tag them in the photo)
- Do your research
- Fact check and spell check
- Facebook posts can be edited after posting, tweets cannot

Content Strategy / Posting

- **Scheduling posts ahead of time**
 - Buffer/built in scheduling through platform
 - Upcoming events (UI Optical Sale, Clinical Conference)
 - Awareness and eye health observances
 - #tbt (not time sensitive)
- **Live/in the moment**
 - Events/conferences
 - Breaking news
- **Follow-up/after the fact**
 - Recap of events (include images)
 - Awards/recognition

Content Strategy 1

When Your Fans Are Online

Post Types

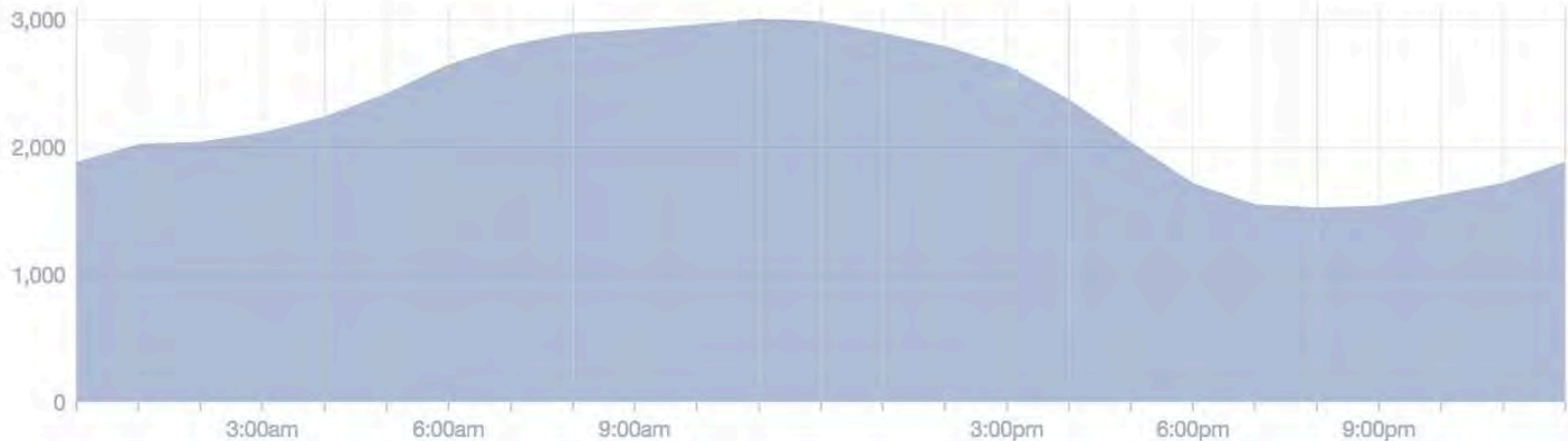
Top Posts from Pages You Watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

DAYS



TIMES



Content Strategy / Monthly Campaign (AMD Awareness)

Week 1

- Kick off message about Age-related Macular Degeneration awareness; link to NEI messaging. Share importance of screening/eye exam.

Week 2

- Feature/link to AMD research (ex: did you know? Linked to WIVR)

Week 3

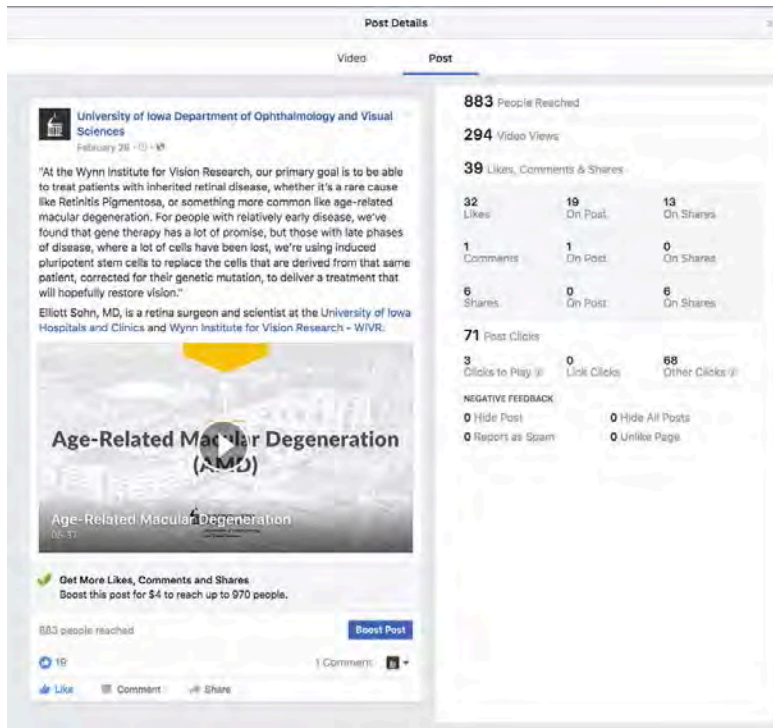
- Share relevant EyeRounds tutorial: Age-Related Macular Degeneration: From One Medical Student to Another
- More NEI content promoting eye exams

Week 4

- Physician profile video – interview of Dr. Sohn (organic post – no paid boost)

Post/share/retweet other AMD related content as necessary (along with regular scheduled posts)

Content Strategy / Monthly Campaign (AMD Awareness)



- Awareness
- Patient education
- Video
- Organic post
 - Reach: 883
 - Engagements: 52

Content Strategy / Paid advertising

University of Iowa Department of Ophthalmology and Visual Sciences
January 20 · 🌐

"Unfortunately there aren't a whole lot of warning signs or symptoms associated with glaucoma. Some people have called it the "sneak thief of sight" for that reason. It's often detected just with a routine screening exam, so those screening exams become very important." - Daniel Bettis, MD

January is Glaucoma Awareness Month. Watch Clinical Assistant Professor, Dr. Daniel Bettis, discuss glaucoma, who is at risk, and current treatments for this blinding disease.

www.facebook.com/uihealthcare

Glaucoma: The "Sneak Thief of Sight"
04:52 Daniel Bettis, MD
Clinical Assistant Professor

4,203 people reached [View Results](#)

👍 24 💬 1 Comment 🔄 18 Shares

👍 Like 💬 Comment 🔄 Share

Performance for Your Post

4,203 People Reached

2,051 Video Views

169 Reactions, Comments & Shares

131 👍 Like	24 On Post	107 On Shares
2 ❤️ Love	0 On Post	2 On Shares
18 💬 Comments	1 On Post	17 On Shares
18 🔄 Shares	18 On Post	0 On Shares

409 Post Clicks

43 Clicks to Play 🎯	0 Link Clicks	366 Other Clicks 🎯
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

- Awareness
- Video
- Boost post
 - Reach: 4,203
 - Engagements: 578
 - New followers: 23
 - Budget: \$10.00 total
 - 7 days

Content Strategy / Spotlight Tweet

Top Tweet = Potential Reach = 138,735



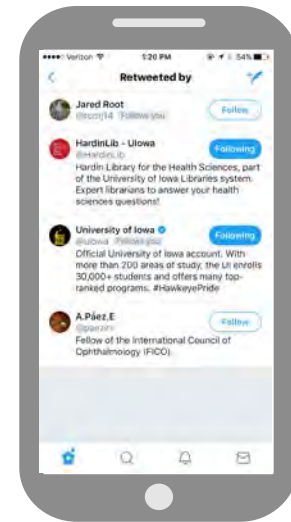
Original Post



Tweet Activity
Impressions: 11,290
Engagements: 264



All Engagements



Retweets -> @uiowa has 98k followers

Measuring Metrics / Why do this?

- Understand trends
- Measure current strategy
 - Compare monthly, quarterly, yearly results
- Find out what is working (or failing)
- Understand user engagement
- Make changes as needed

Measuring Metrics / Key metrics

- Reach/Impressions
- Follower growth
- Current # of followers
- Engagement

Measuring Metrics / Definitions



Impressions

Number of times users saw the post (whether it's clicked or not -- people may see multiple impressions of the same post)



Engagements

Total number of times a user has interacted with a post. This includes all clicks anywhere on the tweet/post (including hashtags, links, avatar, username, and post expansion), retweets/shares, replies/comments, follows, and likes.



Reach

The number of people your posts have reached -- plus likes, comments, shares, and more.

Measuring Metrics / Popular Analytics tools

- [Hootsuite](#)
- [Sprout Social](#)
- [Simply Measured](#)
- [Buffer](#)
- [Keyhole](#)
- [Google Analytics](#)

Social Media / The good and the bad

- Challenges
- Positive outcomes

Social Media / Follow/Tag/Share



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