Social Media at the UA Health Sciences

Online Media Group Meeting
September, 2015
Who am I?

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What is my role?

**UAHS Social Media Coordinator**

**Build:**
Advance UAHS Central Social Media & Digital Content Strategy

**Strengthen:**
Coordinate & Support Units’ Social Media Efforts Across UAHS

**Coach:**
Develop Skills & Knowledge Among UAHS Staff, Faculty & Students
Where We Were

- Many accounts at various levels
- Sizable collective presence
- Numerous platforms
- Variety of purposes and audiences
- Widely varying degrees of activity, sophistication & impact
- No rules of the road
- Little understanding of who managed existing accounts
Vision

Social media will be treated as an important tool to achieve business goals, worthy of investing time and talent and requiring strategy.

UAHS units will use social media in sophisticated and creative ways.

We will strive for excellence in every account and every post by:
• Emphasizing quality over quantity
• Working together
• Learning together
• Thinking of our audiences first
• Obsessing over the goals
• Empowering institutional account managers to be exceptional ambassadors.

We will also empower individual employees with continuing education.
Progress

• **Nov. 2014:**

• **Guidelines for Official Social Media Use**
  - Raising the bar for UAHS social media
  - Process for requesting new institutional accounts
  - Requirements for existing accounts
  - Account Manager responsibilities outlined
  - Social Media Leads designated

• **143 registered accounts**

• **20-25 derelict or unsupported accounts closed**
Social Media Leads

Each of the five colleges and the UA Cancer Center have a lead designated by the SVP’s Office:

- College of Medicine – Phoenix: **Allison Otu**, Director, Outreach – Communications
- College of Medicine – Tucson: **Rebecca Schultze**, Senior Communications Coordinator
- College of Nursing: **Janelle Drumwright**, Communications Manager
- College of Pharmacy: **Ginny Geib**, Communications Director
- Mel and Enid Zuckerman College of Public Health: **Gerri Kelly**, Director, Marketing & Communications
- University of Arizona Cancer Center: **Cody Cassidy**, Assistant Director of Communications and Public Affairs
Registered Accounts

As of Sept. 15, 2015

- COM-T: 55%
- COM-P: 4%
- CON: 9%
- COP: 6%
- MEZCOPH: 12%
- UACC: 9%
- UAHS: 4%

[Graph showing the distribution of registered accounts as of Sept. 15, 2015]
Progress

• Online Media Group serving as community of practice
• Online Toolkit growing
• Increased collaboration across UAHS & UA
• Increased engagement and sophistication of social media use
• **May 2015: The Healthy Dose Blog**
What’s Next

• Continued outreach and consultations
• Compliance review & registration updates
• **More training for account managers**
• Development of **affinity groups**
• College-level strategies
• Outreach to faculty and staff re: options to participate
• **Survey on individual social media use**
72% of internet users have looked online for health information within the past year.

77% of online health seekers began at a search engine such as Google, Bing, or Yahoo.

35% of U.S. adults have gone online specifically to try identify a medical condition; of these, half followed up with a visit to a medical professional.

89% percent of journalists say they look to blogs for story research.
Why a UAHS Blog: The Goals

• Be a reliable, “shareworthy” source of information for online health seekers

• Show the value of UAHS research, education, patient care and community service

• Enhance UAHS reputation and highlight experts
• Drive traffic to UAHS websites
• Unite colleges and other units
• Engage faculty and students as ambassadors
More Training

Upcoming OMG Meetings
• Do I need to respond? How?
• Writing to engage a social audience
• Social media management tools
• Hands-on strategy workshop

Bootcamp for Account Managers
Affinity Groups

Areas of Focus

• Promoting Clinical Trials
• Social Media Leads
• Working with Students and Student Groups
• Development

How to structure?
UAHS Social Media Survey

• Coming to an inbox near you...
  • Please help distribute within your unit