



How to Really Use Facebook for Your PR Efforts

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Communications

@ams9

Medtronic Diabetes

@MDT_Diabetes

Medtronic Diabetes Social Media Channels

Inspiration - Success Stories of customers living well with diabetes

Education

- Tips & Tricks about our products
- Diabetes education

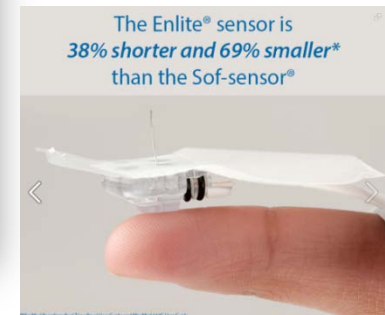
Co-creation and Diabetes Community activities

Innovation at Medtronic

The LOOP



YouTube



Engaging Our Superfans

“Share Your Story” app
fuels storytelling

Utilize guest editorial

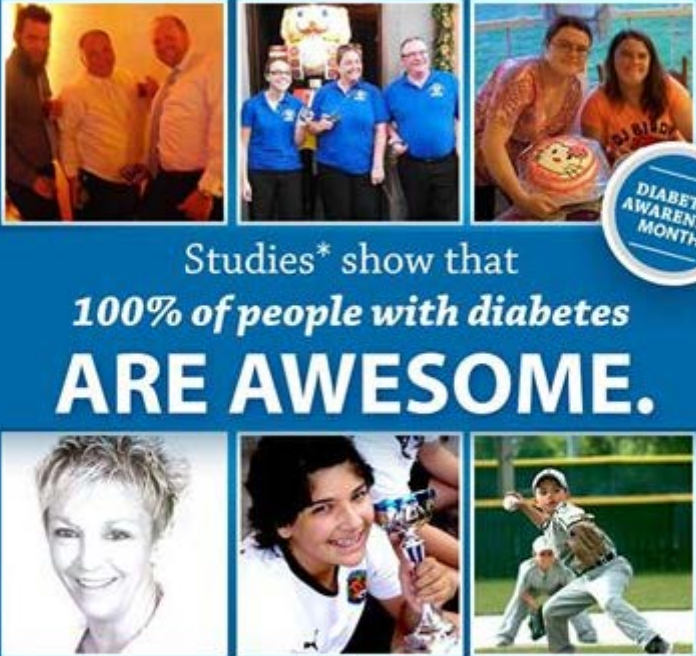
Surprise and Delight with
the unexpected

Responding to both good
and bad comments


#digitalpr @ams9 @MDT_Diabetes

 **Medtronic Diabetes**
November 19 

Fact: We have the best community on the planet.



Studies* show that
**100% of people with diabetes
ARE AWESOME.**



*informal and biased survey led by Medtronic because we think you're awesome.


Medtronic

Like · Comment · Share

 598  26  169

Timely Content is Engaging Content

 **Medtronic Diabetes**
February 12

SHARE this post with your favorite friends and family to wish them a Happy Valentine's Day!



 **Medtronic Diabetes**
June 23

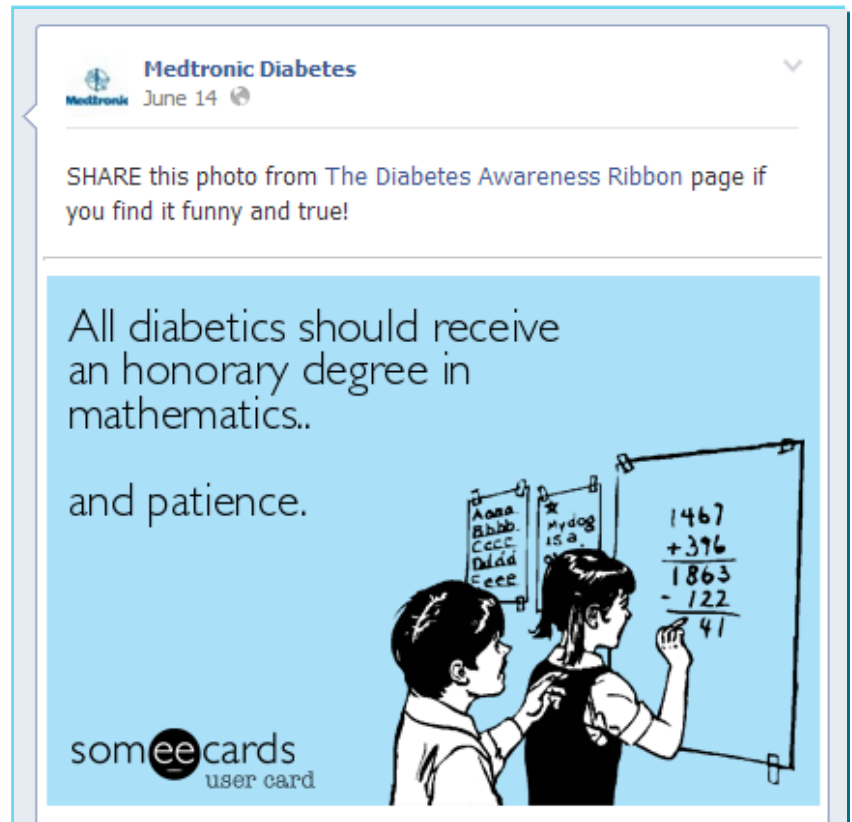
Today is National Pink Day! Here are some pumpers who love their pink pumps. What color is your pump?



Listen to What Your Community Cares About

Medtronic Diabetes

SHARE this if you're glad that diabetes technology has come so far!



Have A Point of View

 **Medtronic Diabetes**
May 20

Support Tip: Did you know there's an expiration date on the packaging for your products? It's always good to take a quick look at the date before you use something, especially if you have an overflow of diabetes supplies! Look for the expiration symbol shaped like an hourglass with the month and year of expiration. The product is considered expired at the end of the month with the expiration date listed on the box and on the individual package.



Like · Comment · Share

👍 238 💬 70 📄 32

 **Medtronic Diabetes**
June 7

If you could add one feature to your pump, what would it be?
We're listening.


Like · Comment · Share

👍 227 💬 1,078 📄 19

Back-to-School Tip

"Start 'practicing' the school schedule early so that you can get an idea of what BG numbers may do and so that you can make the adjustments in order to get them on the correct schedule."

- Stephanie Flanagan,
Community Member



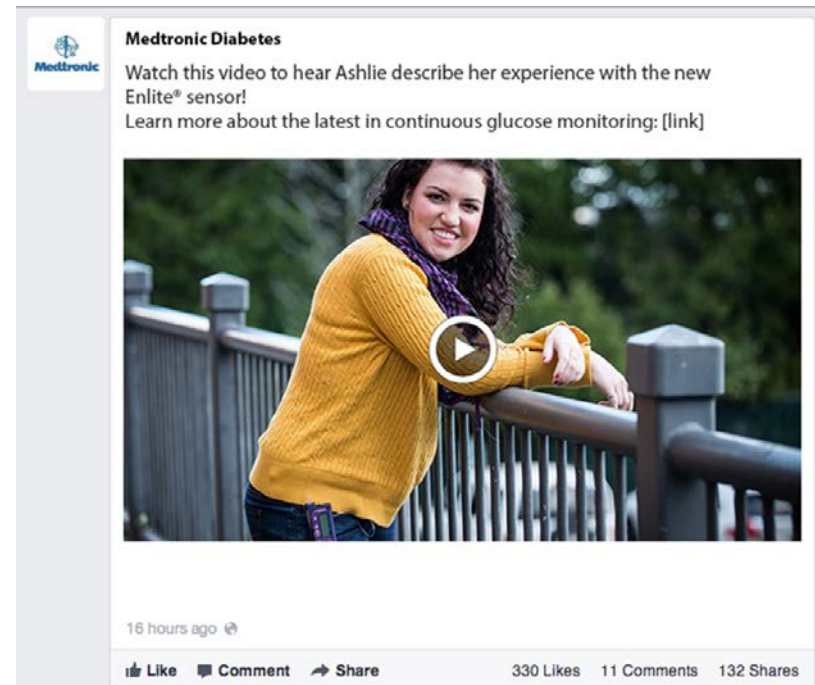
Other Content Considerations

Effect of Mobile

Paid Fuels Organic and vice versa

Finding your own balance of reach vs. engagement

Integrate social throughout digital and all campaigns



Customer Service

- Respond to negative and positive comments
- Have a dedicated process for handling support questions
- Document frequently asked questions and responses
- Anticipate and develop proactive content
- Look at tools to streamline process
- Share both good and bad news



Mark Elble Anyone have any helpful techniques that our 12 yr old can use for site changes? He thinks to much about it, and it freaks him out just about every other site change. The click, the amount he has to squeeze to get it to snap just gets mental for him. We're seeking counseling, but in the meantime we're open for suggestions. It become mentally and physically painful. Once everyone calms down, its ok. We try to use an ice pack, but he just can't get over the mental hurdle and go for it before his belly warms back up.

Like · Reply · January 20 at 3:09pm



Medtronic Diabetes Mark, I'm sorry to hear that your son is having issues with insertion sites. The community may have their own tips and you also might want to discuss this with your son's healthcare team. Additionally, you can check out our website for information on site rotation and location for your son's infusion sets at <http://bit.ly/1gXAPnq>. Your family might be encouraged by this YouTube video from a child on the pump named Eli who is an inspiration to many <http://bit.ly/14HWZEe>.

Like · January 21 at 8:16am



Joelle Luckock My daughter has been on the "upgrade wait list" since November. Any idea on when those new pumps will be shipping?

Like · Reply · January 16 at 2:52pm



Medtronic Diabetes I'd be happy to look in to that for you, Joelle. Please send me a private message with your contact information and I will connect you with someone that can help.

Like · January 16 at 3:06pm

Facebook: Measuring Success

- Leverage Facebook Insights to track post level data by engagement and reach
- Compare similar posts and measure effects:
 - of photos, links, and length on metrics
 - of different posting times
- Measure customer service performance level data (time to resolution)
- Measure sales through campaigns that have unique links to eCommerce, forms, etc.
- Report to business monthly

Final Takeaways



- Love and listen to your community
 - keep trying new things and you'll find the right fit
- It's about the relationship
 - Interact and co-create with your fans
- A great community manager and management process is worth its weight in gold