



The University of Arizona
Health Sciences

Social Media at the UA Health Sciences

Online Media Group Meeting
September, 2015

Who am I?

Christine Hoekenga

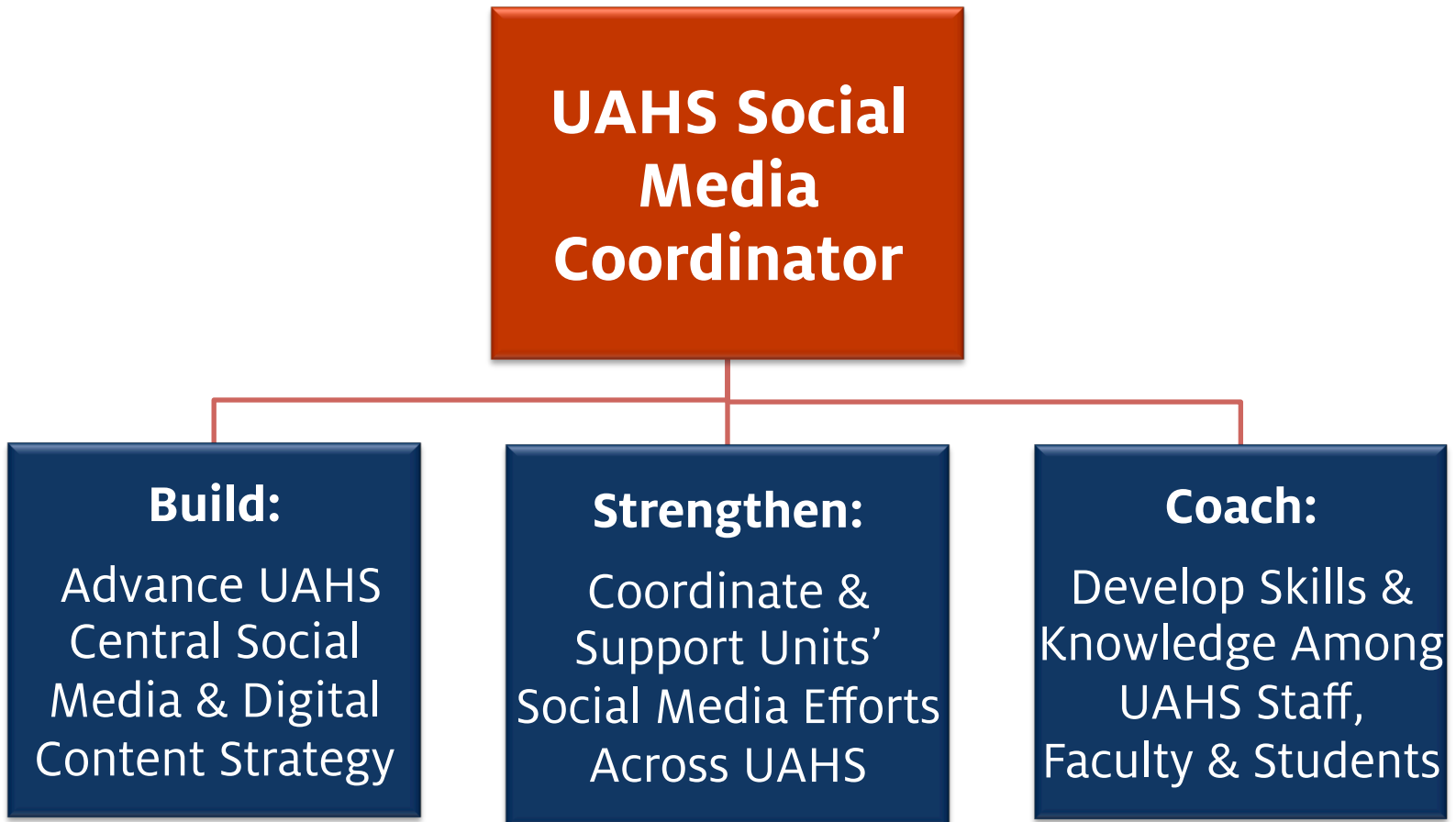
UAHS Social Media Coordinator

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What is my role?



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**



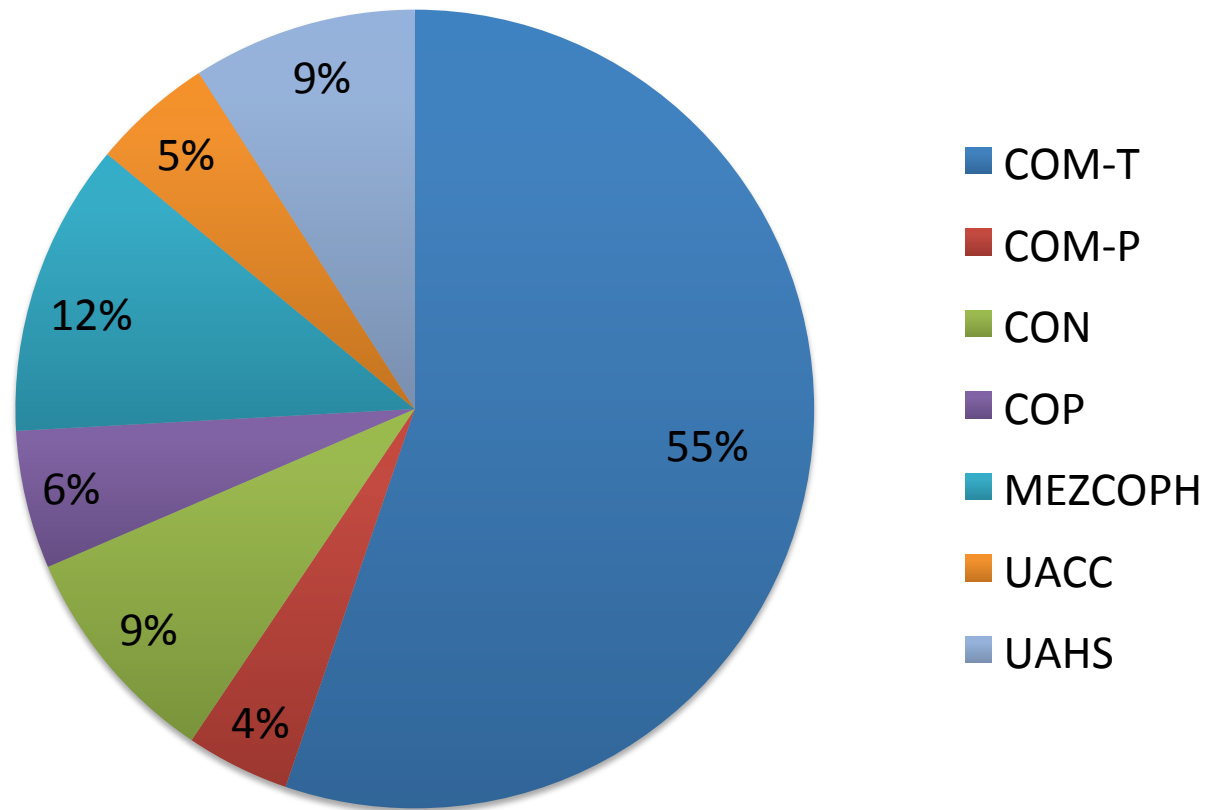
Social Media Leads

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



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**



The Healthy Dose Blog

The Healthy Dose

Updates from the experts at the
Arizona Health Sciences Center

[Home](#)



Confessions of a Med School Mom

By Mary Smith | Sep 23, 2015

Tags: *medical school, work-life balance, diversity, women in medicine, parenting*

I didn't head straight to medical school after college. I did, however, head straight into parenting. My first daughter was born five months after I graduated from college. Four more daughters eventually joined her, and I... [\(read more\)](#)



Use Mindful Eating to Change Your Relationship with Food

By UA College of Nursing | Aug 11, 2015

Tags: *mindfulness, nutrition, food, dieting, mindful eating, Healthy Diet*

Everywhere we turn, there's another diet, pill or cleanse promising to help us lose weight—fast. But these quick-fix solutions don't promote permanent change. "Going on a diet infers that you will go off the...

[\(read more\)](#)



Pool Safety: Caution with Chemicals

By Keith Boesen, PharmD, CSPI | Jul 24, 2015

Tags: *swimming pool, summer, safety, chlorine, chemicals, acid, pool safety*

Nothing says summer like jumping into a swimming pool filled with cool, sparkling water. Nationally, there are more than 10 million swimming pools, which are used for recreation, exercise and cooling off during hot summer weather... [\(read more\)](#)

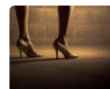
[more](#)



Surviving the Sonoran Desert Heat



Relieve Four Common Symptoms Without Medication



Heels or Flats? Your Health May Depend On It



A Parent's Guide to Helping Teens Celebrate Graduation Safely

Search the Healthy Dose

Health & Wellness Topics

- Art & Health
- Cancer
- Children & Family Health
- Food & Nutrition
- Healthy Communities
- Integrative Health
- Poison & Drug Safety
- Prevention
- Sleep
- Sports & Exercise
- Student Voices
- Sun & Heat Safety
- Women's Health

Top Stories

Relieve Four Common Symptoms Without Medication

Confessions of a Med School Mom

Surviving the Sonoran Desert Heat

Pool Safety: Caution with Chemicals



Why a UAHS Blog: The Opportunity

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 Complete:
<http://bit.ly/uahs-social-media-survey>
 - Please help distribute within your unit

