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Insta-Strategies

FROM

HOSPITAL MARKETERS

Top hospital social media marketers share
their groundbreaking strategies.



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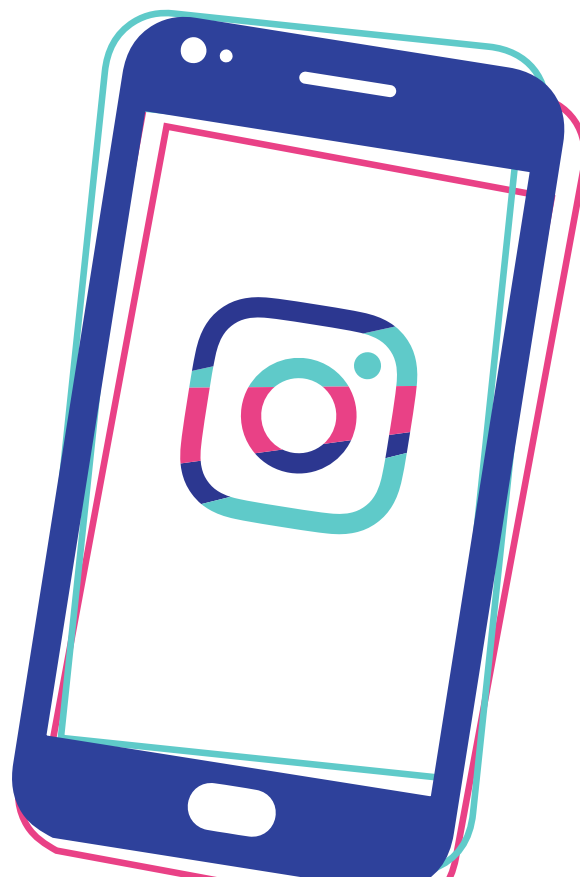
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Top Hospital Social Media Marketers Share Their Groundbreaking Strategies

Which are you more likely to remember 3 days from now?

- a) **A paragraph** you read about a revolutionary medical device
- b) **A video** you watched showing an actual person using the device

Most likely, you chose B. And not only did you remember it, but you may have also commented on the video, shared it with friends or talked about it at dinner. It was just so cool.

Studies prove that people are more likely to remember what they see vs. what they read. Which is why Instagram is booming — and why more hospitals are jumping on the Insta-bandwagon.

Because you don't want to be just another of the 25 million business profiles on the 'Gram, publishing some of the 95 million posts and 400 million Stories per day.

Blending in? No way. You have to make some noise to stand out.

So how do the #winners do it? These hospital marketers found a way to break through the clutter and captivate audiences — and they shared their tips with us.

Themes:

- **Be human:** Instagram is the perfect channel to humanize a hospital using a behind-the-scenes approach.
- **Be relevant:** Share everyday wellness content to reach healthy audiences now, so they remember your hospital if and when they need you later.
- **Be dynamic:** What works today may not work tomorrow. Keep evolving your strategy.

Users on social media are hungry.

They come for great content. But you can't just show up and feed the beast. **Be creative** — don't serve the same thing everyone else is.



”

We give our audience a 'behind-the-scenes' view we know they love.

Callista Dammann

Social Community Manager



“On Instagram, we can let our photos and videos tell the story of what staff and patients experience every day,” says Callista Dammann, social community manager at Nationwide Children’s Hospital. “We give our audience a ‘behind-the-scenes’ view we know they love.”

We’re talking real-life, incredible things happening within the walls of Nationwide Children’s: A visit from the Harlem Globetrotters. Powerful “before and after” images of premies all grown up. Friendly doctors joining the Halloween fun with superhero costumes.

The social media department at Nationwide Children’s — a mighty team of 2 — uses Instagram to promote multiple service lines. One topic that works particularly well on the channel is their giving strategy. Instagram shows donors the outcomes of their gifts: A child plays with play dough in an activity room. A premature baby’s mom holds a teddy bear.

“We’re always trying new tactics on Instagram, and sometimes they fail,” says Callista. “But if we don’t try it, we’ll never know how our audience will react.”

How does the team share the Instagram workload? They rely on support from staff who’ve had social media training. These staff members take photos or post live from events if the social team is unable to attend.

Callista says Nationwide Children’s Instagram content strategy is 100% organic. It develops naturally, with little pre-planning.

“We don’t feel compelled to post a set number of content pieces each month,” remarks Callista. “Instead, we focus on quality content that we know our audience enjoys.”

CALLISTA'S ADVICE:

- **Be authentic:**
People can immediately sniff out a staged or salesy post, and they’ll scroll right past it.
- **Experiment** until you find content that works for your audience. Once you do, perfect it.

EXAMPLE:



CALLISTA'S BIO:

Callista Dammann is Social Community Manager at Nationwide Children’s Hospital, one of America’s largest pediatric hospitals and research networks. She has 10 years of experience in healthcare social media and digital marketing, focusing on content strategy.

Callista is passionate about telling the hospital’s story through the eyes of patients, families and staff. Callista is a mother of 4 incredible children. She enjoys spending time with her family, running and traveling with her husband to achieve their shared goal of visiting every professional baseball stadium.



Some of the best stories are the ones that pop up organically.

Diana Eichmann*

Senior Social Media &
Digital Content Specialist



Our impatient thumbs aren't waiting around to see if you've got something interesting. We're on the move. On Instagram, you have mere seconds to capture the audience's attention.

So Children's Hospital Los Angeles (L.A.) entices their Instagram audience with compelling content designed to inspire and educate — as well as share the great care the staff provides.

And it certainly doesn't hurt brand awareness to feature the occasional visit from celebrities or influencers. Heidi Klum, Pharrell, Meghan Trainor and even Mickey Mouse have been spotted there recently.

"We've experimented with different types of content. And these focus areas — wellness content and patient education — resonate with our audience time after time," says Diana Eichmann. "However, we always leave room to present content in different ways."

One example: The team features patients in short videos rather than static images. Or they'll use a short, animated video instead of an image to explain something — like a T-Rex showing how to send a Valentine's Day e-card to patients.

The hospital's overarching strategic and digital marketing goals determine Children's Hospital Los Angeles' Instagram strategy. Diana uses social media calendars to keep track of upcoming stories, holidays and events. Patient stories are planned at least 3 months in advance. All of this helps the team stay organized and prepared, but spur-of-the-moment content is welcome, too.

"Some of the best stories are the ones that pop up organically," notes Diana. "We plan for what we can and expect that a strong story opportunity may come up at any time."

Diana works with a team of 2 on patient stories, as well as a videographer and graphic designer for all things Instagram. She collaborates with other members of the marketing communications team who may have leads she can run with or a story she can leverage.

"We try our best to cross-pollinate and collaborate so we're not constantly reinventing from scratch," says Diana. "This method also helps us keep a constant cycle of fresh content on our channels."

DIANA'S ADVICE:

- **Quality over quantity:** You can miss a week of posting if necessary. Better to get something absolutely right than to hit an arbitrary date.
- **Practice makes perfect:** It takes time to learn the institution or company brand, its audience, and what they like and don't like. Posting is a constant cycle of improvements.
- **Experiment:** Try new ways to present your content, like videos, carousels, Instagram stories or IGTV.
- **Have fun!** It's OK to share a piece of content that's not overly polished. After all, that was the original premise of Instagram.

EXAMPLE:



DIANA'S BIO:

Diana Eichmann is the senior social media and digital content specialist for Children's Hospital Los Angeles. She started in public relations but quickly fell in love with the business and creative side of social media. In her free time, she runs an Instagram channel for her dogs.

*A client of Aha Media Group.



*Show the humans behind
the health system.*

Therese Lockemy

Director of Internet Marketing
& Social Engagement



Meet patients where they are on their healthcare journey. That's the belief of Therese Lockemy and her team at Johns Hopkins Medicine. They use Instagram to show the humans behind the health system — whether it's staff members volunteering around the community or smiling medical students on their first day, ready to change the world.

Johns Hopkins' Instagram presence targets 3 personas:

- **Medical students** interested in research and advancements
- **Current and prospective employees** to recruit the best talent and increase employee morale.
- **Community** to educate on staying healthy before they may need care

And populating Instagram isn't just for the marketing team. Staff members from across the organization get to join in the fun. The content team, basic science media team and staff from departments across the health system all have a hand in posting. For example, to identify employee-focused content, Therese works closely with the internal communications team.

"For our health content, we work closely with the content team and align with the existing health and wellness strategy," says Therese. "We also look for opportunities to connect health and wellness with our research and our employees, since we know we have a captured and engaged audience in these areas."

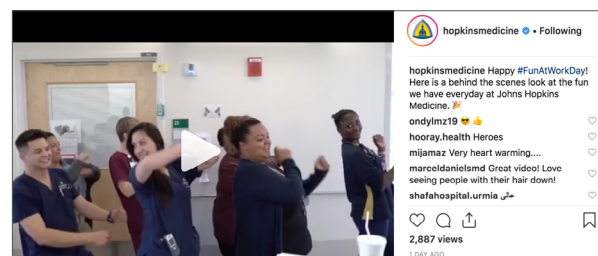
One post might feature an employee running a marathon or sharing a motivating story about weight loss. The team is always looking for new ways to use Instagram to the fullest — they're now working closely with their video team to experiment with IGTV.

"Our Instagram strategy evolved tremendously over the years, as we learn more about our audience and align our strategy with the organization's business goals," comments Therese. "We are in marketing and communications, so we are all storytellers."

THERESE'S ADVICE:

- **Strategy, resources and content** are the most important prerequisites.
- **Collaborate with your colleagues** to identify how you'll populate the channel and assess what resonates.
- **Stay open to evolving your approach**, as social channels change and leadership provides new goals.

EXAMPLE:



THERESE'S BIO:

Therese Lockemy is a driven marketing professional with nearly 15 years of experience in crafting social media and digital strategies. She serves as the director of internet marketing and social engagement at Johns Hopkins Medicine.

Therese works with her team, colleagues and faculty to develop online strategies that help Johns Hopkins Medicine meet its objectives: patient care, research and education. You can find her on Twitter at @tlockemy.



The switch to people-focused stories moved the needle.

Georgiana Masgras

Digital Content Specialist



Who doesn't love a good story? Especially when it's so relatable, it gives you chills. UCLA Health's Instagram feed harnesses the power of stories to captivate and inspire their audience.

Their Instagram shares experiences from real people in the community. With the help of a photojournalist who conducts interviews with patients and staff, UCLA's Instagram footprint has grown dramatically over the past 4 years.

According to Georgiana Masgras, it was the switch to people-focused stories that moved the needle. The health system has much higher engagement on Instagram compared to its other social media channels.

UCLA also uses Instagram to promote:

- **Sports partnerships**, like with the Los Angeles Lakers NBA team
- **Events**, like the Mattel Party on the Pier, a fundraiser supporting UCLA Mattel Children's Hospital
- **Community engagement**, such as the Leukemia & Lymphoma Society's Light the Night Walk
- **General wellness content**, including flu prevention tips from physicians

"The Stories on Instagram performed so well, we incorporated them into other platforms like Facebook and websites," says Georgiana. "Instagram has continued to evolve, and we're seeing tremendous growth in engagement compared to Facebook and SnapChat. Our goal is to leverage Instagram's cultural relevance and high engagement rates to test new ideas and determine what content our audiences really care about."

The team stays on track with a content calendar containing upcoming plans, like initiatives, scheduled events, news and celebrity visits. They work closely with directors and program coordinators from other departments to help identify Story ideas.

"We work with physicians, nurses and clinical staff to find some of the most amazing patient stories to share with audiences," says Georgiana.

GEORGIANA'S ADVICE:

- **Make Stories the center of your Instagram strategy:** Use them to build new audiences and connections in playful, innovative ways.
- **Lean on staff from other departments for content ideas:** Incredible patient stories are there, you just need an "in" from the right person.

EXAMPLE:



GEORGIANA'S BIO:

Georgiana is a digital content specialist with more than 10 years of experience developing and implementing campaigns, digital marketing communications initiatives, integrated consumer engagement programs and nonprofit community relations projects.



Our audience engages more with personal stories about real people's healthcare journeys.

Jacquelyn Murray
Social Media Director



Keeping it real. That's the theme of NewYork-Presbyterian Health System's Instagram strategy — real people overcoming real obstacles.

It took trial and error for Jacki Murray and her team to learn what their audience wants to see. They know now that videos and GIFs work well on Facebook and Twitter, but their Instagram audience prefers compelling still images or before-and-after photos.

"We also learned that staged or professional photos don't perform as well as candid patient pictures, even if the quality isn't as high," says Jacki. "Our audience engages more with personal stories about real people's healthcare journeys."

This approach fits NewYork-Presbyterian's overall content strategy, with its motto of "Amazing Things Are Happening Here." The social media team works across all media platforms to prove that motto, using posts like:

- **Compelling patient stories**, like following a woman's journey through breast cancer treatment
- **Breakthrough research**, such as the MitraClip, a medical device that's a possible game-changer for patients with heart failure
- **Profiles of staff who go above and beyond**; for example, on Veteran's Day, honoring physicians who also served in the military
- **Recognition of awards and milestones**, like when The Center for Liver Disease and Transplantation (CLDT) turned 20 years old in 2018

How does Jacki's team of 2 keep up? By fostering strong relationships with physicians and departments throughout the health system to make sure they stay in the know. The team keeps track of stories and posts through a daily content calendar, and they plan ahead as much as possible.

"We base a lot of our content on healthcare awareness initiatives so we can join the online conversation, capitalize on trending hashtags and showcase our expertise," notes Jacki. "We try to post to Instagram at least once per day."

JACKI'S ADVICE:

- **Have a plan and strategy:** Keep your page dynamic to stay relevant without overwhelming your audience with unnecessary content.
- **Know your audience:** Pay attention! Note what resonates and what doesn't, and adjust your strategy accordingly.

EXAMPLE:



JACKI'S BIO:

Jacki Murray is an award-winning social media director who has worked in media and social media for more than 12 years, honing her storytelling skills. Jacki is the director of social media for NewYork-Presbyterian. She oversees all social media content for the entire enterprise, which includes 10 hospitals and more than 46,000 employees. Under Jacki's leadership, NewYork-Presbyterian has been recognized among the best and most engaged healthcare social media accounts in the country.



We're constantly looking at performance data.

Stephanie Petrucci Brunskole

Social Media Manager



If you want to be on top, you've gotta crush it like Cleveland. Because Cleveland Clinic is totally owning Instagram.

Stephanie Petrucci Brunskole, social media manager, oversees the strategy to engage users in conversations through health, wellness and clinical content. She helps users solve problems and provides relatable content — like whether to skip your daily workout when you're sick.

The hospital's Instagram presence really took off in April 2017, when they were verified to add links to Stories when users swipe up. That move meant more traffic to their popular blog, Health Essentials.

And they post consistently, publishing one story and two in-stream photos daily.

"We're constantly looking at performance data and know what our audience is interested in, the types of photos and language to use and the best time to post," says Stephanie. "We strive to provide the right content, on the right channel, at the right time."

How? The team meets weekly to review top articles from Health Essentials and write the Instagram Stories for them. Story selection is based on how well an article performed on the blog. The team ensures the topic aligns to the interests and demographics of the Instagram audience.

Once they finish the Stories, the design team creates the visuals. Story designs are assigned based on the strength, style and personality of each designer. Stephanie and her team also work with the designers and photographers to find engaging in-stream photos and videos.

What does the future of Cleveland Clinic's social strategy look like? Stephanie is betting on video.

"Instagram is such a hot platform," she says. "I think the growth of the channel and engagement with content will continue. I expect video will dominate the market in 2019, along with continued growth of live video — it gives users ultimate access and builds trust in brands."

To request a verified badge:

1. Make sure you're logged in to the account you're requesting a verified badge for.
2. Go to your profile and tap ☰
3. Tap ⚙ Settings > Request Verification.
4. Enter your full name and provide the required form of identification (example: government-issued photo ID).

Any brand can be verified on Instagram, but you have to request it. Once verified, you can use links in your Stories like Cleveland Clinic.

STEPHANIE'S ADVICE:

- **Dedicate time and resources** for creating Instagram content.
- **Be consistent:** Posting regularly is essential for keeping your audience engaged and coming back for more.
- **Test, iterate and test again:** Data and analytics are your friends.
- **Inject your brand style into posts and Stories:** Most importantly, have fun!

EXAMPLE:



STEPHANIE'S BIO:

Stephanie Petrucci Brunskole is the social media manager at Cleveland Clinic. She oversees and sets strategy for the hospital's social media efforts including their Facebook and Twitter accounts, which boast more than 4 million followers.

Her team of social media strategists is responsible for 11 Cleveland Clinic social media accounts. Stephanie helps set the strategy for Health Essentials, the nation's most visited hospital blog with more than 5 million readers a month. Born and raised in Cleveland, Stephanie has a passion for healthcare, social media and all things pop culture.



*We inspire our community
to live healthier lives.*

Chloe Politis

Associate Director of
Digital & Social Media



This may sound a little boring, but ... we've got to talk planning. That's at the root of Mount Sinai Health System's successful Instagram strategy. Led by Chloe Politis, the social media team creates an editorial calendar every year to align Instagram postings with the Health System's marketing initiatives.

"We highlight health awareness campaigns, like American Heart Month as well as Mount Sinai Health System events, such as fundraising or patient community events," says Chloe. "We collaborate with our creative department for specific design needs like infographics."

Mount Sinai uses a platform-specific strategy for Instagram that developed over time. When the Health System first established its Instagram presence, the 'Gram was just gaining popularity and had limited capabilities. As the platform evolved, so did Mount Sinai's presence.

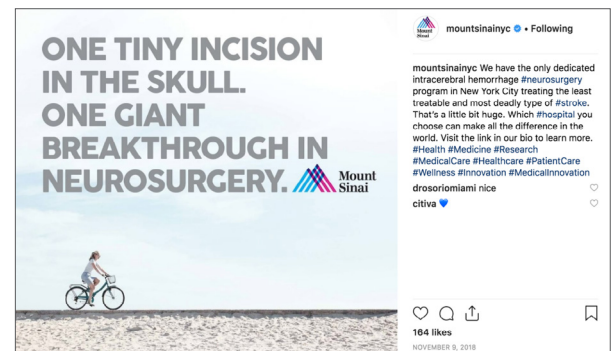
Today, Mount Sinai shows patient stories, live events, and innovative diagnostics and treatments — like a lymphoma vaccine that can literally melt tumors. To streamline efforts, Chloe and her team use photo templates and cover live events through the Stories feature. The result is major increases in both patient and employee engagement.

"Through the power of high-quality visuals and videos on Instagram, we inspire our community to live healthier lives, celebrate our amazing staff, and provide patients and families with information and support," says Chloe.

CHLOE'S ADVICE:

- **Take advantage of the character limit and use hashtags:** Your posts will generate more engagement and drive Instagram users to your account.
- **Boost your Instagram posts:** Boosting allows you to narrow your target audience and create higher engagement and follower growth.
- **Monitor your competition:** Track what other brands are posting and the type of engagement they're generating with their content.

EXAMPLE:



CHLOE'S BIO:

Chloe A. Politis is the Associate Director of Digital and Social Media at the Mount Sinai Health System. She is responsible for overseeing all social media initiatives across the Health System and the Icahn School of Medicine at Mount Sinai. Chloe has more than 6 years of experience in the healthcare industry. She is a member of the Forbes Communications Council and a Forbes contributor, speaking at industry events (HPRMS NY) and universities (Fordham University and Pratt Institute).



Your patients are out there, sharing their inspirational stories. Harness that power and let it work for you.

James Sims III
Social Media Manager



Let's say "Tom" just hashtagged you and mentioned the incredible care your staff gave him after a car accident crushed his leg.

What are you going to do about it? (The short answer: Use it.)

Your patients are out there, sharing their inspirational stories. Harness that power and let it work for you. At Northwestern Medicine (NM), user-generated content (UGC) is the backbone of their Instagram strategy. This type of content builds trust, boosts advocacy, drives engagement and humanizes the health system.

"There are so many untold stories about patient experiences and staff at Northwestern," says James Sims III. "Thanks to Instagram and the ability to identify patients and NM staff who tag us, we're exposed to an overwhelming amount of content."

When James says "overwhelming," he's not kidding: There are 120 to 140 user-contributed posts per week. The team finds these posts via daily social listening, so there's little planning involved. When an Instagrammer tags the hospital, James' team reaches out for permission to repost the content. Only those who accept a "terms of consent" form are reposted, ensuring all UGC is HIPAA compliant.

Northwestern uses UGC on Instagram to celebrate and elevate all the victories that make it the place people trust with their health. You'll see posts showing:

- A family celebrating a loved one who is cancer-free after chemotherapy
- New parents cuddling their infant twins
- Someone walking again after experiencing a trauma

The team uses Instagram Stories to share health and wellness tips, which they plan 2 to 3 months in advance. They link to the NM blog, HealthBeat, by giving users the option to swipe up to read more. The team categorizes and archives the Stories in their "Highlights" so Instagrammers can find them later.

JAMES' ADVICE:

- **Learn and evolve** with your Instagram community.
- **Don't be afraid to test content**, but stay true to your values. One of Northwestern Medicine's core values is patients first, and they reflect this in every piece of content.

EXAMPLE:



JAMES' BIO:

James Sims III brings 10 years of marketing communications experience to Northwestern Medicine, where he is responsible for the evolution of the social media program. He has been a digital/communications leader on both the agency and client side, working in varied industries, including CPG (McDonald's and Toyota USA), hospitality, fashion, nonprofit, entertainment/music, tech and healthcare.



Our flexible calendar allows us to adapt to new features and new posting opportunities to engage a wider audience.

Mackenzie Snoddy

Web & Communications
Specialist



You've got to go with the flow. That's the Instagram approach of Mackenzie Snoddy and the Tufts Medical Center (MC) team — flexibility. Guidelines serve as an ongoing checkpoint to keep the channel true to the Tufts MC voice and brand. But the team continuously modifies those guidelines to include new features, revised best practices and fresh content areas.

The content calendar is also flexible. The team anticipates events and stories with help from their social media committee, which includes the hospital's social media super users. They meet regularly to discuss trending healthcare topics (like National Infertility Awareness Week), hospital news (the announcement of their new CEO in 2018) and new content ideas (for example, patients and staff running in the Boston Marathon).

"This group was trained in our voice and guidelines. They'll cover events at the hospital or in the community," says Mackenzie. "One individual is responsible for posting and the rest of the team is notified to avoid duplicate efforts."

Tufts MC primarily uses Instagram to promote positive human interest stories through images and video, unlike its other social media channels, which also share healthcare news and innovations. Tufts MC Instagram content includes:

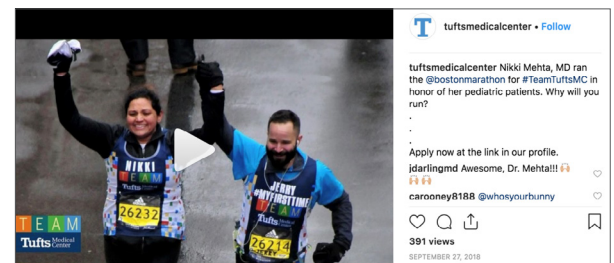
- Patient stories
- Employee recognition
- Fundraising
- Events

"In 2019, we hope to continue promoting both Tufts MC and Floating Hospital for Children through engaging posts and Stories," says Mackenzie. "Our flexible calendar allows us to adapt to new features and new posting opportunities to engage a wider audience."

MACKENZIE'S ADVICE:

- **Be patient:** It takes time to develop goals and grow your following. Research other institutions and best practices for healthcare, but add your own voice to each post.
- **Be unique:** Instagram allows for fun, colorful posts. Embrace that, and give your followers a unique insight into the positive elements of healthcare.

EXAMPLE:



MACKENZIE'S BIO:

Mackenzie Snoddy has been with Tufts Medical Center since 2017 as a web and communications specialist. She is currently working on modernizing 2 websites to enhance the experience for patients and families. Mackenzie earned her bachelor's degree in psychology, and during an internship at a healthcare institution, learned how to apply her psychology knowledge to patient care. In her spare time, Mackenzie likes to bake and play with her puppy.



We're always ready to move or reschedule content if we get an unexpected story that is worth sharing.

Carrie Yutzy

Associate Director of Social Media, Digital Strategy



Strategists should be seen and not heard? Maybe our grandparents were on to something. For 3 months, listening was the sole tactic for Cedars-Sinai Medical Center's Instagram strategy.

Carrie Yutzy and her team wanted to first learn about their audience before posting. Listening taught them who was using "#CedarsSinai" or tagging themselves at hospital locations. It showed them who their advocates were.

Those insights gave the team a deep understanding of how people feel about Cedars-Sinai, how audiences perceive the hospital and what content resonates.

"We learned that the people talking about us on Instagram already felt a connection to Cedars-Sinai," says Carrie. "We wanted to build on that since one of our goals is to highlight our connection to the community. We still do a lot of listening on Instagram."

The team focuses on several content "buckets" that align with Cedars-Sinai organizational goals. For example, one of those buckets is community content, which reinforces the medical center's roots in Los Angeles and the human side of healthcare.

Instagram is perfect for building those connections. The core audience does the legwork for developing a broader audience by mentioning and tagging the hospital in their posts.

For planning, the team outlines posts and Stories 4 to 6 weeks ahead of time whenever possible. Remaining gaps are filled in a week in advance, and the rest is timely content with little or no planning.

"There's an immediacy that's expected and appreciated in social media," says Carrie, "so we're always ready to move or reschedule content if we get an unexpected story that is worth sharing."

Carrie and her social media team are each assigned to "beats" — specific service lines or topics they cover. Not only does this work because it's a divide-and-conquer approach, but it also builds relationships with colleagues throughout the hospital. For example, staff in clinical areas know to communicate their social media needs to one person on the social team, and that person knows the service line well.

CARRIE'S ADVICE:

- **Listen to your audience:** Pay attention to your advocates and the ones tagging you. Those are people saying they want attention, so give it to them! Respond to their posts, and show you care about what they say.
- **Focus on content your core audience wants to see:** Use what your audience is saying to inform your content decisions. Don't force unwanted content on them. If you nurture good relationships with a core group of supporters, they'll help you build your audience and share your message.
- **Fit your message to the medium:** And edit, edit, edit.

EXAMPLE:



CARRIE'S BIO:

Carrie is a digital marketing expert with 10 years of experience leading social media and content strategy for organizations in highly regulated industries like healthcare and law. Her prior life as a web producer has taught her to always look at the data — no matter how cute the cat video is. Find her on Twitter @carrieyutzy.

HOSPITAL MARKETERS SHARE THEIR **#WINNING** INSTAGRAM TIPS



- 1 Be real:** Instagram is a positive, real-life social media channel. Show your hospital's true colors!
- 2 Focus on quality over quantity:** It's not about how often you post, but the quality of the content you post. If you have to wait a day or two because a post isn't "right," do it.
- 3 Know your audience:** Take note of what resonates and what doesn't, and adjust your strategy accordingly.
- 4 Collaborate:** Train other staff and work with different departments to find the content gems and inspiring stories across your organization.
- 5 Build Stories into your content strategy:** The Stories feature is here to stay and offers fresh, fun ways to connect with your audience.
- 6 Monitor your competition:** Track what other brands are posting and the type of engagement they're generating.
- 7 Stay true to your values:** Make sure your Instagram presence aligns with your hospital's mission, vision and core values.
- 8 Test, iterate and test again:** Data and analytics are your friends — use them to your advantage.
- 9 Keep evolving:** Social channels change, and you may get new goals from hospital leadership.
- 10 Be patient:** It takes time to develop goals and grow your following. Give yourself time to find success.

Aha Media Group specializes in healthcare copywriting, [content marketing](#) and [content strategy](#). We provide [training](#) to help organizations increase social media traffic.

Check out our [case studies](#) to see how we have helped our clients:

- Increase social media traffic
- Leverage existing content assets for social media
- Build brand awareness

Want more information or help planning your Instagram strategy?

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