

Social Media Guidelines



THE BRAND BOOK OF
COVENANT HEALTH





Table of Contents

04	BEST PRACTICES
04	Be Familiar with Covenant Health’s Social Media Policy
04	Be Mindful of Patient Privacy (No PHI)
04	Be Strategic
04	Be Accountable
04	Be Clear and Respectful
04	Be Accurate
04	Add Value
05	STYLE GUIDELINES
05	Length and Type of Post
05	Grammar and Punctuation on Social Media
06	POSTING GUIDELINES
06	Brand Consistency
06	Content Creation
07	PREFERRED PROTOCOLS
07	Important Reminders
07	Social Media in a Crisis
07	Responding (and Not Responding) to User Comments
08	TEMPLATE EXAMPLES



Best Practices

Be Familiar with Covenant Health's Social Media Policy

The social media policy covers information such as patient privacy, use of social media during work hours (unless part of your work responsibilities), logos and visual images, and individual content/point of view. Help employees comply with this policy by bringing posts and messages to the attention of the proper administrator if you see social media content that you believe may violate the policy. To find the social media policy, click the "Policies and Procedures" link on the CovNet home page, then type "social media" in the search bar.

Be Mindful of Patient Privacy (No PHI)

Never reveal or confirm patient information. Be sure that your message does not accidentally refer to or imply patient-specific information, and do not use photos of patients or employees without their authorization.

Be Strategic

Consider the purpose of the social media account. Have a goal for each post you share (persuade, inform, entertain). Share content the community wants to know, not just what Covenant Health wants to share.

Be Accountable

Instead of posting and never checking the post engagement, check back for 'likes' and comments, and determine if a response on the page's behalf is warranted. Make sure each account has more than one person with credentials so that accountability for follow-up continues even if one of the persons is unavailable.

Be Clear and Respectful

Clearly identify the entity's relationship to Covenant Health in the biography or description of each profile. Be mindful of the relationship. Do not post anything that is not appropriate to say publicly, including comments and direct messages. Be polite and courteous.

Be Accurate

Ensure all posts are factual (with names and titles spelled correctly) before posting. Errors should be corrected promptly.

Add Value

Provide the audience with engaging, useful, relevant information. Avoid political, partisan or controversial posts.

Style Guidelines

Length and Type of Post

Social posts should be short and sweet. If more information is needed, add a link to another URL.

A casual tone can be used in social posts, but keep in mind our overall corporate voice. You can use words like “we,” “our” and “us” when talking about our company, and “you” when talking to our audience. Consider using words and phrases to make the post more personable.

Persuade, Inform, Entertain – Every post should accomplish one of these three goals, with a target audience in mind, and offer a specific call-to-action. The publisher should be able to explain and defend the reason for each post.

Add visuals – All posts should have **both** well-written copy **and** an accompanying photo, video, infographic or URL whenever possible. Copy without a visual is less desirable in the algorithm. You can share more than one photo if you have several to choose from. (Facebook prefers uniquely uploaded videos to the platform instead of YouTube videos; however, YouTube is an under-utilized tool.)

Grammar and Punctuation on Social Media

The standard writing guide still applies to social media. While a more casual platform than other types of writing, social media posts should still be clear, concise and grammatically accurate. There are exceptions (e.g., using “&” for “and” in tweets to reduce the number of characters used).

Always proofread; use simple sentence structure and accurate punctuation.

Use emoticons, emojis, all caps and exclamation points sparingly. There are exceptions to this rule, such as an urgent post.

Example “IMPORTANT COVID-19 UPDATE” could be included in all caps along with pinned signage or regular copy.

Posting Guidelines

Brand Consistency

Because our social media platforms represent who we are as a brand, it is important that we maintain brand standards while posting content for our audiences. Some things to consider:

- Facebook pages should represent the corporate branding as much as possible to support the unification of the system.
- For Facebook and LinkedIn, cover photos should be professional and relevant. Use brand-consistent imagery for cover photos (i.e. campaign photography) that is representative of Covenant Health and the services provided.
- Use templates to create specialized posts for announcements that may represent the company at large (i.e. event announcements, job fair postings, new physician announcements, policy changes, etc.).

Content Creation

Cover photos should not contain any text or logos. Your profile picture, profile name and other contextual elements throughout the Facebook feed give an appropriate amount of context to the user about the organization.

Make sure that your cover images are sized appropriately for mobile and desktop for readability purposes and to maintain a professional appearance. For example, posting TapNGo screens on social media may not always show up appropriately for a user since the sizing is specific to another platform.

Keep in mind that we don't always have to use graphics while posting on social media. A high quality photo and accompanying copy is an acceptable method of sharing facility-specific content.

When taking photos for content, focus on the subject, use the rule of thirds, minimize background details, and when possible, use depth of field (down a hallway, etc.). Make sure you're also thinking about the type of post that you're creating for social media so you size and center your image appropriately.

When filling out a social media template for a more professional announcement (i.e. employee recognition), use minimal text in the template itself. Additional context can always be provided in the body of the post.

Preferred Protocols

Important Reminders

“He said, she said” – Do not post just because someone asked you to. Ask the requester, “What are you trying to accomplish?” There are often a variety of steps that can be taken to reach a certain marketing goal. You can always run the post by a Covenant Health marketing/PR team member as a sounding board.

Ask – How does this post align with my overall strategy? For example, balance the number of patient stories shared with celebration/recognition photos and “in the news” coverage.

Tooting Your Own Horn – Sharing inspiring stories or helpful information from your website is acceptable in moderation, but if that same information is available from a local media outlet, opt for sharing the external link instead.

Tagging Other Entities – When possible and appropriate, tag other entities. Social media is meant for engagement and cross-posting. For example, if a food vendor visits your facility or a church group drops off a donation, tag them in the ‘thank-you’ post for increased visibility and engagement. Use your judgment about what entities are appropriate to tag.

Social Media in a Crisis

Severity Level – Determine the severity level (1-5, as described in Covenant Health’s crisis communications manual). Follow up according to the guidelines in the manual.

Standby – If you are asked to draft a media statement (sometimes done in advance to hold “back-pocket” or on “standby”), determine whether social media is an appropriate platform to share the statement.

Updating vs. Deleting vs. Pinned Posts – When posting a timely update, consider pinning your original post and

updating it instead of creating subsequent separate posts in a crisis. Channel the attention to one post you want your audience to reference to ensure they see the latest, most accurate information.

“Watch and Wait” – Take a screenshot and elevate a message or post if you are unsure. Often times our response to unwanted social media buzz is “watch and wait.”

Interacting with Members of Traditional Media – Electronic communication is easily shared, including with members of the media. Everything that an entity posts on social media, including comments, could be a news story. Interactions with reporters (even in private messages) can be instantly shared. Nothing is “off the record,” and as a manager of a social media page, you are representing Covenant Health and your facility in any statements you make. Reporters also glean stories from Facebook posts and may contact you to corroborate. Nothing that is posted publicly is off limits for them, so you are responsible for responding in accordance with our social media policy, media practices and patient privacy requirements.

Responding (and Not Responding) to User Comments

Use the same approved wording and phrases applied to Google Reviews to respond to both positive and negative comments. **Only** respond if the situation warrants a response. Only use the responses approved by corporate marketing.

Approved statement for deleted comments: “A comment on this post has been removed because it did not comply with our comment policy.”

Remember: The best hospitals use social media to tell stories, not push content.

Template Examples

Doctor's Full Name, MD

**LOREM IPSUM
DOLOR SIT AMET.**

Fusce placerat lorem id metus pretium.

Call 123-456-7890
to set up an appointment

Doctor's Full Name, MD

**WELCOME TO
HAMBLEN PRIMARY CARE**

Accepting Pediatric,
Adolescent, and Adult Patients

Call 123-456-7890
to set up an appointment

**A SHOUT OUT FOR
SPEAKING UP FOR SAFETY!**

Employee Name
Department

Join us in committing to use the resources wisely. Nes vellitate cusandi ium, que et optatur ratem alignaturia aperibus sam, sed es is explittatus coritatur moditiunti secabor itatiaestium ut explabor.

Template Examples



Headline about Virtual Care

Here is the subheadline for virtual care. It can be a few lines long.

QUICK LITTLE CALL TO ACTION.




Find a job you'll love!

Come see us at our Job Fair.
Hiring for all clinical and clerical positions!
Wednesday, Nov. 30 from 10am - 2pm

The Job Fair is located in Classroom 3.
For more details contact
Kimberlin Woods at kwoods8@covhlth.com




A Leader in Patient Safety.

Fort Sanders Regional Medical Center has received an "A" grade from The Leapfrog Group, a national organization that rates hospital achievements in patient safety.

Just one more reason you can count on us!




Notes



REVISION 1 - 5/31/2023