



 ebook Series

Social Media

for Healthcare & Biopharma

A COMPREHENSIVE GUIDE

Social Media

Healthcare & Biopharma

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Importance of Social Media

When it comes to digital marketing, if you're not using social media, it's time to start. Social media has become the most influential, powerful, and important virtual space in the 21st century, and a well-formulated and well-executed social media strategy can change the trajectory of your online presence and your ultimate business success, no matter what industry you're in.

1 in 4

people rely on social media to make major health decisions

51%

of US adults say they're most likely to seek health advice online

Almost 59%

of the world's population uses social media

Sharing your company, your brand, and your message on these digital forums can reach a significantly higher number of potential buyers or partners, potential patients, and potential employees, compared with print or television media marketing. Not only that, but social media is one of the most powerful lead-generation tools across the board.

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Top 6 Reasons Why Social Media Marketing is Important:

1

You get to tell your story,

to really interact with your audience, and to connect with them on a personal level. Using social media to build relationships can build brand awareness, brand loyalty, and ultimately generate leads and even sales.

2

You don't need a huge budget

to successfully market on social media. It is possible to grow on social media networks by simply being consistent and posting interesting and relevant content for your audience.

3

You stay top-of-mind

if your social media followers regularly and consistently see content from you each time they browse social media.

4

Easily learn about the strategies

and tactics of your competitors through their social media presence. Do you see something they're doing well that you might want to adapt and apply to your own strategy?

5

Through social media analytical tools,

you can get data on your audience's activities and preferences. If certain content that you produce always gets a lot of engagement, consider ramping up and highlighting that content, and vice versa.

6

Beyond building brand awareness,

you can use social media to promote your products and services, explaining what your offerings are and why your potential clients or consumers should choose your business over others.

LinkedIn

Source

Understanding each platform: **LinkedIn**

LinkedIn is a professional social media networking site, designed to help people build professional connections, share their work experience, résumé, skills, and find jobs within their industry. It is a valuable tool to help amplify and grow executive thought leadership by giving people a platform to participate in meaningful discussions and share their professional and personal perspectives with colleagues, peers, and industry leaders.

LinkedIn is incredibly effective at reaching healthcare professionals by specialty because it offers unique targeting capabilities using first party data including job titles, industry degrees, and fields of study.

While patients do not generally use LinkedIn to seek healthcare information, healthcare companies often feature patient stories to share their initiatives and innovations within a disease community to reach other industry and healthcare professionals. LinkedIn is invaluable for the healthcare industry to share key information at conferences, for providing data and regulatory milestones, for seeking industry news, and sharing both research and personalized perspectives.

LinkedIn Best Practices:

1. Share content that is educational, valuable, and factual.
2. Highlight and feature thought leadership, whether it's your own voice or voices from within your company.
3. Drive narratives with powerful and relevant topics that are applicable to your personal or company audience and appropriate for your followers and connections.



What the Numbers Say:

28

Million

LinkedIn members engaged with company posts from healthcare companies

1.7x

More Likely

LinkedIn users are 1.7x more likely to be receptive to advertising than on other platforms

830

Million

There are 830 million LinkedIn members in more than 200 countries worldwide.

15%

Increase

In the last 5 years, there has been a 15% increase in healthcare professionals joining LinkedIn.

30%

Increase

From 2021 to 2022, healthcare conversations on LinkedIn have increased nearly 30%.

850

Thousand

850,000 of LinkedIn users are doctors.

Industry Hashtags Trending on LinkedIn:

#medicines #health
#loveofhealth #healthequity
#wellness #dataprivacy



twitter

Understanding each platform:

Twitter

Twitter is a platform for communication and connection through the exchange of Tweets, which are quick, frequent messages. Tweets can contain text, photos, videos, and links. The primary audience is looking for buzzworthy news, timely information, and tends to be receptive, influential, and engaged, so Twitter is generally considered the #1 platform for discovery.

In the healthcare, biopharma, and biotech industries, Twitter provides companies the opportunity to guide patients to resources, share information, and create a communicative and collaborative forum for patients, industry professionals, and researchers to provide education and improve care. Tweets in the industry talk about improving patient advocacy, increasing disease awareness, advances in medical research, new treatments, clinical trials, and collaborations between colleagues and companies.

Twitter Best Practices:

1. Focus on timely content around current trends and events.
2. Add media, especially short videos (15-second or less) to increase engagement.
3. Tweets should be clear, concise, conversational, and bold, with 1-2 hashtags, and represent your brand voice.



What the Numbers Say:

186

Million

There are 186 million daily active users in the US.

155

Million

Over 155 million tweets about or by healthcare professionals were shared on Twitter in 2021.

41%

41% of frequent users are 18-29 years old.

32%

32% of frequent users are 30-49 years old.

15%

More Likely

People are 15% more likely to inform friends and family about new products and services on Twitter

26%

More Likely

To spend 26% more time viewing ads than on other leading social platforms.

Industry Hashtags Trending on Twitter:

#health #medicine #doctor
#nurse #cancer #covid19



facebook

Understanding each platform: **Facebook**

Facebook is a social media platform designed to connect people with their friends and family online, and is the most commonly used of all social networks. It has a mix of content sharing, including text, videos, photos, links, and stories.

Facebook is one of the most efficient digital ad platforms, particularly for reaching consumer and patient audiences. Patients and healthcare professionals use the platform to find, share, and discuss news and information in the health industry as well as to find communities of support - a safe space for patients and caregivers to discuss experiences and share advice.

For industry leaders, using Facebook to dispel misinformation and share factual, reliable information is key for building and developing your "know like trust" factor.

Facebook Best Practices:

1. Focus on content that is concise, relatable, and engaging.
2. Use a mix of images and videos in your content strategy. Video is becoming the leading content type across all social channels.
3. Post consistently to build trust with your audience.

What the Numbers Say:

+2

Billion

Facebook has over 2 billion monthly users globally.

Usage >

Facebook is used more than any other social platform to search for health-related information.

35+

Years Old

Facebook is the preferred platform for users 35 and older and skews female.

79%

Users

79% of Facebook users interact with Facebook daily.

53%

Physicians

53% of physician practices have a Facebook page.



Instagram

Understanding each platform: **Instagram**

Instagram is a visual-first social media platform based around sharing aesthetically appealing and engaging photos and videos. Users connect with friends, family, brands, celebrities, and social media influencers.

Instagram influencer marketing has gained popularity in recent years. Brands and companies partner with users who have large audiences to help promote a product or gain awareness of initiatives. Consumers, patients, or healthcare professionals can be influencers and typically communicate about health and wellness topics and share a company's product or campaign message.

Pharmaceutical companies use Instagram to educate patients, build credibility, and recruit employees to talent openings, while healthcare professionals often use Instagram to connect with patients, educate about their services, and use graphics to raise awareness about a certain health topic.

Patients on Instagram are often sharing their stories and experiences with certain diseases or health issues, treatments they've tried, and challenges they go through to connect with others and build community. It is also used for advocacy and donation features that encourage followers to participate in a cause.

Instagram Best Practices:

1. With the visual focus of the platform, using Instagram to build brand awareness and brand recognition can make a big impact.
2. Partnering with content creators and influencers whose audience aligns with your target demographic can help you reach more people.
3. Prioritize mobile-first video content on Instagram through Reels, Live, Stories, and Instagram Video.



What the Numbers Say:

1.4

Billion

Instagram has 1.4 billion monthly active users globally.

96%

96% of brands and 88% of influencers regularly use Instagram Stories.

60%

About 60% of active users are between the ages of 18 and 34.

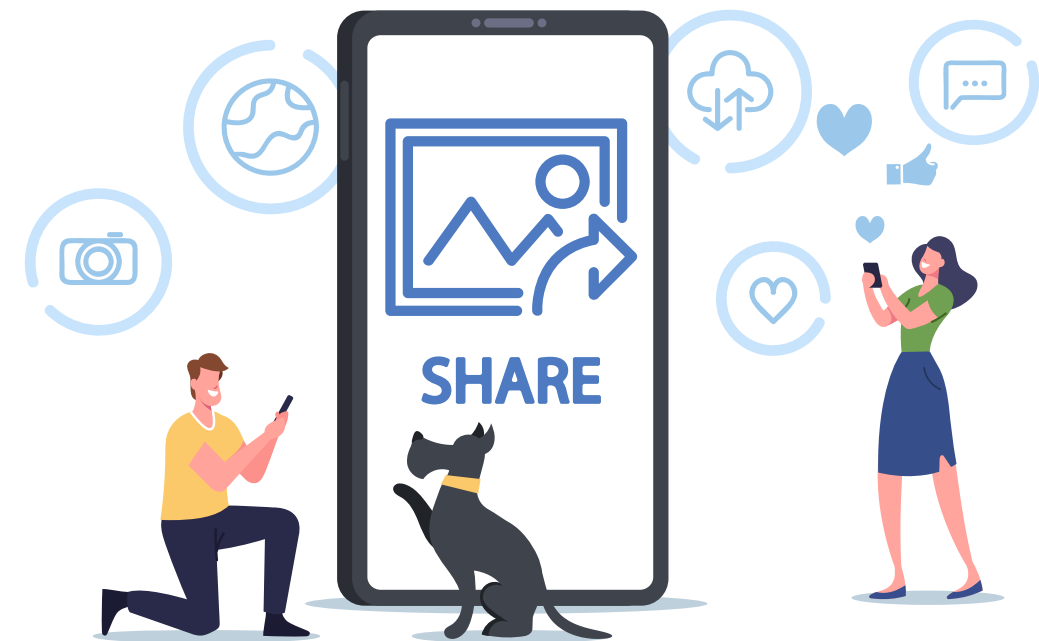
200

Million

There are 200 million active business accounts globally that are visited daily.

Industry Hashtags Trending on Instagram:

#health #healthcare
#doctor #cancer #nurses
#medical #patient



YouTube

Understanding each platform:

YouTube

Youtube is a video-sharing platform owned by Google where users create, upload, and share video content. Most video content tends to be long-form (8-15 minutes for optimal viewing) and encompasses topics targeted at all ages. Recently, Youtube added “Shorts,” short video segments (similar to TikTok and Instagram Reels).

Health and wellness content is extremely popular on Youtube including exercise, dieting, treatments, and health remedies. In 2021, a new health partnership team was announced at Youtube to develop even more trusted and easy-to-understand health content.

Patients visit Youtube to share stories, experiences, diagnoses, find a sense of community, and learn more about their disease from others experiencing the same symptoms. Medical groups and communities launch channels to educate people around health topics and disease conditions. Youtube is a valuable source for HCPs to educate patients and learn from peers.

YouTube Practices:

1. Research your target audience and competitor content to ensure you're giving audiences what they're looking for.
2. Use keyword-driven video titles and descriptions that align with your industry keywords, and create custom video thumbnails to draw viewers in.
3. Repurpose videos for different social platforms to increase traffic.

What the Numbers Say:

1.7

Billion

Youtube has 1.7 billion monthly visitors.

2nd

Most Visited

Youtube is the world's second-most visited website following Google.

70%

70% of people have bought a product after seeing it in a Youtube ad.

70%

of Viewers

Over 70% of viewers say that Youtube makes them more aware of new brands.

Industry Hashtags Trending on YouTube:

#health #healthylifestyle

#wellness #fitness

#stayhealthy #healthcoach





Understanding each platform:

TikTok

TikTok is a short-form video-sharing platform most famous for 3 to 15-second videos. It has become a platform for the masses to easily become video content creators.

Despite its more lighthearted origins and start as a Gen Z-dominated platform, other age groups including many patients, healthcare professionals, biotech and biopharma companies are now active on TikTok, using the platform to share educational resources, patient stories, treatment options, health-related symptoms and diagnoses, and to build community.

For instance, CVS Health used the platform to promote the availability of COVID-19 vaccines at its pharmacies in spring 2021 with a campaign that encouraged users to share how the vaccine brought them “One Step Closer” to life after the pandemic. It amassed billions of impressions and led countless patients to post their own stories.[Source](#)

Doctors and HCP’s have also embraced TikTok trends and use the space to educate on health-related topics in an engaging and easy-to-understand format.

TikTok Best Practices:

1. Make content relatable, engaging, and concise with a strong call-to-action.
2. Build trust and community by posting consistently and interacting with your followers.
3. Get to know the platform really well and take advantage of in-app editing tools and effects and stay relevant to current trends to increase engagement.



What the Numbers Say:

600%

Increase

Health and wellness content on TikTok has increased by 600% in 2021.

3.8

Million

As of 2021, 3.8 million HCP's are active on TikTok.

1.2

Billion

There are 1.2 billion monthly active users globally, projected to reach 1.5 billion by the end of 2022.

2.6

Billion

The app has been downloaded over 2.6 billion times and receives 672 billion monthly views.

50%

Active Users

About 50% of active users are between the ages of 13 and 24.

Industry Hashtags Trending on TikTok:

#cancer #covid19
#health #medical #doctor
#medicine #nurse





Social Recruiting

Social Recruiting is the use of social media to attract and convert talent and has been one of the biggest trends in recruiting over the past few years. It is a critical part of Recruitment Marketing.

Companies in the healthcare/life science sectors are investing in their social recruiting like never before. From employee advocacy videos, to promoting specific job openings, and creative campaigns demonstrating your "why" as compared to competing employers. On top of all that, reporting and analytics are key for providing lots of great data and insights to constantly modify and improve performance.

Benefits of Social Recruiting:

1. Reach passive candidates who may not be actively job-searching.
2. Get more referrals through the shareability of social media job posts.
3. Target your ideal candidates using search filters.
4. Showcase your company culture through content that will attract candidates to your company's mission and your "why."
5. Establish a more personal connection with potential candidates.
6. Save money - sourcing for candidates via social media platforms is very cost-effective compared to traditional methods of recruitment.

79%

of job applicants

use social media in their job search.

73%

of millennials found

their last position through a social media platform.

70%

of hiring managers

say they've successfully hired with social media.

40

Million

people look for jobs on LinkedIn weekly.

67%

of employers use

social media to research candidates.

How Investors Use **Social Media:**



Social media platforms are in use socially, professionally, and even financially, as many investors, hedge funds, and financial firms are using it to make money. Using social media, especially Twitter, to find out what the public is thinking about a particular company, or learning about a big event before it has hit the news, can give them an edge over their competition.

It is now widely accepted that Twitter has become the most immediate and up-to-date source of news on the planet. Stories often break on the platform hours before major news corporations have mentioned them, which is something trained investors are monetizing.

A widely cited 2010 study by Johan Bollen, a professor at Indiana University, found that by measuring sentiment on Twitter, one can, in fact, predict whether the market will rise or fall three days later 86.7% of the time.

For example, in 2013, Boeing's Dreamliner caught fire on the tarmac in Heathrow. Someone tweeted about the incident, an alert was sent out to its clients well before it was reported in the news, and some funds got out of the stock right away. The price fell by nearly 4.6 percent that day.

Which Platforms Are Investors Using:

73%

of investors

use LinkedIn to research investments

53%

of investors

use topic-specific discussion boards

26%

of investors

Twitter, Facebook, and Google+ combined

Understanding Influencers

Influencer marketing is defined as “a form of marketing in which focus is placed on influential people rather than the target market as a whole. It identifies the individuals that have influence over potential customers, and orients marketing activities around these influencers.”



325%

Increase

in Google searches for “influencer marketing” in the past year

67%

of marketers

are planning to increase their influencer marketing budgets over the next year

400%

Projected increase

in global influencer marketing ad spend

Influencers are the next big marketing wave... one that healthcare, biopharma, biotech, and life sciences definitely should not miss out on.

Understanding Influencers

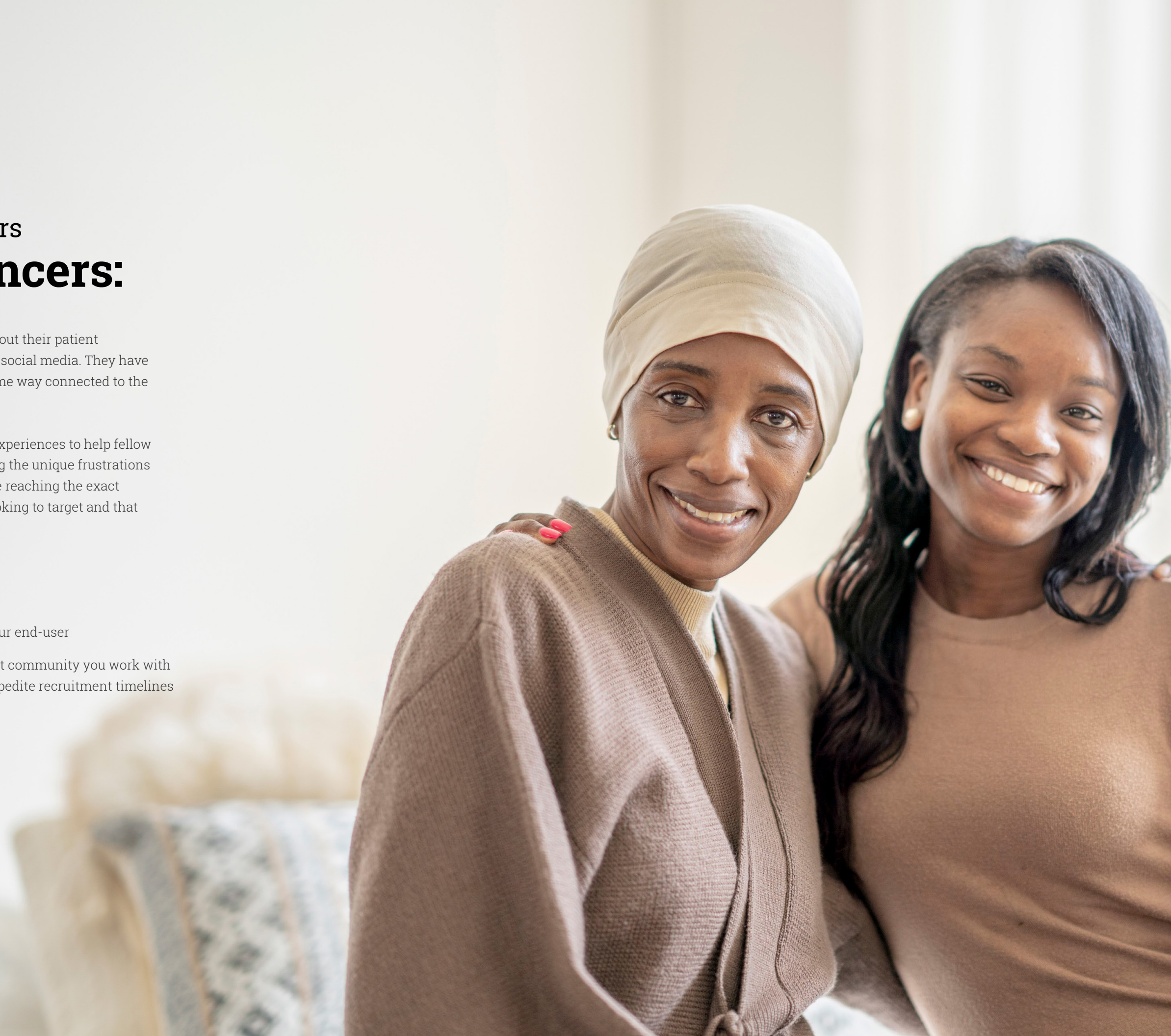
Patient Influencers:

Patient influencers are advocates speaking out about their patient experience with a particular disease or illness via social media. They have built a dedicated group of followers who are in some way connected to the influencer's chosen therapeutic area.

Patient influencers are sharing their stories and experiences to help fellow patients who are newly diagnosed or encountering the unique frustrations that come along with the life of a patient. They are reaching the exact audience a healthcare or pharma company are looking to target and that audience is poised to listen.

Benefit of Patient Influencers:

1. Receive game-changing feedback from your end-user
2. Garner a deep understanding of the patient community you work with and reach highly targeted audiences to expedite recruitment timelines
3. Build trust and brand awareness



[Source](#)

Understanding Influencers

Key Opinion Leaders:



A key opinion leader (KOL) is a trusted, well-respected influencer with proven experience and expertise in a particular field.

In healthcare, these thought leaders could be:

- Physicians
- Hospital executives
- Health system directors
- Researchers
- Patient advocacy group members

Because key opinion leaders have so much experience, they carry significant influence within their communities. This means that KOLs might be able to generate awareness about a new drug or device, and even help to increase sales volume for suppliers. Key opinion leaders might also be able to impact purchasing decisions within their own hospitals or networks.

KOLs can also provide insight into a specific disease state—including existing treatments or areas of continued research—but they can also help to inform clinical trial design, product improvements, and go-to-market messaging.

Source

Understanding Influencers **Digital Sleuthing:**

Many medical influencers gained greater social media fame due to the uncertainty and challenges presented by the pandemic and the public's reliance on their platforms, so the determination of facts versus misinformation spread online is a critical component of influencing.

There are many people with huge followings, but it takes a lot of effort to find the true, most relevant key opinion leader, which is where digital sleuthing comes in.

Digital sleuthing is the use of artificial intelligence to parse through millions of social media conversations to help companies find the most impactful KOLs in their respective disease areas. Not only does it identify who's doing the talking, it analyzes who they are talking to, how often people are sharing their posts, and how relevant the discussion is to the disease area.

By using digital sleuthing to identify true and trusted KOLs, healthcare and pharma companies can help steer patients toward credible sources for information.





[Source](#)

Understanding Influencers

CEO Influencers

CEOs are extremely effective at capturing audiences, such as Elon Musk, Gary Vaynerchuk, and Richard Branson. CEOs of major companies often have large social media followings and the information they share can really influence the people consuming it, but CEO influencing also requires a lot of time and money.

To do it well, you need:

1. CEO time
2. Copywriter time
3. Video editing time
4. Graphic Design Time
5. Distribution time
6. Strategist time to analyze performance & come up with content

Influencer Categories:

Influencers fall into certain categories based on their reach:

———— **Mega-influencers:**

1,000,000+ followers

———— **Macro-influencers:**

500,000–1,000,000 followers

———— **Mid-tier influencers:**

50,000–500,000 followers

———— **Micro-influencers:**

10,000–50,000 followers

———— **Nano-influencers:**

1,000–10,000 followers



Source

How to Create a **Social Media Strategy:**

To succeed on social media, having a solid strategy in place is key. The strategy should cover everything from determining which platforms to focus on, what content to create, when to post, and how to track your performance.



1. Choose social media marketing goals that align to business objectives:

The first step to creating a successful social media strategy is to establish your objectives and goals. What do you or your business want to achieve on social media? Social media goals should align with your overall marketing objectives.

There are so many ways social media marketing can be used, and it's important to decide what your goals are, such as to:

- Increase brand awareness
- Share your company culture
- Share thought leadership
- Provide educational resources
- Recruit talent to job openings or patients to clinical trials
- Build engaged communities
- Sell or advertise products and services to target audiences
- Measure brand sentiment
- Provide social customer service

2. Learn everything you can about your audience:

Knowing who your audience is and what they want to see on social media is key. That way you can create content that they will like, comment on, and share. Social media analytics can provide a ton of valuable information about who your followers are, where they live, and how they interact with your brand on social media. These insights allow you to refine your strategy and better target your audience.

It is important to know things about your target audience like:

- Age
- Location
- Which social media platform they use most
- Average income
- Typical job title or industry
- Interests

3. Get to know your competition:

It's integral to understand who the competition is and what they're doing well (and not so well) so that you can guide your own strategy. Your competition can give you a good sense of what's expected in your industry, which will help you set social media targets of your own, as well as spot opportunities for your own improvement or to add your voice to less talked-about topics.

Social listening is one way to keep an eye on your competition. You can search the competition's company name, account handles, and other relevant keywords on social media. Find out what they're sharing and what other people are saying about them.

By performing social listening, you can create the kind of content your followers actually want, come up with new ideas based on industry trends, improve your customer experience by interacting directly with followers, and continuously shift your strategy to fit the current need.

Social Listening Tips: [Source](#)

- Identify pain points.
- Choose strategic keywords and topics to monitor.
- Use it to improve your customer feedback process.
- Generate leads by following recommendation posts in your industry.





4. Do a social media audit:

If you're already using social media, take stock of your current efforts, assess your progress, and think about ways to improve. Your analytics and engagement rates indicate the type of content that is the most and least popular to your audience, what time of day your posts do best, what frequency of posting is most successful, and more. Make sure to really use this available data to your advantage and learn from it.

An audit of current platforms can involve questions like:

- What's working, and what's not?
- Who is engaging with you?
- Which networks does your target audience use?
- How does your social media presence compare to the competition?

5. Set up accounts and improve profiles:

As you decide which social networks to use, you will also need to define your strategy for each. Become really familiar with each platform, its primary audience, its ideal content format, and then determine which platforms to invest your time and focus on based on the social media goals you outlined.

It is not necessary to have a social media presence on every single platform. It is better to focus on doing a great job on fewer accounts than to use all of them with less effort.

When creating social media profiles, make sure to:

- Fill out all profile fields.
- Include keywords people would use to search for your business.
- Use consistent branding (logos, colors, images, etc.) across networks so your profiles are easily recognizable.
- Use high-quality images that follow the recommended dimensions for each network (a quick Google search will tell you recommended dimensions by site).

6. Find inspiration:

While it's important that your brand be unique, you can still draw inspiration from other businesses that do great on social media, such as award-winning accounts and campaigns or even your personal favorite brands. The best accounts have a consistent voice, tone, and style. This lets people know what to expect from the feed and consistency builds your brand awareness and recognition.

If you have existing social channels, you could also ask your followers what they want from you. Just make sure that you follow through and deliver what they ask for. Consider what your target audience is talking about online and what you can learn about their wants and needs.



7. Create a social media content calendar:

Your social media content calendar lists the dates and times at which you will publish types of content on each channel. It's the perfect place to plan all of your social media activities—from images, link sharing, and re-shares of user-generated content to blog posts and videos. It includes both your day-to-day posting and content for social media campaigns.

A content calendar also ensures your posts are spaced out appropriately and published at the best times to post.

Make sure your content strategy and calendar reflect the mission statement you've assigned to each social profile, so that everything you post is working to support your business goals. Based on your goals, divide your posts into categories, and then create content for each category, such as:

- Content to drive traffic to your website
- Content shared from other sources
- Content to support lead-generation (newsletter sign-ups, ebook downloads, etc.)
- Content to share your company culture
- Content to share job listings

To guide your content calendar, you could also try the social media content marketing rule of thirds:

- One-third of your content promotes your business, converts readers, and generates profit.
- One-third of your content shares ideas and stories from thought leaders in your industry or like-minded businesses.
- One-third of your content is personal interactions with your audience.

In terms of frequency, there will be some trial-and-error involved to determine how much content your audience engages best with. Post too frequently and you risk annoying your audience. But, if you post too little, you risk looking like you're not worth following.

Start with these posting frequency recommendations:

- LinkedIn: 1-5 times per day
- Twitter: 1-5 times per day
- Instagram (feed): 3-7 times per week
- Facebook: 1-2 times per day

8. Create compelling content:

Keep your content aligned with the purpose of each network and then generate content that is suited to the network and the purpose you've set out for that network in your goals. For example, you wouldn't want to waste time posting brand awareness videos on Twitter if you've designated that channel for primarily customer support. And you wouldn't want to post super polished corporate video ads to TikTok, as users expect to see short, unpolished videos on that platform.

It might take some testing over time to figure out which type of content works best on which type of network, so prepare to update and pivot your strategy as your analytics provide relevant feedback.

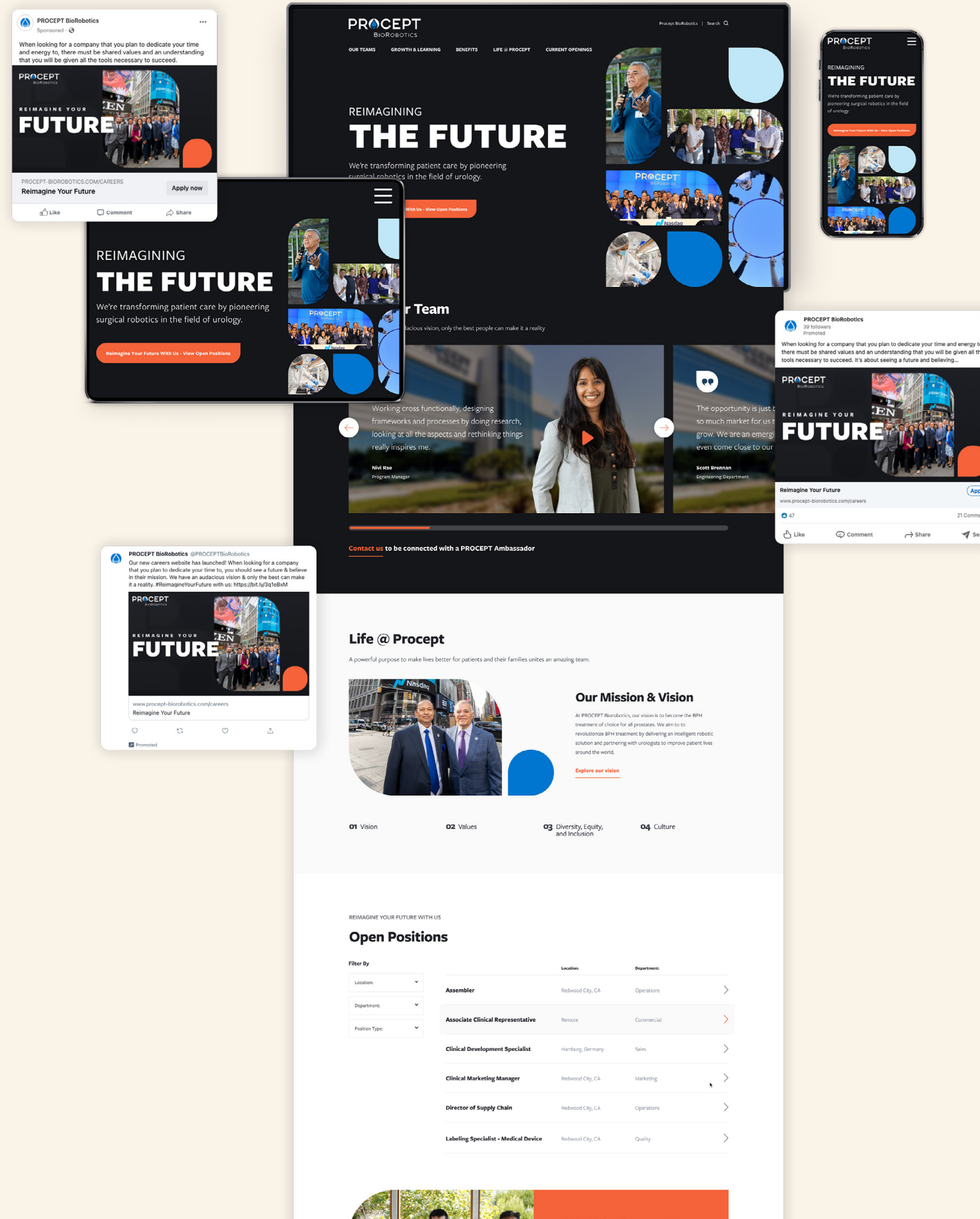
Take Advantage of Micro-Content

In content creation and planning, take advantage of existing assets or content you may already have and then repurpose it across platforms. For example, parsing long-form content (such as ebooks or blog posts) into social micro-content by taking small chunks and having endless social posts as a result. Similarly, consider segmenting a long video from your company's website into sections for multiple social posts.

Using micro-content saves time when creating content and also ensures that the assets you have are being used to their full potential.

Embed branding elements across all platforms

Remember to keep branding, voice, and tone consistent and cohesive across social platforms, emails, videos, and your website so that your content is visibly tied to your company as a whole. This creative cohesion helps viewers to recognize your brand (whether that is colors, font, logo, etc.), which is a key step to increasing brand awareness and recognition when you pop up in their feed.



9. Track performance and adjust your social media strategy accordingly

As you start to implement your social media strategy and track your results, you may find that some strategies don't work as well as you'd anticipated, while others are working even better than expected.

Once the analytics data starts coming in, use it to re-evaluate your strategy regularly. You can also use this information to test different posts, social marketing campaigns, and strategies against one another. Constant testing allows you to understand what works and what doesn't, so you can refine your social media marketing strategy in real time.

You'll want to check the performance of all your channels at least once a week and get to know the basics of social media reporting so you can track your growth over time. Surveys can also be a great way to find out how well your social media strategy is working. Ask your followers, email list, and website visitors whether you're meeting their needs and expectations, and what they'd like to see more of. Then make sure to deliver on what they tell you.

Understanding Analytics and How to Measure Social Media Success:

In social media marketing, tracking and analyzing your performance is the only way to really understand what you're accomplishing through your social efforts. The art of effective social media measurement is understanding which metrics matter most to your business, based on your goals, and then watching as they increase, decrease, or remain steady.

The most important social media metrics:

Reach

is the number of people who see your content. It's a good idea to monitor your average reach, as well as the reach of each individual post, story, or video.

Impressions

indicates the number of times people saw your content. It can be higher than reach because the same person might look at your content more than once.

Audience growth Rate

measures how many new followers your brand gets on social media within a certain amount of time.

Engagement Rate

measures the number of engagements (reactions, comments and shares) your content gets as a percentage of your audience.

Virality Rate

is similar to amplification rate in that it measures how much your content is shared. However, virality rate calculates shares as a percentage of impressions rather than as a percentage of followers.

Amplification Rate

is the ratio of shares per post to the number of overall followers.

Video Views

is a good at-a-glance indicator of how many people have seen at least the start of your video.

Video Completion Rate

is how often people actually watch your videos all the way through to the end. This is a good indicator that you're creating quality content that connects with your audience.

Click-through Rate

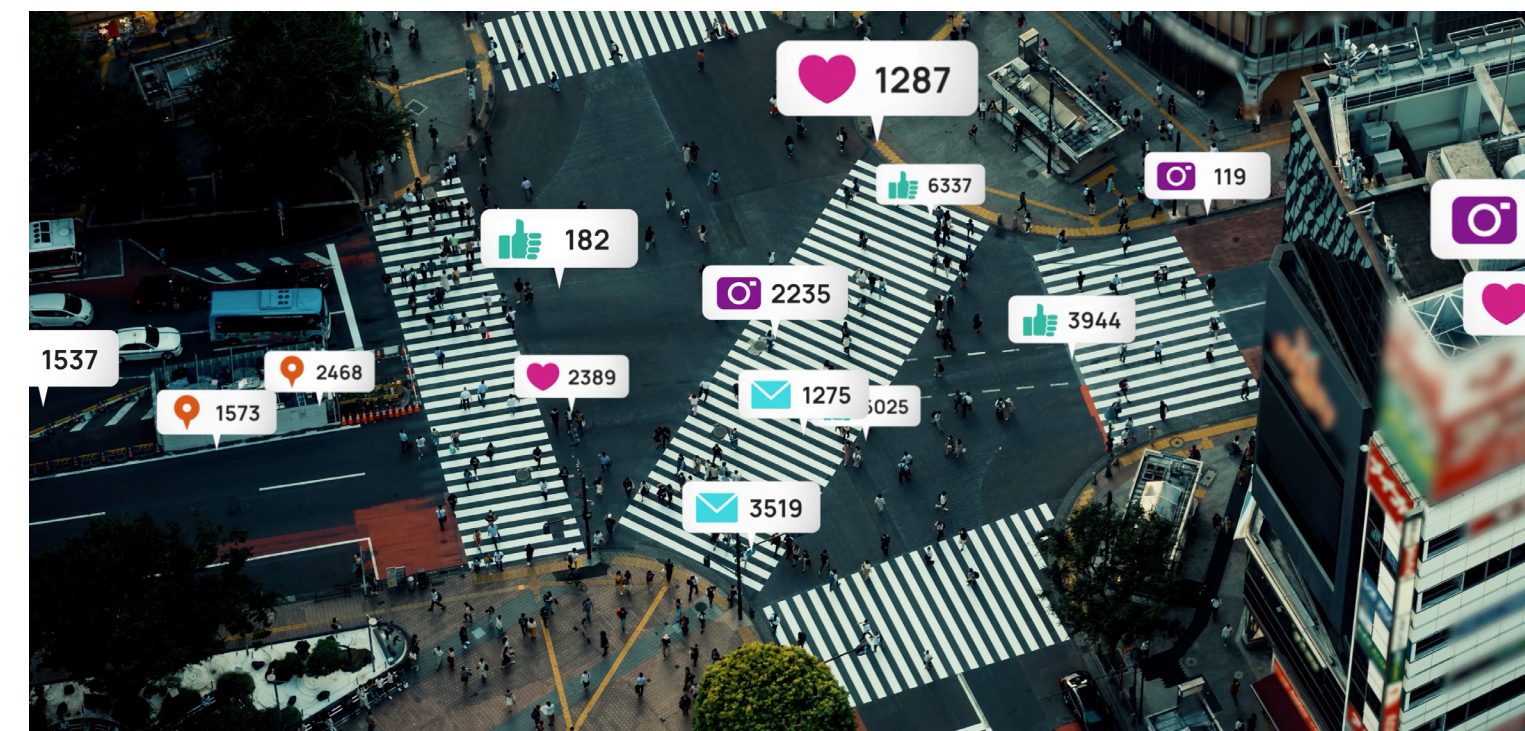
or CTR, is how often people click a link in your post to access additional content. CTR gives you a sense of how many people saw your social content and wanted to know more.

Conversion Rate

measures how often your social content starts the process to a conversion event like a subscription, download, or sale. This is one of the most important social media marketing metrics because it shows the value of your social content as a means of feeding your funnel.

Cost-per-click

or CPC, is the amount you pay per individual click on a social ad.





How to Track Metrics:

Each social network has its own analytics tools through which you can find much of the raw data you need to calculate and track your social media success. These tools are free to use, so they can be a good entry point to tracking your social metrics, but there are also many different tools that will do the calculations—and even reporting—for you, such as:

- Google Analytics
- Sprout Social
- Hootsuite
- Social Pilot
- Brandwatch

Analytics tools within social media platforms may be adequate for monitoring your social media progress, especially as you are starting out or if you just have one or two platforms you focus on. However, if you have multiple platforms that you are monitoring and assessing, using an external analytics and reporting tool may become advantageous.

Focus on Engagement:

Engagement is, by far, the most important social metric of all. This measures how people are interacting with your brand and content across all social networks. Engagement measures the actions taken on your posts, tweets, and stories. For example, on Facebook, engagement is measured by comments, likes, and shares. On Twitter, this would translate to retweets and replies.

The more engagement your posts receive, the higher your viral reach is likely to be. And while it's easy to see these actions as single events, they should be an indicator of long-term relationships with your audience. High engagement means your audience knows and trusts you. It's an indicator that you've created a community around your brand.

What's a "GOOD" Social Engagement Rate?

- Low engagement rate: 0% and 1.64% ^{Source}
- Good engagement rate: 1.64% and 3.48%
- High engagement rate: 3.48% and 6.67%
- Very high engagement rate: 6.67% and 10%



Source

What Types of Social Media Posts Actually Get the Most Engagement?

Improving your social media presence and engagement isn't just about posting more content - it's about posting the right content. The following content categories are frequently the most highly engaging posts across platforms.



1

Content that inspires an emotional response:

When someone feels moved by a piece of content you've shared, whether it makes them laugh, cry, feel inspired, feel empowered, or something else, they're more likely to leave a comment or share it - which is great for social media engagement.

2

Video content:

Video content is more memorable, more engaging, more shareable, and because you can convey a message either in short or long-form video that is easier for viewers to consume than in static images. Video content is also great for SEO.

- The human brain can process visuals 60,000 times faster than text.
- Videos get 1,200% more shares than text and images combined. Source

Video content combines visual and auditory learning to make the message easier to understand, but also greatly improves the immersive experience. Focus on video content as much as possible, but remember that the most highly effective strategies will utilize a combination of both video and static images to best reach their audience, tailored to the media platform, the message, and what your analytics indicates receives the best engagement.

3

Live streaming:

Live streaming on your social platforms gives audience members the opportunity to join in the conversation, engage with your brand in real time and even ask questions directly to the source.

4

Educational content:

Including educational content in your strategy is guaranteed to improve engagement and bolster your reputation as an industry leader.

5

Company culture:

Sharing your company culture boosts engagement by humanizing your business. It's your chance to share with your social media followers the people behind your brand, the ones who make the magic happen, and is also one of the most important pieces in Social Recruiting and attracting talent and followers to your brand.

When it comes to using social media for marketing purposes, it's no longer a question of should you be doing it, but rather what is the most strategic and authentic way for your brand to do it.

I always tell people to think of their social media presence as a storefront. Are you in the right part of town? Is your store well-kept, cohesive and speaks to your target consumer?

Gone are the days when just having a social media profile and posting occasionally would work. Now, brands need to be mindful of the overall appearance of their social media pages, thoughtful with their content (both static and new), and smart about the ways they engage with their audience.

In this constantly evolving world of social media, it's about finding that sweet spot.

Jessica Pate

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