

# Use YouTube as Your Gateway to a Global Audience

Presentation for:

## PR News Visual Storytelling Boot Camp

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Manager, Customer Engagement

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# STORYTELLING

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medical.toshiba.com



**“Imaging equipment should boost my department’s efficiency.”**

**in FOCUS**  
JUNE 2015

**Safety that Comes Full Circle:  
Toshiba’s 360 Degrees of Safety Program**

**M**OST IMAGING EQUIPMENT ISN’T A ONE-DIMENSIONAL safety program. It’s a full circle of safety, encompassing the entire imaging process, from patient preparation to post-procedure care. It’s a safety program that comes full circle, ensuring that every patient is safe at every step of the process.

**KEEPING STAFF AND PATIENTS SAFE**  
Toshiba’s 360 Degrees of Safety Program is a comprehensive safety program that covers every aspect of the imaging process, from patient preparation to post-procedure care. It’s a safety program that comes full circle, ensuring that every patient is safe at every step of the process.

**CORPORATE PROGRAMS**  
Toshiba’s 360 Degrees of Safety Program is a comprehensive safety program that covers every aspect of the imaging process, from patient preparation to post-procedure care. It’s a safety program that comes full circle, ensuring that every patient is safe at every step of the process.

**AHA Putting Patients First Grants**  
Toshiba’s 360 Degrees of Safety Program is a comprehensive safety program that covers every aspect of the imaging process, from patient preparation to post-procedure care. It’s a safety program that comes full circle, ensuring that every patient is safe at every step of the process.

**COMPUTED TOMOGRAPHY (CT)**  
Toshiba’s 360 Degrees of Safety Program is a comprehensive safety program that covers every aspect of the imaging process, from patient preparation to post-procedure care. It’s a safety program that comes full circle, ensuring that every patient is safe at every step of the process.

**CARDIOVASCULAR X-RAY**  
Toshiba’s 360 Degrees of Safety Program is a comprehensive safety program that covers every aspect of the imaging process, from patient preparation to post-procedure care. It’s a safety program that comes full circle, ensuring that every patient is safe at every step of the process.

**X-RAY**  
Toshiba’s 360 Degrees of Safety Program is a comprehensive safety program that covers every aspect of the imaging process, from patient preparation to post-procedure care. It’s a safety program that comes full circle, ensuring that every patient is safe at every step of the process.

**“When it comes to safety – there’s no room for gaps.”**



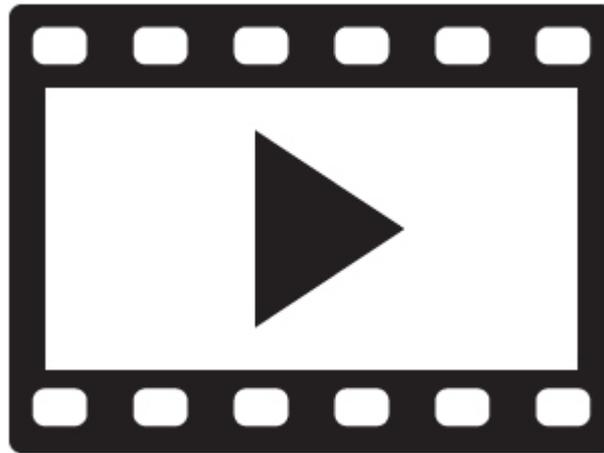



# VIDEO IS POWERFUL

20%



70%



30%



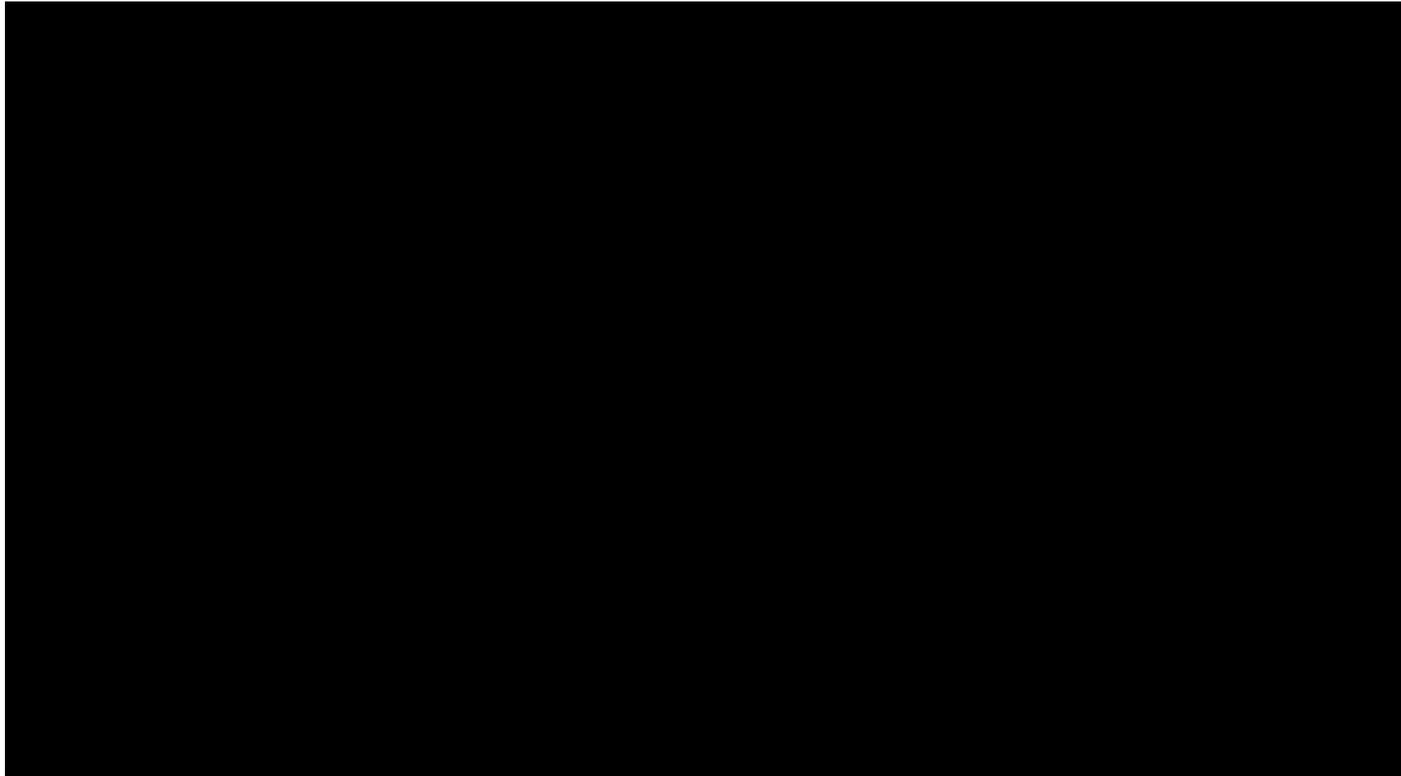
## TO BE DIFFERENT, THINK DIFFERENT

### Pediatric Applications of Toshiba Ultrasound

Sally O'Hara, MD, FAAP  
Professor of Radiology & Pediatrics  
Chief, Ultrasound Division  
Cincinnati Children's Hospital  
Medical Center



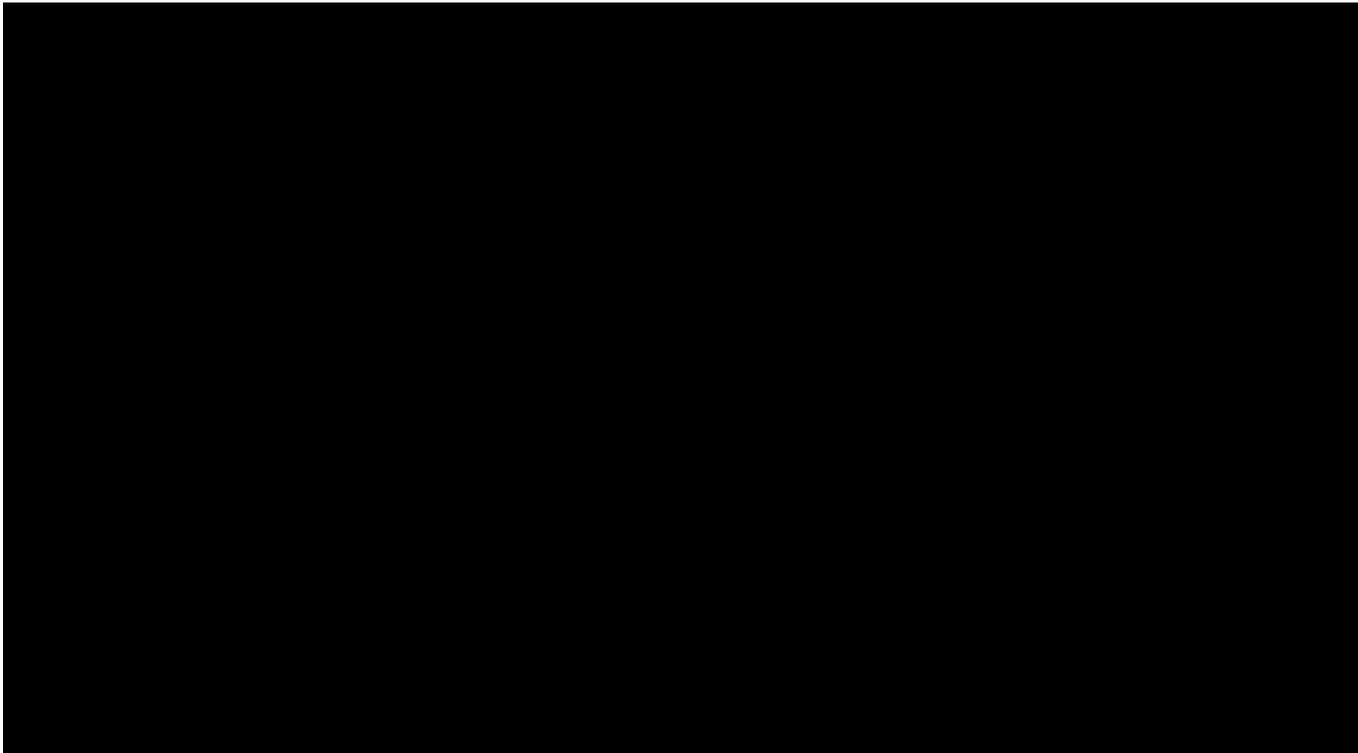
# LOOK OUTSIDE YOUR INDUSTRY



**TOSHIBA**

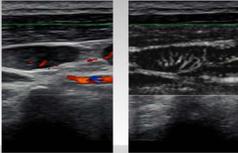
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# GET OUT OF YOUR BOX



# CROSS PROMOTION

**“ Ultrasound can’t always give us the detail we need—is there a way to see more? ”**



Color Doppler, on the Aplio™ 500 Platinum, demonstrates a single vessel in the hilum of this reactive lymph node.

Monochrome SMI, on the Aplio 500 Platinum, demonstrates multiple small vessels in the hilum of this reactive lymph node.

See how Rex UNC Health Care uses ultrasound with SMI TECHNOLOGY to see more [WATCH NOW >](#)

Expand the clinical applications of ultrasound with Toshiba's Aplio 500 Platinum. Using innovative Superb Micro-Vascular Imaging (SMI) technology, you'll improve care across a broader range of patients with the ability to see more in clinical cases:

- Increase patient comfort with the ability to see small vessels, for easier access and reduced exam times
- Reduce risk for patients by aiding vascular surgeons in better planning interventions
- Protect patient populations, pediatric to geriatric, with enhanced detection capability

Increase clinical utility of ultrasound for better health of populations with the Aplio 500 Platinum from Toshiba.

Toshiba gives you a voice. What's yours?

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[medical.toshiba.com](#)
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**Toshiba Medical**  
@ToshibaMedical

Using different coils should not be difficult. We walk you through using AS-COMPASS in this segment of **#AskToshiba**  
[medical.toshiba.com/go/TW-012616-MR](http://medical.toshiba.com/go/TW-012616-MR)



**Ask Toshiba: "It's Inconvenient to Go Back into the Scan ..."**  
Using different coils should not be difficult. In this segment of Ask Toshiba, we show you how switching coils is made simple with AS-COMPASS. The graphical ...  
[youtube.com](http://youtube.com)




Social Media

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**Social Media | Follow Us**

Ask Toshiba: "Is there a faster way to do Multi planar reformats?"

Dear Toshiba, Is there a faster way to do MPR reformats?

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**Twitter Feed | @toshibamedical**

Advance the care you provide. See the high-end features we offer on every CT.  
<http://medical.toshiba.com/go/TW-021816-CT>

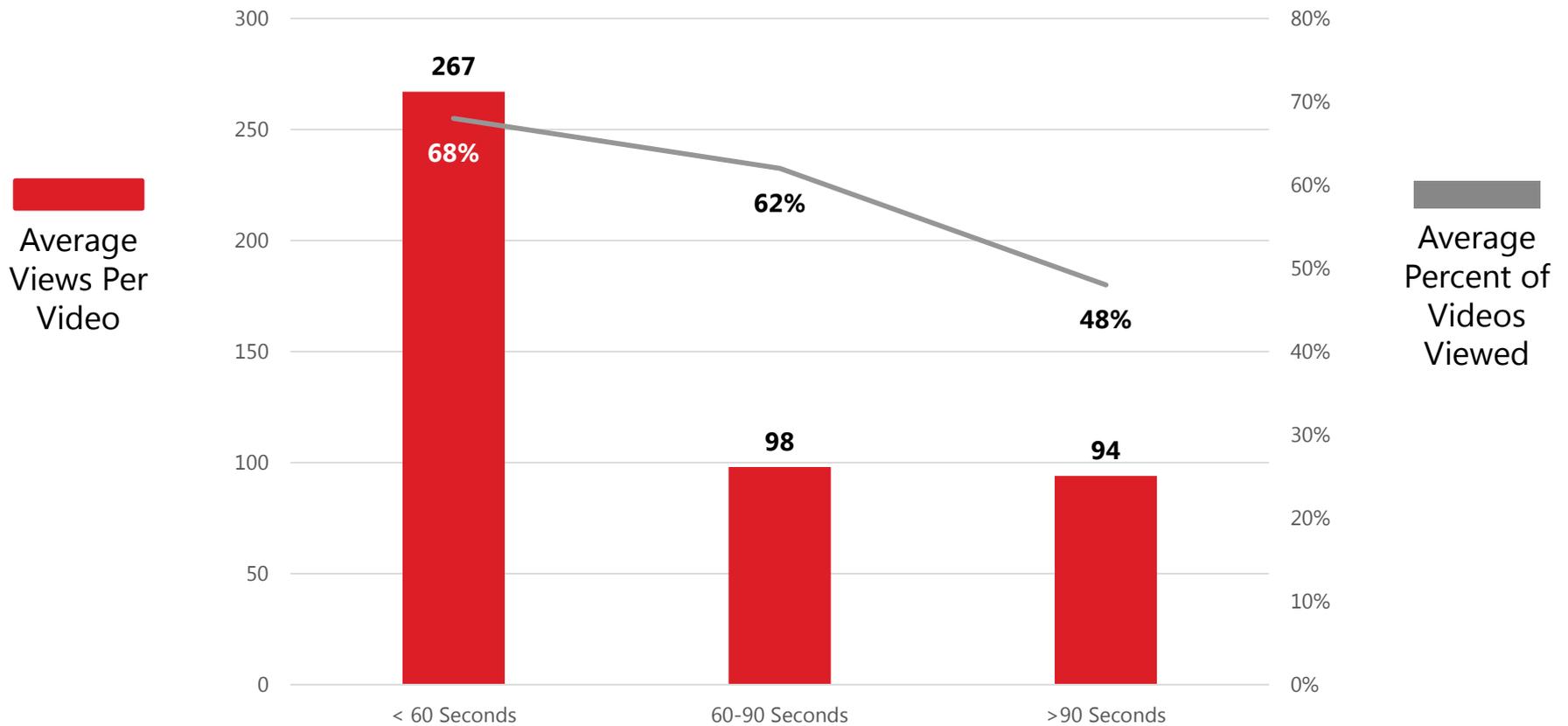
Come see our journey of innovation. >>>

- Increases video SEO
- Higher engagement rates

## OPTIMIZE FOR SEARCH

- Catchy title with popular keywords
- Tag videos
- Call To Action in descriptions & annotations
- Limit to 30-90 seconds

# WHAT DOES THE DATA SAY?

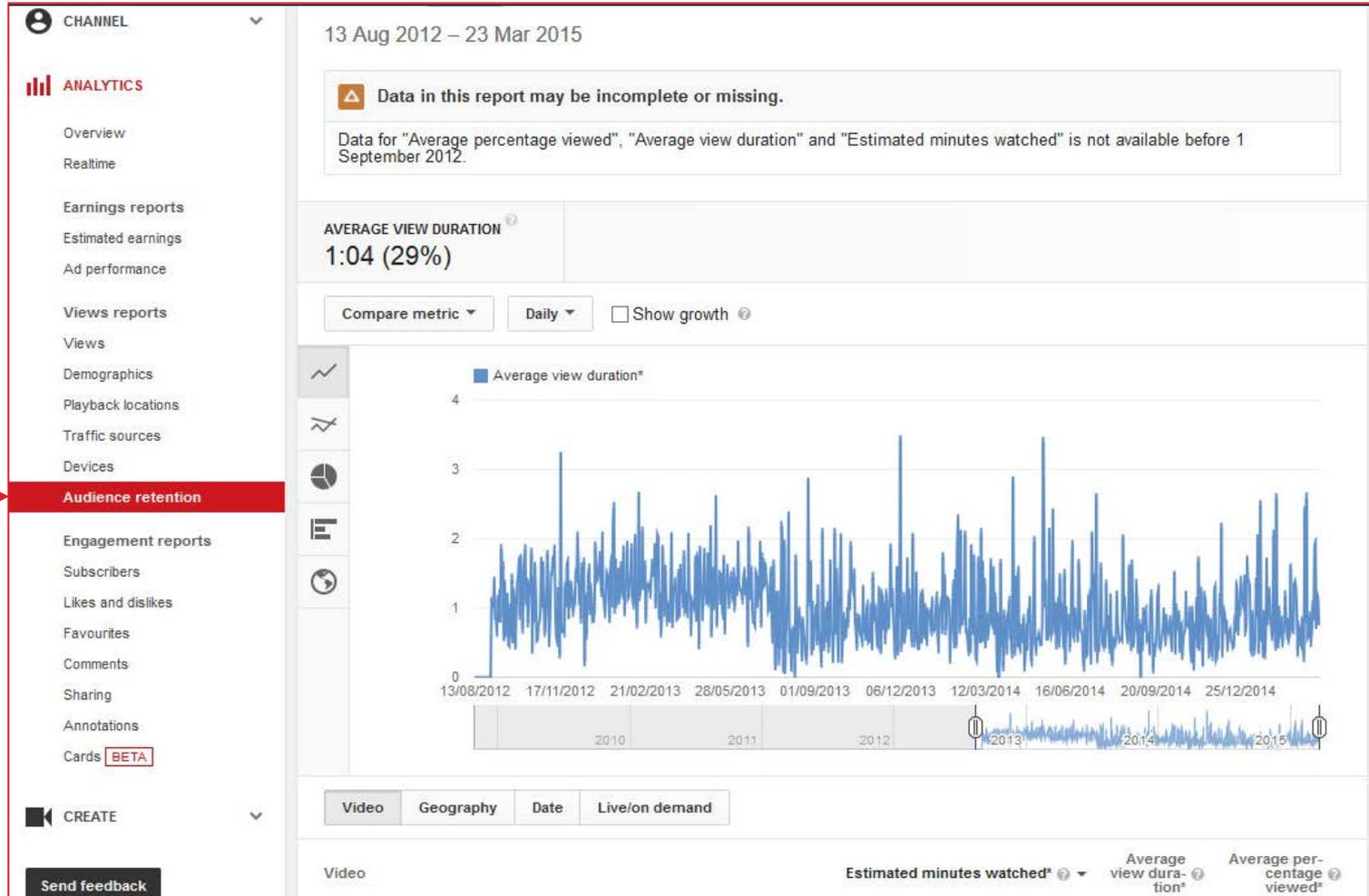


## MEASURE CONTINUOUSLY

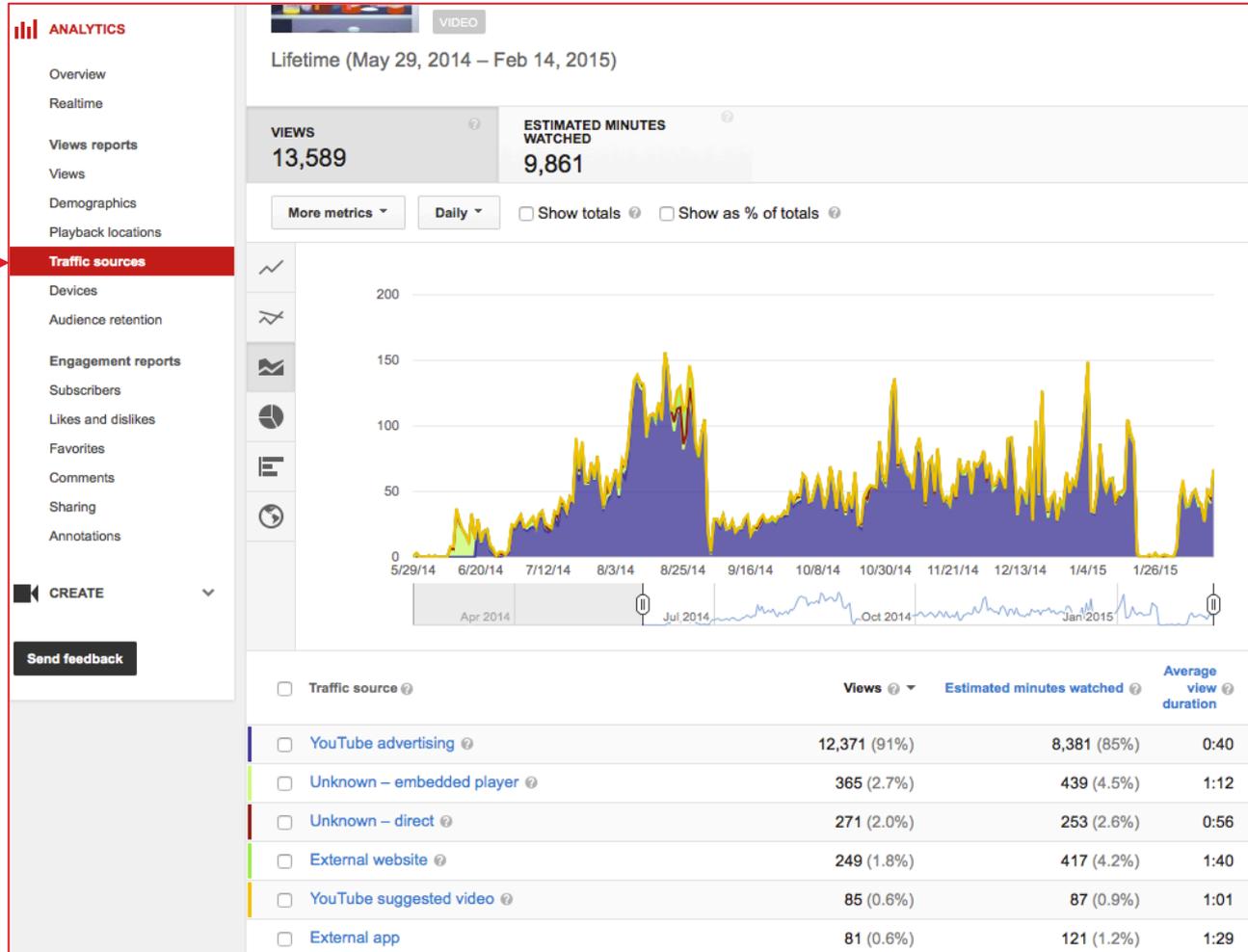
- Monitor watch time & audience retention
- Track traffic sources to determine what posts are working
- Track video engagement



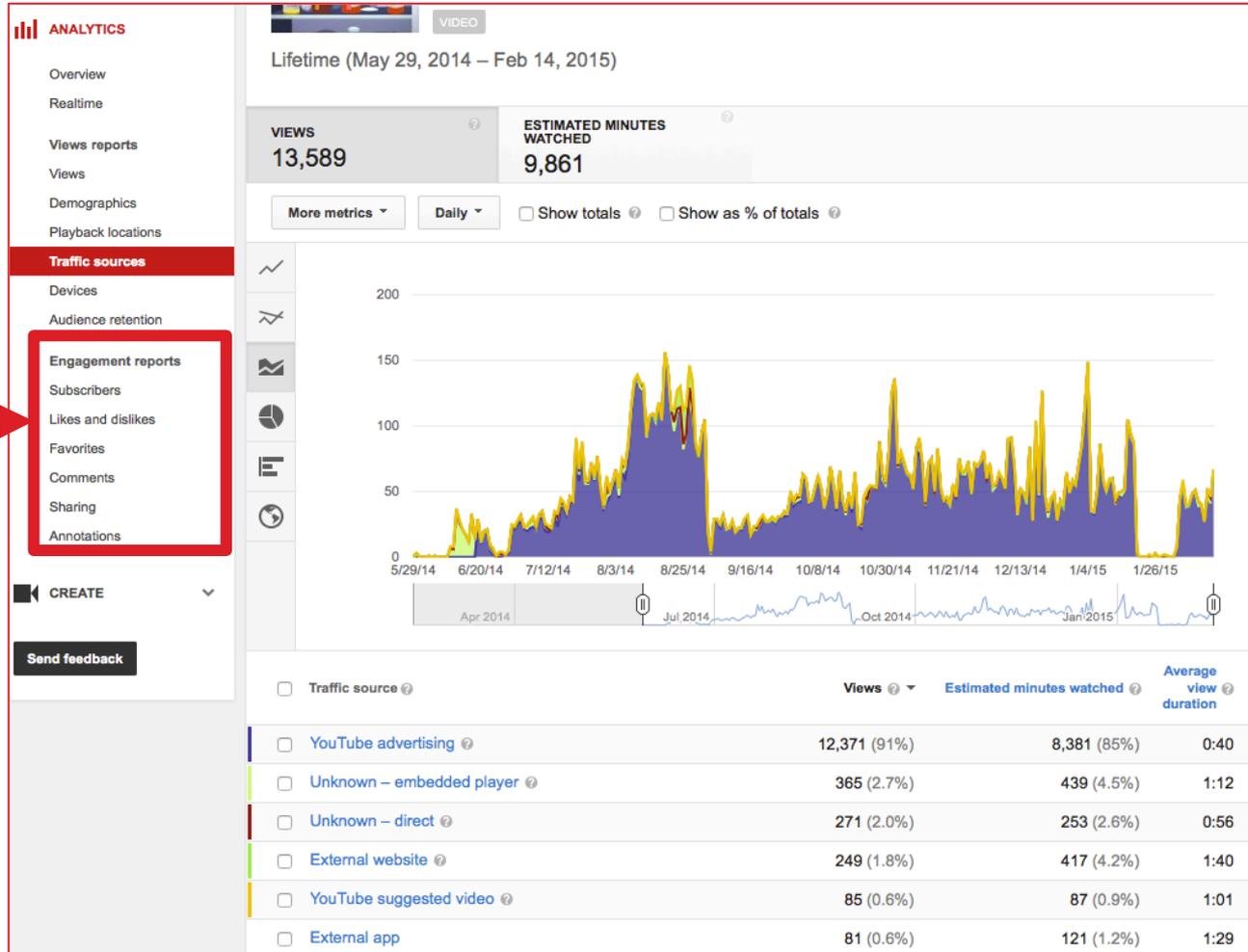
# AUDIENCE RETENTION



# TRAFFIC SOURCES



# ENGAGEMENT REPORTS



## KEY TAKEAWAYS

- **Define** business objectives & audience before creating content
- **Cross Promote** videos through other social media channels
- **Use** keywords and tags to make videos easier to find
- **Measure** campaign for effectiveness continuously
- **Adjust** campaign direction as necessary

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