

How to Develop Social Media Metrics that Matter to Your Senior Leaders

PR News' Social Media 20/20 Summit

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/BaylorHealth



scrubbing in 
HANDS-ON HEALTH CARE DISCUSSIONS

Social Media at Baylor

2009

Presented Strategy to
Executives
Gained Buy-In

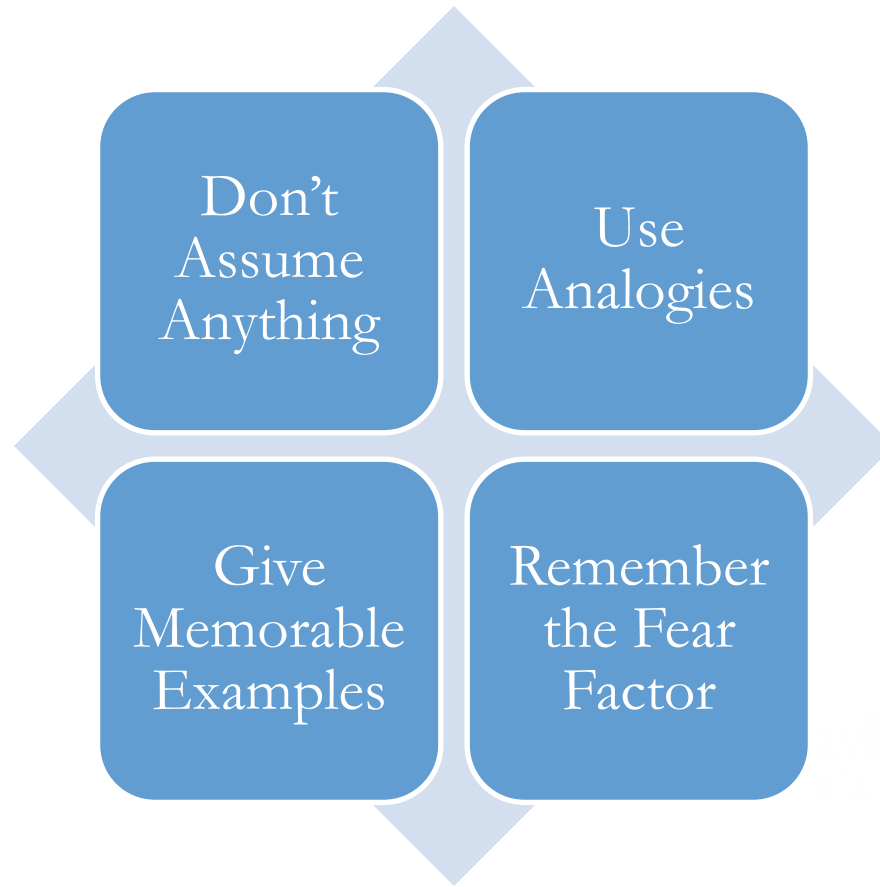
2010-2011

Implemented Policy
Unblocked
Launched Education

2014

A Presence on Seven
Sites
More than 300,000 Fans
and Followers

Four Keys to Translating New Concepts



Setting Expectations

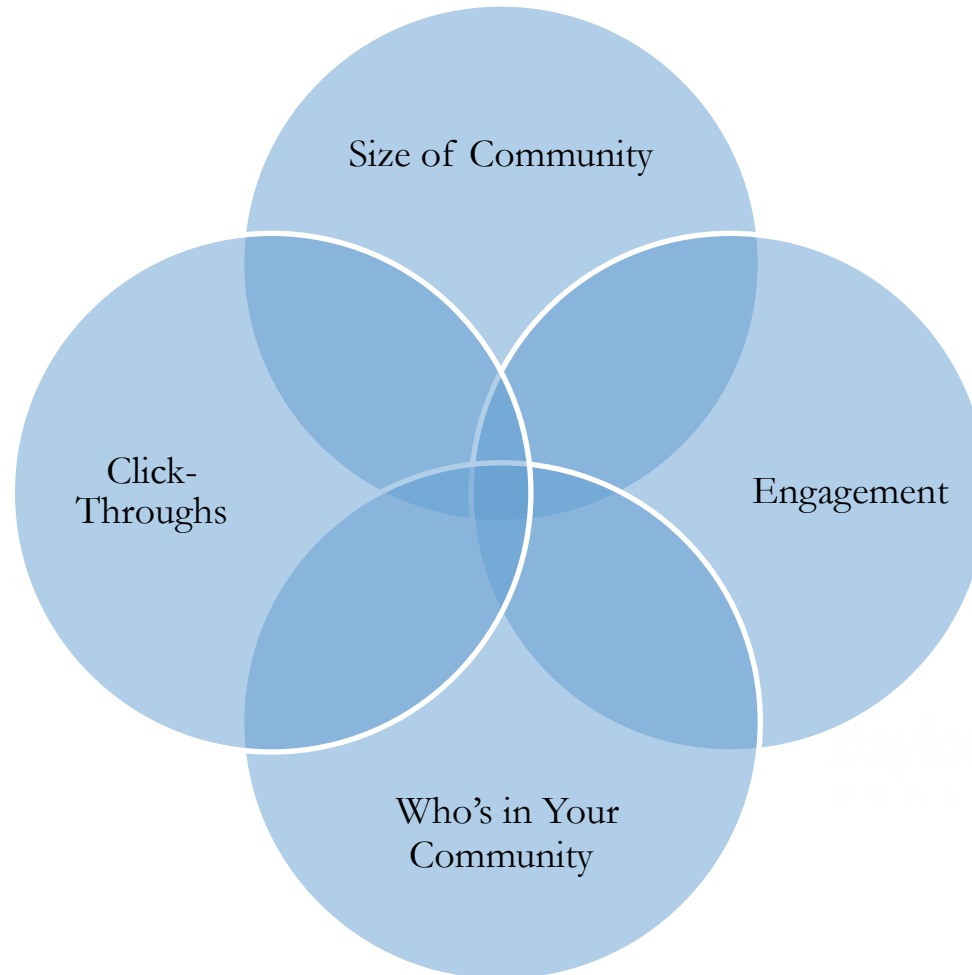
What Social Media is...



What Social Media is Not...



So What Will We Measure?



Size of Community

The Dallas Morning News

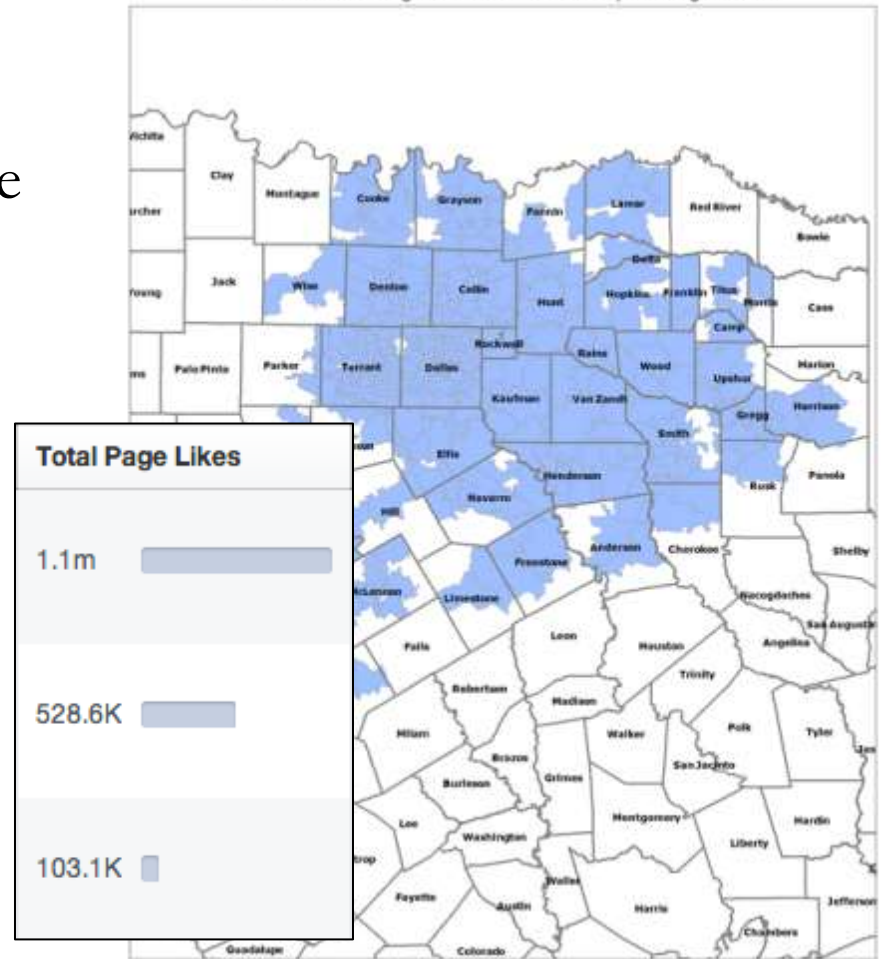
253,772 weekday combined average

362,620 Sunday

Social Media Community

300,000+ members

The Dallas Morning News Distribution Footprint: August 2013



Engagement

Post Details



Baylor Health Care System

March 5 · 🌐

Hospital volunteer Clarence Griffith is celebrating his 101st birthday today! Since he doesn't have a Facebook page, we thought you guys would like to wish him a Happy Facebook Birthday in the comments below. We'll share your birthday wishes with him when he reports for his shift next week. Hear why he serves others in the video below:



Why This 101-year-old Hospital Volunteer Helps Others

Centenarian Clarence Griffith selflessly gives of his time to volunteer in the Cardiac Care Unit at Baylor University Medical Center at Dallas. On March 5, h...

WWW.YOUTUBE.COM

6,904 people reached

[Boost Post](#)

Like · Comment · Share · 👍 190 🗨️ 74 ➦ 11

6,904 People Reached

299 Likes, Comments & Shares

208 Likes
190 On Post

80 Comments
74 On Post

11 Shares
11 On Post

155 Post Clicks

0 Photo Views
129 Link Clicks

NEGATIVE FEEDBACK

0 Hide Post

0 Report as Spam

Baylor Health Care System
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Hospital volunteer Clarence Griffith is celebrating his 101st birthday today! Since he doesn't have a Facebook page, we thought you guys would like to wish him a Happy Facebook Birthday in the comments below. We'll share your birthday wishes with him when he reports for his shift next week. Hear why he serves others in the video below:

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WWW.YOUTUBE.COM

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👍 190 🗨️ 74 ➦ 11

11 shares

Write a comment...

Baylor Health Care System Wow! What a response! Thanks everyone! You guys are the best. We can't wait to share your birthday wishes with Clarence! Like · Reply · March 6 at 12:03am

Michelle What an inspiration - Proves you are never too old to give like · Reply · March 6 at 11:03am

Michelle You are wonderful! Happy Birthday! like · Reply · March 6 at 10:53am

Michelle Happy Birthday to a very special man in our lives! A combination of God's Ave Road Church, he lives his faith daily! - Susan and Tom Nolan like · Reply · March 6 at 7:01am

Michelle Happy birthday from California! like · Reply · March 6 at 10:07am

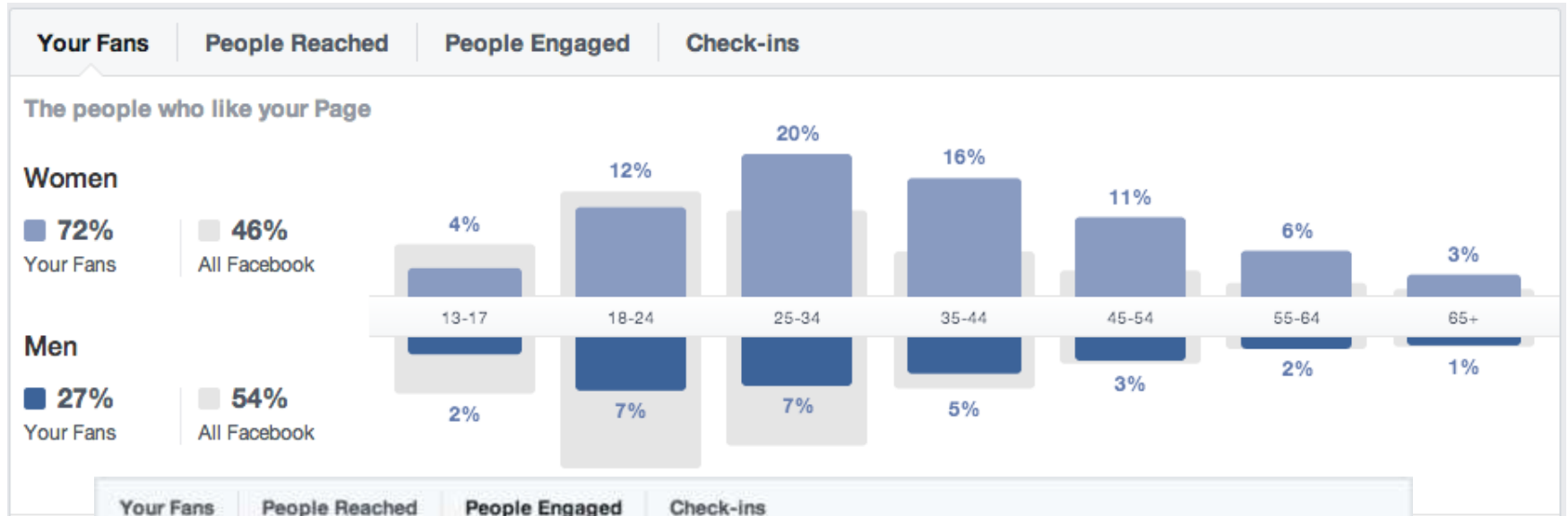
Michelle Happy Birthday! We need more like you like · Reply · March 6 at 11:03am

Michelle Happy Birthday! Thank you for your commitment to helping others! like · Reply · March 6 at 6:46pm

Michelle Happy Birthday on Hope it is Wonder FULL. like · Reply · March 6 at 6:03am

Michelle Happy Birthday! You are an inspiration. And you do NOT look 101! You look great, and its sure its your spirit that keeps you young! like · Reply · March 6 at 7:43am

Who's in Your Community?



Click-Throughs

Popular Quizzes on Pinterest
Page Title
Quiz: Signs of Depression

The screenshot shows a Pinterest pin from the account 'Baylor Health Care System'. The pin features a black and white photograph of a person's hand covering their face, with the text 'Depression: Are You at Risk?' overlaid. The pin includes a 'Pin it' button, 3 likes, 1 like, and a 'Visit Site' button. Below the image is the Baylor Health Care System logo and the text 'Found on healthsource.baylorhealth.com'. The pin description reads: '[QUIZ] More than 20 million people in the U.S. suffer from depression. You could be at risk. Take our assessment. | via @Baylor Health Care System'. There are two comments from the same account, one saying 'That's you!' and another with a text input field 'Add a comment...'. To the right of the pin is a sidebar with a 'Brain Health' section containing various health-related images and a 'More from healthsource.baylorhealth.com...' section with food-related images.

Leverage Real-Time Feedback

Wednesday 23rd July

A Central California company has issued a v fresh peaches, plums and nectarines over o

7:09 PM via Web



Listeria Fears Spark Na
<http://watechnews.com/US/verid>
 A Central California company has issued a v fresh peaches, plums, nectarines and Waweria Packing...

megan@watech.com

0 Comments 6 Likes

FACT OR FICTION: Are mosquitos are more

3:00 PM via Web



Do Mosquitoes Like You
<http://watechnews.com/US/verid>
 Doesn't seem that mosquitoes are a scientific fact or an old wives tale

baylorhealth@gmail.com

0 Comments 10 Likes

Tuesday 22nd July

TOP POST

Feeling guilty about keeping your air conditioner on at night? A new study hints that a cooler bedroom could mean better sleep.

7:24 PM via Web

Let's Cool It In the Bedroom

Your Tweets earned 106.6K impressions over the last 28 days
 That's 6.9% fewer impressions than the previous 28-day period



Tweets Tweets and replies Promoted Impressions Engagements

Baylor Health Care @BaylorHealth - 28h
 la having six-pack abs a possibility for
bit.ly/1jemF8p #abdominals

Baylor Health Care @BaylorHealth - 3h
 12 things nurses wish their patients k
bit.ly/1exX3f #nursing pic.twitter.com/...



Baylor Health Care @BaylorHealth - 4h
 Fruit recall affects Costco, Trader Joe's
 stores: cnn.com/E/1C7okS via @cnnhealth

Baylor Health Care @BaylorHealth - 23h
 Does it cost too much to eat healthy?
[thehealthyliving](http://thehealthyliving.com)

Baylor Health Care @BaylorHealth

UPL CLICKS **92.0%** since Jan 20

INSTALL ATTEMPTS **DATA NOT AVAILABLE**

RETWEETS **1,200%** since Jan 20

Snapshot
 A quick glance at how Tweets with your Twitter Card drove UPL clicks



11% TWEETS 219
 89,059 IMPRESSIONS FROM YOUR TWEETS
 0.57% UPL CLICKS 336

Category	Count	Percentage
12 Page Likes	12	-50%
294 Ret Likes	294	-26%
9 Post Comments	9	-28%
100 Post Retweets	100	-28%
26 Page Likes	26	-28%
1 Page Retweets	1	-25%

Baylor Health Care System

12 Page Likes - between Jul 21-Jul 23

294 Ret Likes - between Jul 21-Jul 23

9 Post Comments - between Jul 21-Jul 23

100 Post Retweets - between Jul 21-Jul 23

26 Page Likes - between Jul 21-Jul 23

1 Page Retweets - between Jul 21-Jul 23

Baylor Health Care System

1.7K Video Views - between Jul 21-Jul 23

12 Video Engagements - between Jul 21-Jul 23

3 Net New Subscribers - between Jul 21-Jul 23

4 Subscribers Gained - between Jul 21-Jul 23

1 Subscribers Lost - between Jul 21-Jul 23

Leverage Real-Time Feedback

Post Details

Baylor Health Care System with Dawn Renee Bolton Davis and Jon Davis
March 19 · 1h

We are proud to announce the first set of quintuplets ever born at Baylor University Medical Center at Dallas! Here is a statement from proud parents Steven and Michelle Seals:

"We are so blessed to have welcomed five new members of our family into the world Tuesday afternoon – four girls and one boy – Mia, Tessa, Gracie, Rayleigh and Brant. They are all healthy and doing well. We would like to thank everyone for their prayers and support."

Below are the babies' names and the order in which they were born:

- Mia Seals: 2 pounds, 10 ounces
- Tessa Seals: 2 pounds, 14 ounces
- Brant Seals (boy): 3 pounds, 6 ounces
- Gracie Seals: 2 pounds, 7 ounces
- Rayleigh Seals: 2 pounds, 8 ounces

For more information on the quintuplets: <http://bit.ly/1g1X871>

607,232 People Reached

22,104 Likes, Comments & Shares

19,248 Likes	11,859 On Post
1,199 Comments	437 On Post
1,657 Shares	1,526 On Post

110,934 Post Clicks

90,032 Photo Views	2,945 Link Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

607,232 people reached

Like Comment Share 11,858 437 1,526

Boost Post

Congratulations!

Baylor University Medical Center at Dallas welcomes the first quintuplets in its 110+ year history!

This special delivery required...

2 Obstetricians	4 Labor & Delivery Nurses
1 Anesthesiologist	6 NICU Nurses
2 Certified Registered Nurse Anesthetists	
7 Neonatologists	5 Respiratory Therapists

BaylorScott&White HEALTH

Baylor Health Care System
Posted by Major Scott, 1h
March 19 at 4P

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Tag Photo Add Location Edit

Like Comment Share

1,526 shares

Baylor Health Care System Thank you all for the supportive comments! We will be sure to share these with the Seals family! 🙌
Like Reply March 20 at 10:58am

Major Scott How many surgical teams? 🙌
Answer to this question that just the whole thing up in the O.R. Planned every step, passed instruments, held retractors, held a sterile field around all the compression and cushion and excitement, passed sutures, cut cords, then inserted up the entire O.R. while everyone else wanted to run, sagged or bowed off the the doctor lounge? 🙌 yes for SURGICAL TECHNOLOGISTS! Thank you! 🙌
Like Reply 47h March 19 at 10:17am

Baylor Health Care System replied · 9 Replies

Major Scott What about the surgical team? How many of those did I see because you were the doc didn't get up for the wonder in section? If you going to give credit then give credit to ALL the SURGICAL! 🙌
Like Reply 47h March 19 at 11:00am

Baylor Health Care System Hi Major, thank you for sharing this. All of the staff that helped with this case was incredible. There were two surgical technologists who assisted. They were a tremendous help and

Write a comment...

Measuring



Google Analytics

sysomos

tailwind
formerly PinLeague

buffer

Takeaway Points

- Set Expectations with Senior Leaders
- Relate to Metrics They Understand
- Don't Overpromise
- Do Tie Back to Business Metrics if Possible
- Standardize Reporting
- Be Flexible and Reactive

Thank you.

Questions?