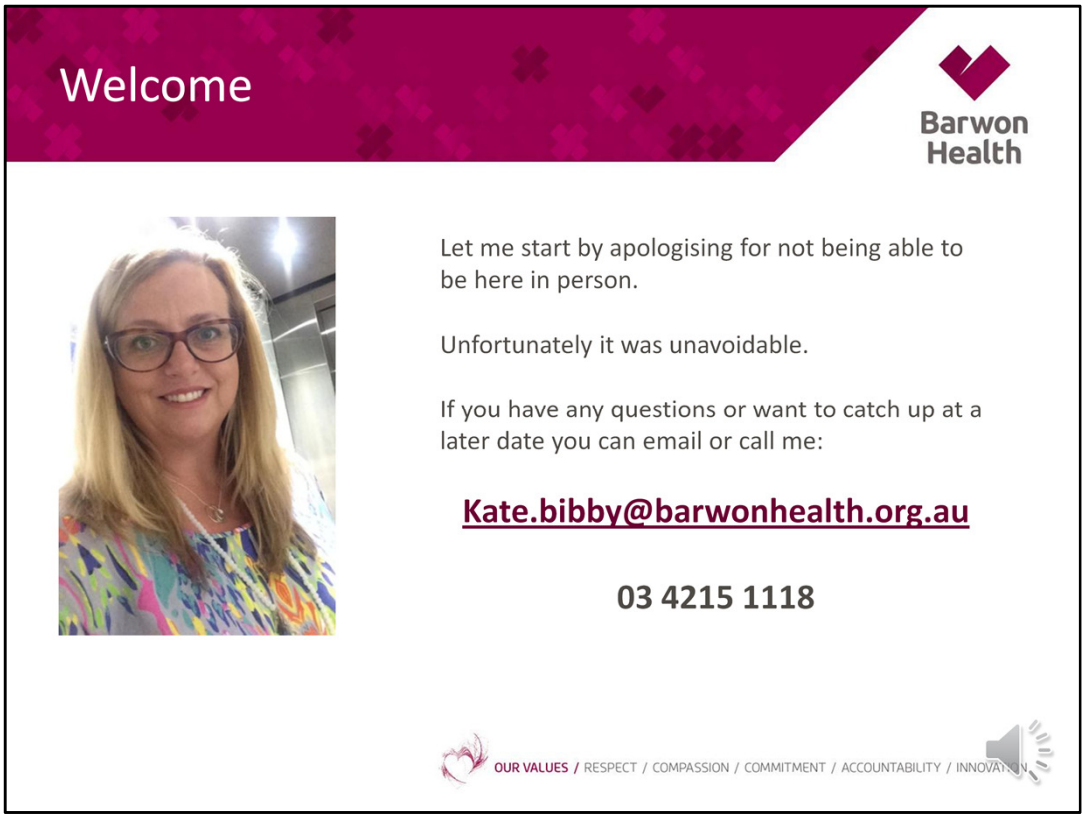
Barwon Health
A Platform for Listening / Maximising Social Media
Marilyn Dolling,
Consumer Representative
Kate Bibby
Director Communications and Marketing,



Thanks for having Marilyn and I here today and I am really sorry I can't be here in person to talk about something that is very close to my heart. Listening to and engaging with consumers is something that I am passionate about; having started Barwon Health on the social media journey back in 2010. By way of an introduction I need to paint the picture of what got us started.

There is always a starting point. Some are subtle, some are like being hit between the eyes with a sledgehammer.

I guess our starting point was more of a sledgehammer.

The first we knew that conversations were being had about health services online was when one afternoon in January 2010 we started being inundated with calls from media outlets about a woman who was 'live tweeting' her labour.

Fortunately this wasn't at our hospital, but in the bid to find her, we found a whole lot more!

Finding out so much about the conversations being had on line we realised we couldn’t keep our heads in the sand any longer and that we needed to engage. This was very tricky, there was a great deal of distrust about social media at this point in time, it was not accessible from our work computers and there was no support from management.

We were fortunate that this need for change coincided with a change in leadership; we had a new CEO start who was innovative and committed to listening to the consumer voice.

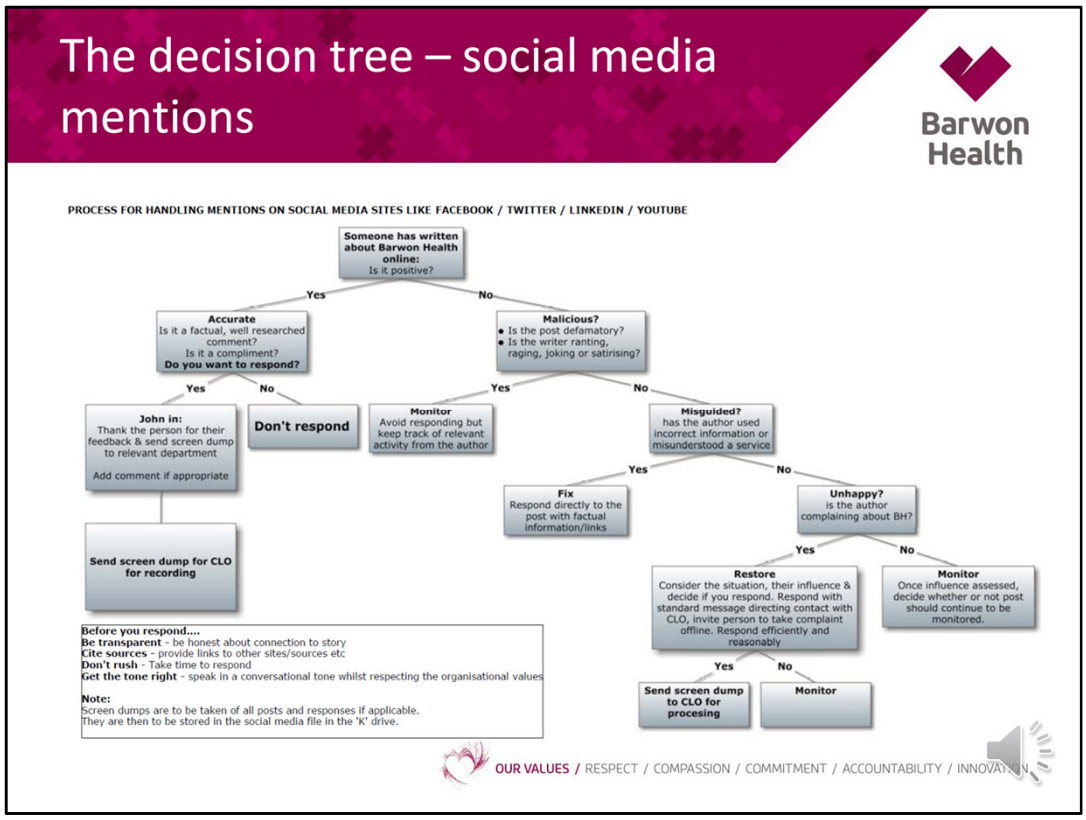
At this point we made the change, taking the leap and set up our accounts.

Policy and guidelines were written and endorsed by the CEO

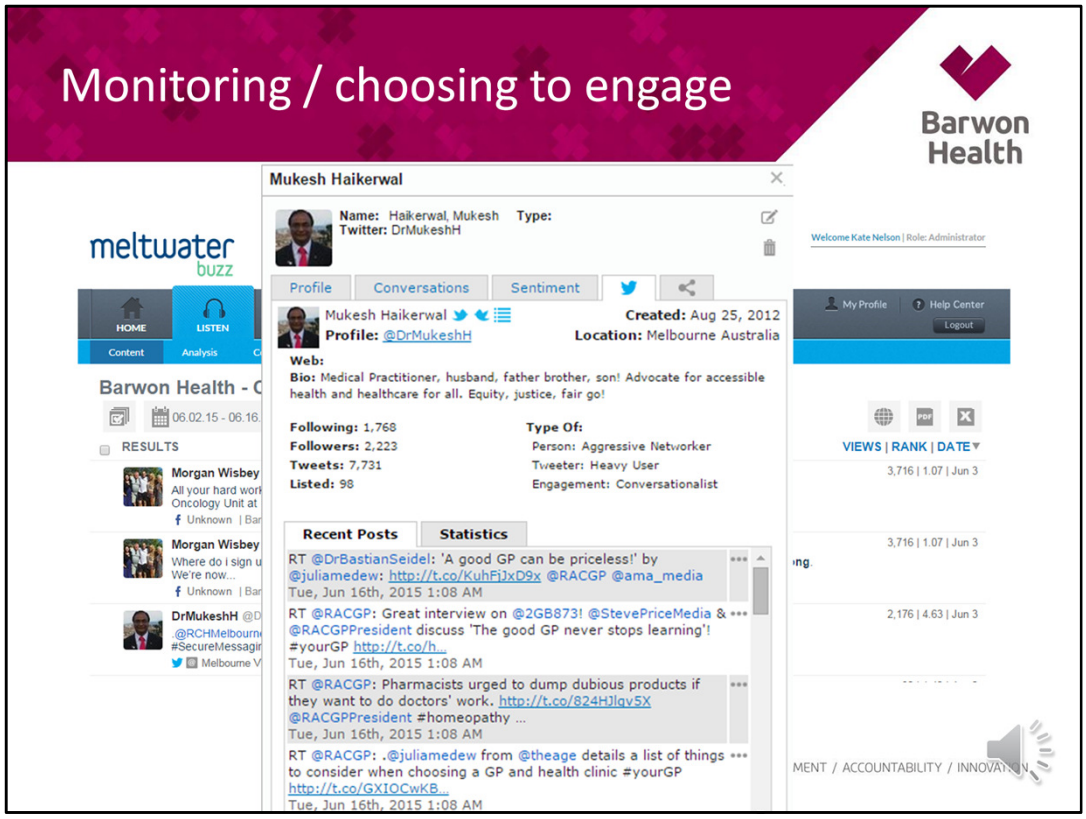
A very basic social media strategy was written – follow the Hippocratic oath principle ‘do no harm’

In the beginning we listened using the tools available to us. We learnt a lot. We learnt about the language that people use, corporate speak does not cut it in this environment, that the timing of posts and types of posts are important. We learnt that we need to respond. We also learnt what not to do, including the right way to set up our accounts. Logistically the monitoring of social media accounts is now done by the officer on call – if you are on call you need to check in with the various accounts outside of normal office hours

We have several channels in use, including Linked In for corporate, Youtube for videos, the website, facebook and twitter. Twitter is used for more corporate announcements but is monitored as we do get enquiries through this channel, whereas Facebook is more about the longer stories. We often link the two, promoting a story or issue that is on our facebook page via our twitter page.



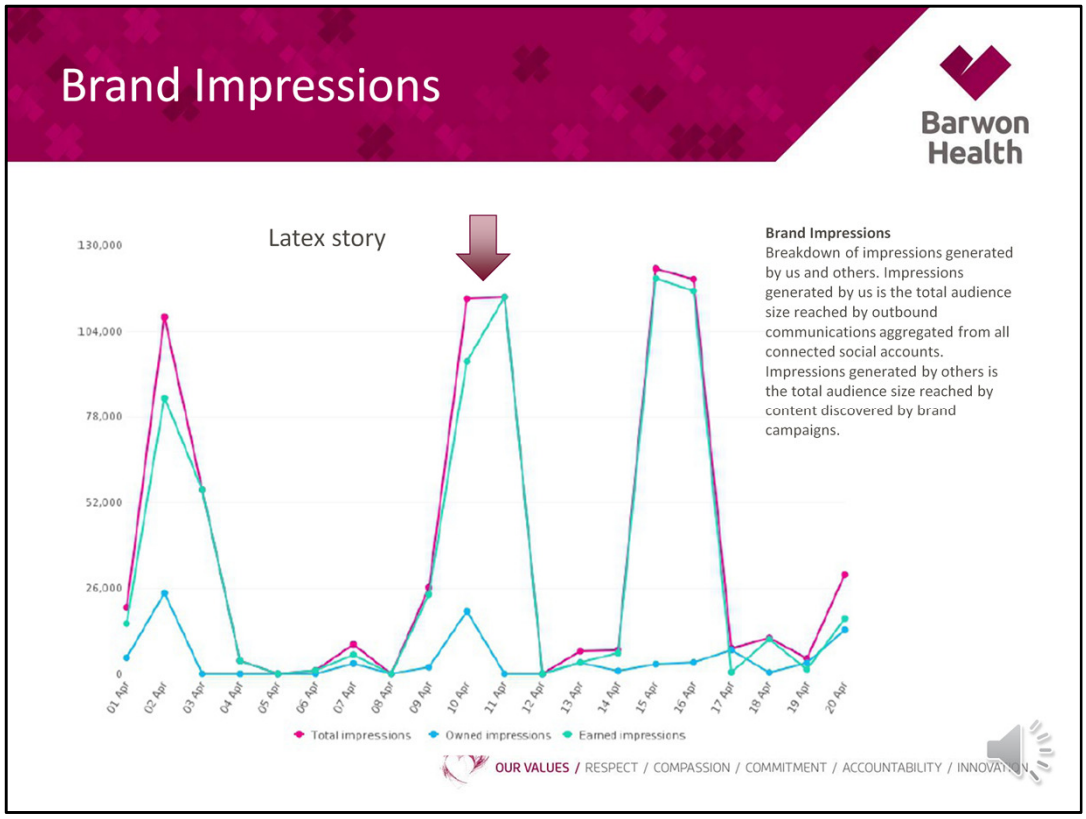
Monitoring of social media and choosing to engage involves decisions. We look at the tone of the message, the reach of the account holder and the impact of a response. We only remove posts that are defamatory, or contain personal information - thankfully this has been rare.



This is an example of a monitoring tool we use. It is quite powerful, crawling the internet for mentions across numerous platforms and enables us to monitor, post and respond to posts. It includes information about users that can help inform whether or not we engage.

A neutral one is used as an example here. You can see the dashboard, and the post by Dr Mukesh Haikarwal. On the right you can see his profile. Meltwater Buzz gives us his profile, past conversations he has had, the sentiment of his posts and advises the type

We also receive posts to the page that then result in others commenting and sharing their stories. We also find people pick up general health awareness stories and then have conversations between themselves.



This chart shows the brand impressions generated by a social media awareness story we posted.
Brand impressions show how far a story has travelled and is a complex algorithm of posts taking into account who has posted, shared, commented on a shared post or shared a shared post.

Earned impressions are directly accountable to what we have put out and engaged on our channels; earned is the conversations that others have about your post on their pages and how many people they engage with. Ultimately though, we do miss some of the impressions – we can't track conversations on private accounts.

From the initial story posted on the Friday afternoon we then saw a flurry of engagement from community members, many commenting and the media officer on call responding. This story then translated to the print

Sometimes it is just about information

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We also receive positive and negative feedback via our website – these are somewhat one dimensional and we have a decision tree that determines how we respond. In some cases we will actually respond directly to the sender advising them of what we have done with their enquiry – in negative feedback it acts like a holding statement to say we have forwarded a complaint to the relevant area and our Consumer Liasion officer. When we do this we also include contact phone numbers for follow up. With positive feedback we generally respond thanking the sender advising that we will pass the feedback on.

The decision tree - Website

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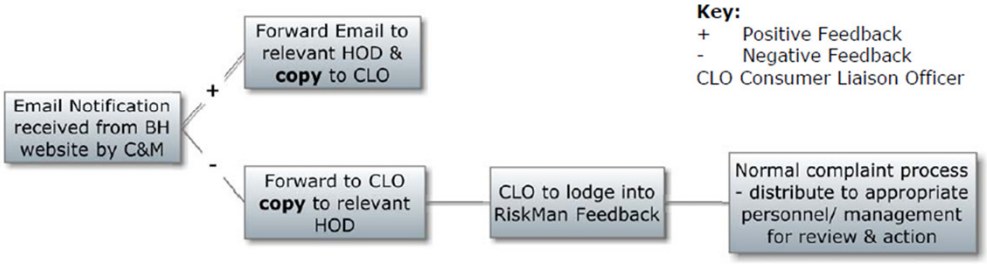
Process for handling inbound enquiries from the website



Key:
+ Positive Feedback
- Negative Feedback
CLO Consumer Liaison Officer

Note: General enquiries: answer or forward to relevant department for follow up

Useful third party decision tool

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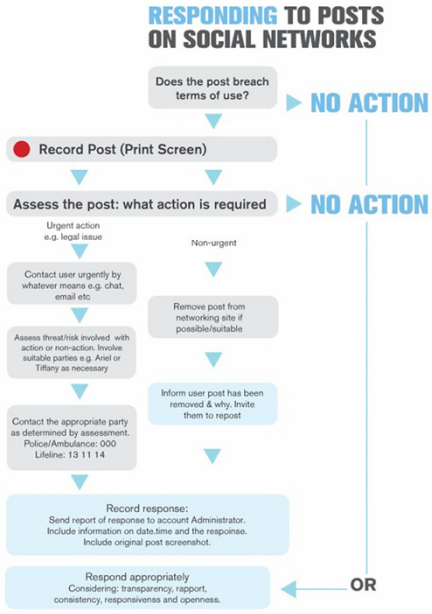

There are some great tools out there; just remember the intent of being in the online space is transparency and consistency.

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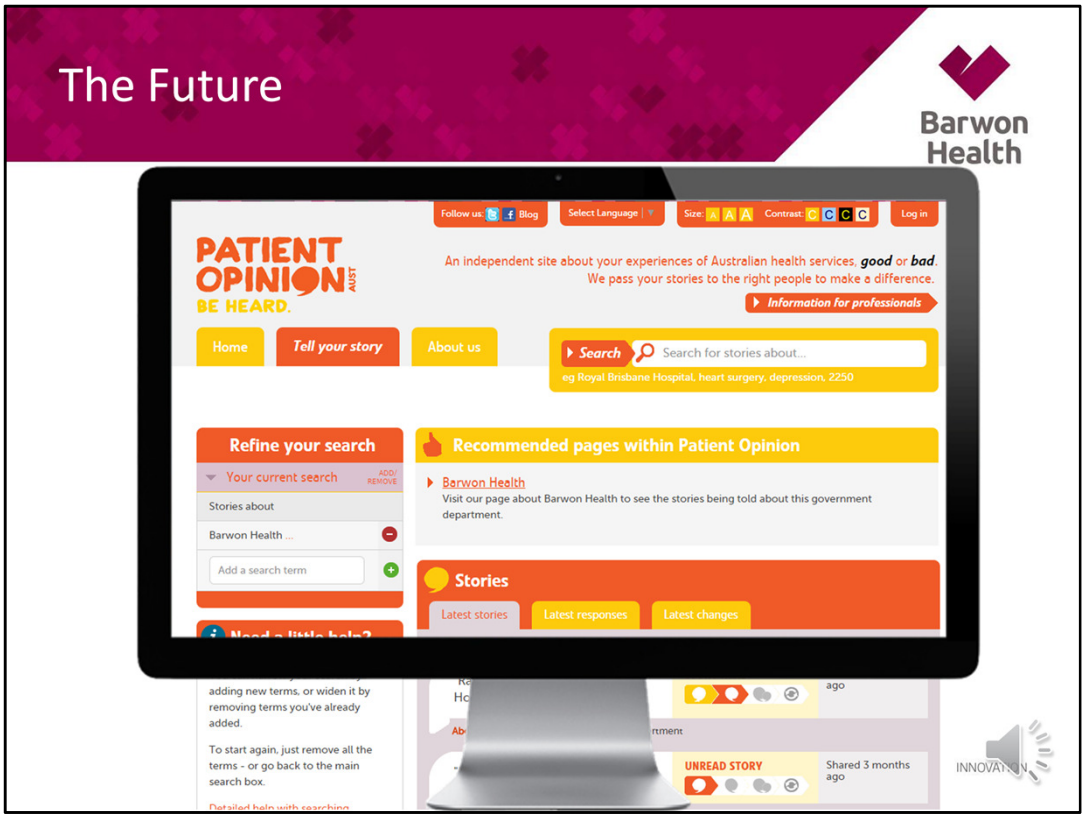
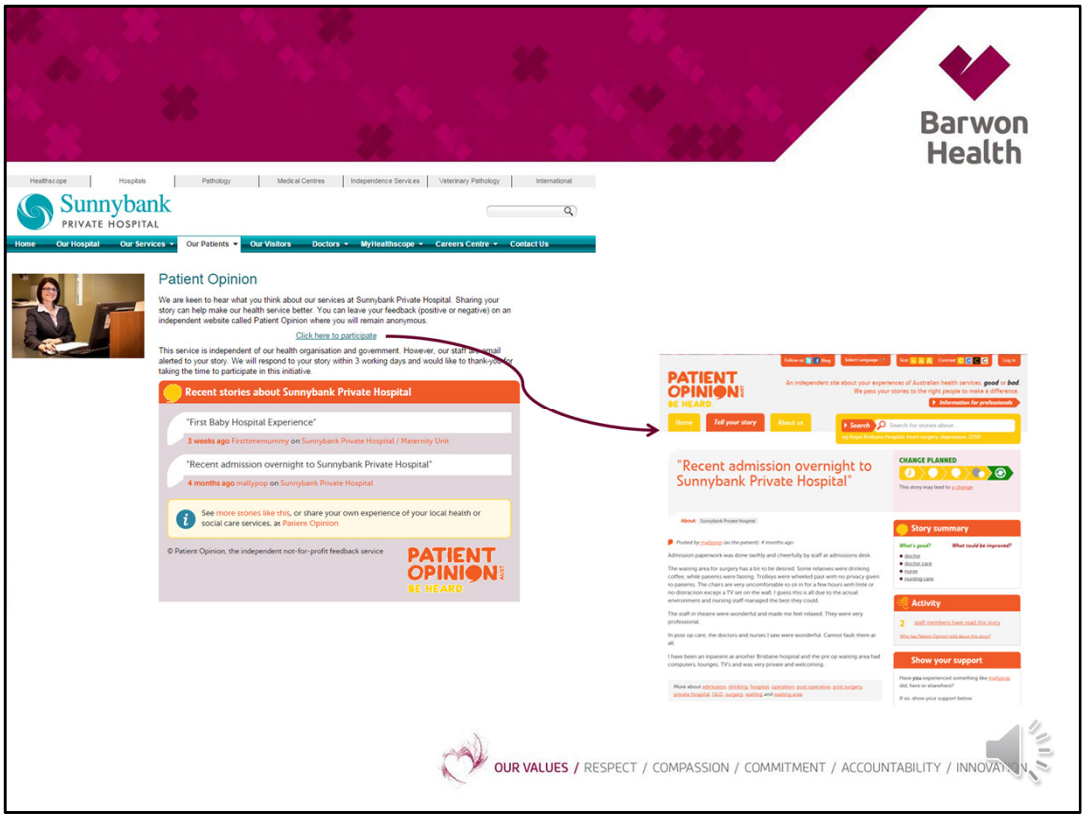
There are some really great tools in this environment and this is a simple approach to handling inbound enquirie

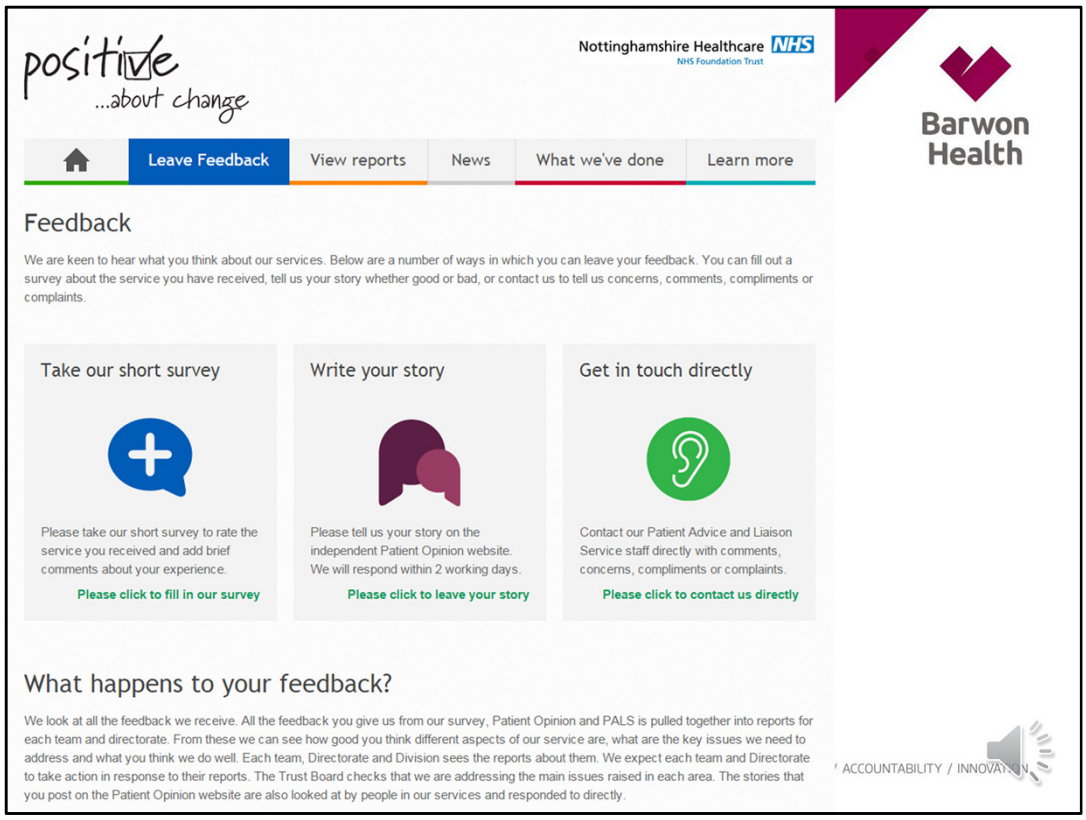


At Barwon Health our new Strategic Plan for 2015/2020 has consumers at the forefront. With this in mind I am planning a rebuild of the feedback section of the website to accommodate the inclusion of the patient opinion widget. This is a screen shot of the patient opinion website and it great in that consumers can see that their voice is heard and action taken.



It is currently used by a number of hospitals in Australia in various ways, this is an example of what Sunnybank Private hospital is doing.

The widget can be configured to shows all stories or just stories about a particular “service” (or, just stories of a certain criticality). The widget uses the patient opinion search facility. Whilst this is great in that consumers can clearly see if their story has been read and actioned it would be great to have more reporting which takes me to the next slide



This slide shows how the patient opinion solution can be tailored to suit and maximised for transparency and accountability.

Benefits

- Transparency
- Accountability
- Respect

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- Thank you

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