

## An AcrobatAnt White Paper

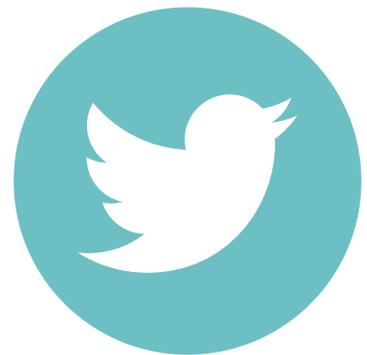
### INCREASING CONSUMER ENGAGEMENT IN THE DIGITAL SPACE: A SPECIAL REPORT FOR HEALTHCARE MARKETING EXECUTIVES.

No one doubts the importance of using an integrated multimedia approach to reach and engage healthcare consumers. Marketers deliver helpful, relevant content through seminars, webinars, conferences, etc., and promote them using email, direct mail, websites, broadcast and social media posts. But social media offers another means to take healthcare consumer engagement to an even higher level using Twitter.

This white paper provides insight and best practices on how to create real-time feedback and an interaction/engagement tool in the digital space by hosting tweet chat events on Twitter.

#### WHY TWEET CHATS?

Healthcare consumers want to engage with your brand; you just have to give them the opportunity. Tweet chats allow them to share their opinions about a topic of interest. On Twitter, you can extend the conversation and expand your brand presence in the process.



#### Tweet chats can help:

- Reach more of your target audience (existing patients, consumers, referring physicians/providers and prospects)
- Create a more convenient space for consumers to learn and interact with your brand
- Provide a way for consumers and physicians/providers to interact with colleagues and peers
- Position your brand as an expert in knowing your audience and their preferences using Twitter to interact and engage

EXAMPLE 1:

# Children's Mercy webinar and tweet chat



On February 11, 2014, Children's Mercy hosted a webinar and interactive Tweet Chat using hashtag #TeenFBSafety. AcrobatAnt participated in the event using the Twitter handle @AcrobatAntHC and individual employee Twitter handles. There was great activity and chatter as consumers quickly engaged. The following results pulled from a report around #TeenFBSafety show the impact of this event. They indicate that many more people can be reached when a webinar is combined with a tweet chat than solely through a face-to-face seminar or webinar. These results also show that consumers tend to respond more readily to pull versus push marketing efforts.

The unique hashtag was used in **386** tweets.

These tweets had an overall impact of **2,458,087**  
(the potential number of times somebody could have seen the hashtag).

The reach was **592,430** (number of unique users that could have seen the hashtag).

**6,888** was the average number of followers per contributor in the hashtag.

**86** contributors  
(number of Twitter users that sent a tweet or a RT using the hashtag)

# Hosting a tweet chat: nine essentials



If you are interested in engaging your target audience with minimal expense, hosting a live tweet chat is a great way to accomplish the task. However, there are several aspects to consider before hosting your own live tweet chat event. Here are some of the basics.

## 1 CHOOSE A RELEVANT TOPIC.

Think about your hospital's areas of expertise or service lines that satisfy your consumer audiences' needs and select a topic that relates. Remember, the idea is to provoke conversation and get interested parties to exchange thoughts.

## 2 SELECT A HASHTAG.

Compress the idea into a simple, memorable hashtag. It needs to be short, and simple, but not generic, otherwise you may blend into a conversation that's completely off topic. Your hashtag also helps you capture and search responses, create chat transcripts and enhance your hospital brand's SEO, so you can keep the conversation going.

## 3 SET UP THE TOOLS YOU'LL NEED.

You'll have your hands full reading tweets and responding in the moment. Setting up a social dashboard can track tweets containing your hashtag and help ease your burden. TweetDeck and HootSuite are examples of third-party tools to effectively filter the conversation.

## 4 JOIN A TWEET CHAT BEFORE HOSTING ONE.

Participating in a tweet chat helps you learn how to keep others engaged with the conversation and what draws relevant responses.

## 5 ASSIGN A MODERATOR.

Choose someone to feed questions and comments to the presenter. This person's ability to think on his or her feet and to quickly respond to incoming tweets is crucial to the success of your event.

## 6 SET THE SCHEDULE.

Select a time that will yield the maximum number of participants from your audience. For example, it may be better to begin after 5 p.m. when more people are off work than during business hours.

## 7 SET THE STAGE FOR YOUR TWEET CHAT.

Promote your tweet chat to Twitter followers and mention it on your other social channels as well. Publicizing it on your hospital's blog, website and in a newsletter are also effective ways to attract participants.

## 8 GLEAN INFORMATION FROM THE TWEET CHAT.

Once your tweet chat is concluded, review the conversation to obtain consumer insights and preferences. This will help you tailor your future marketing initiatives to better resonate with your target audience and drive consumer engagement.

## 9 MEASURE THE RESULTS.

After your tweet chat is concluded, you'll want to pull reports using your unique hashtag. These summaries will help you determine what was most talked about and by whom.