MUSC Children’s Health Social Media
Social media from a health system perspective

@musckids
#ImWhatsPossible
#ImagineWhatsPossible
Social Media Best Practice

• 4 ‘Es’ of Social Media
  • Educate
  • Empower
  • Entertain
  • Engage

• Diversify your platforms
• Consistency and Frequency are key
  • 1:1:4 Ratio Goal
• Single platform voice
• Paid/Boosted vs. Organic
• Leverage larger platforms – i.e. MUSC Children’s Health and MUSC Health
Educate while Entertaining

- What Are People Interested In?
- What Do People Share?
- What Do People Talk About?
Know your audience
Questions?

Frances Taylor
taylorf@musc.edu
843-792-6061
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