

How to Engage with Patients and Healthcare Workers on Social Media

Jamie Doggett
Head of Research
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#digitalcatalyst19



How to engage healthcare professionals on social media:

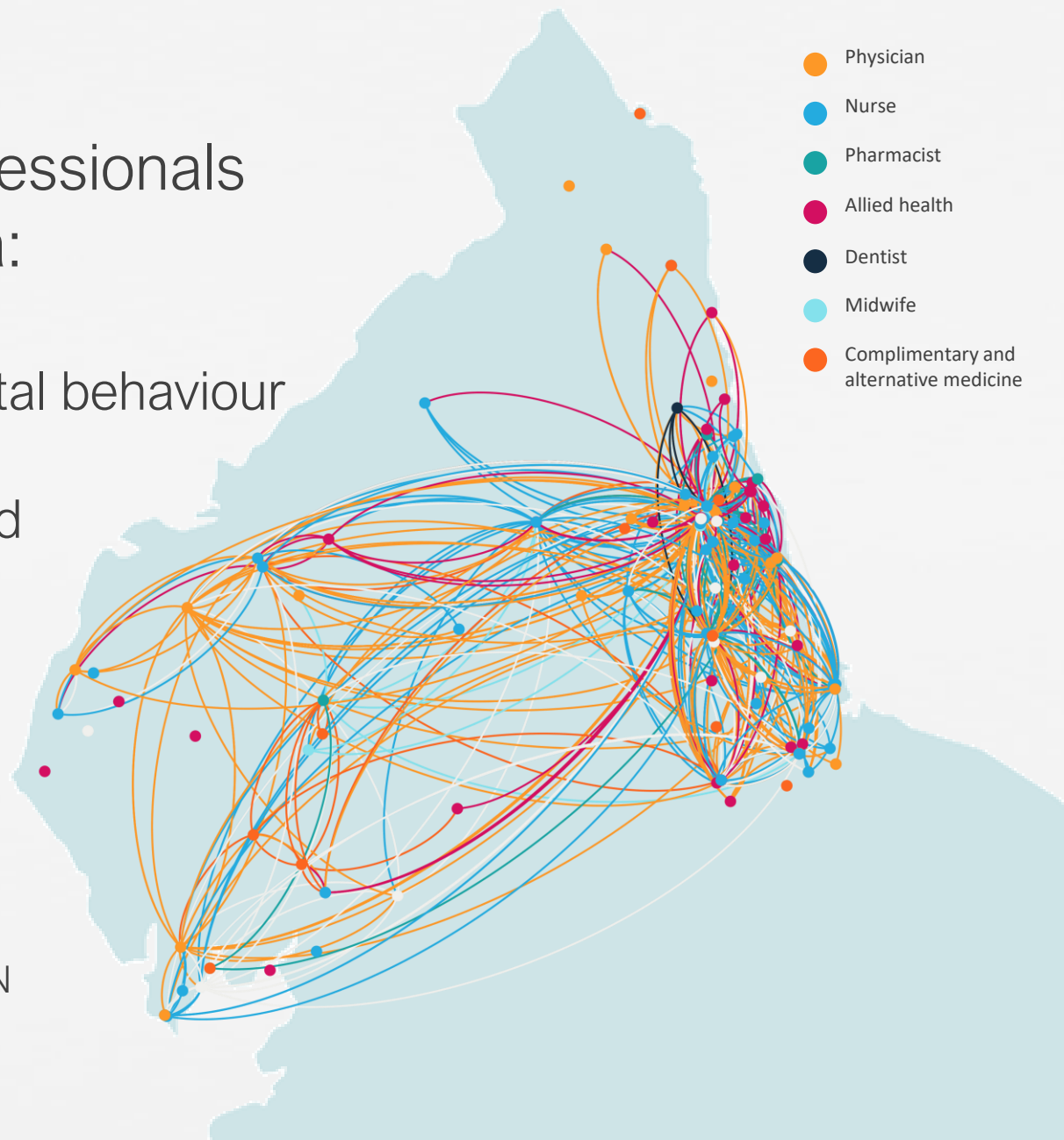
A guide to the digital behaviour
of HCPs in North East England

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 @DoggettJamie

OUR VISION IS TO TRANSFORM NATIONS
AND SEE AN END TO SYSTEMIC POVERTY

How to engage healthcare professionals on social media:

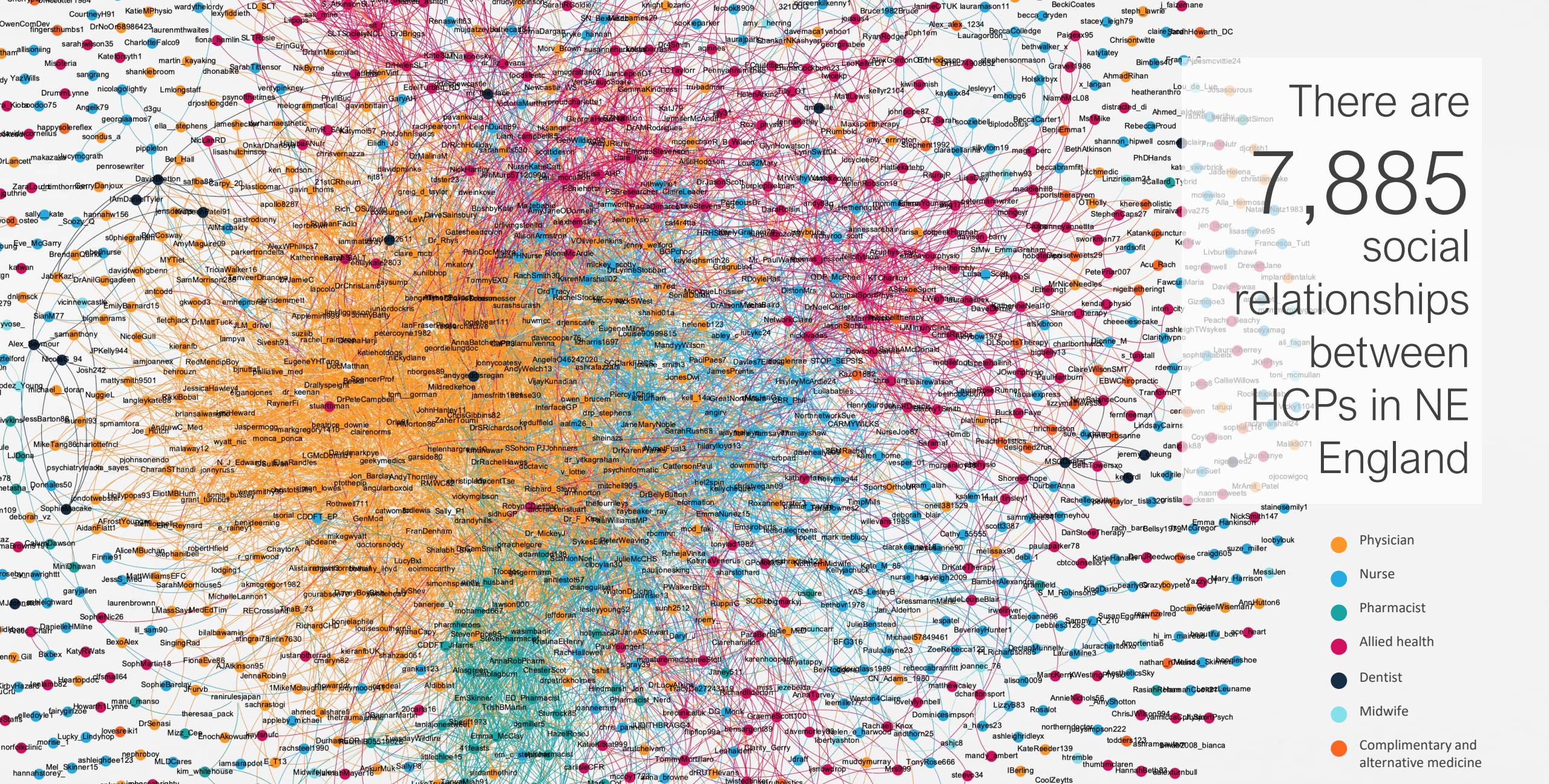
A guide to the digital behaviour of HCPs in North East England



1,942
online healthcare
professionals in North
East England

who have posted
>2.8M
social media posts
since 2007

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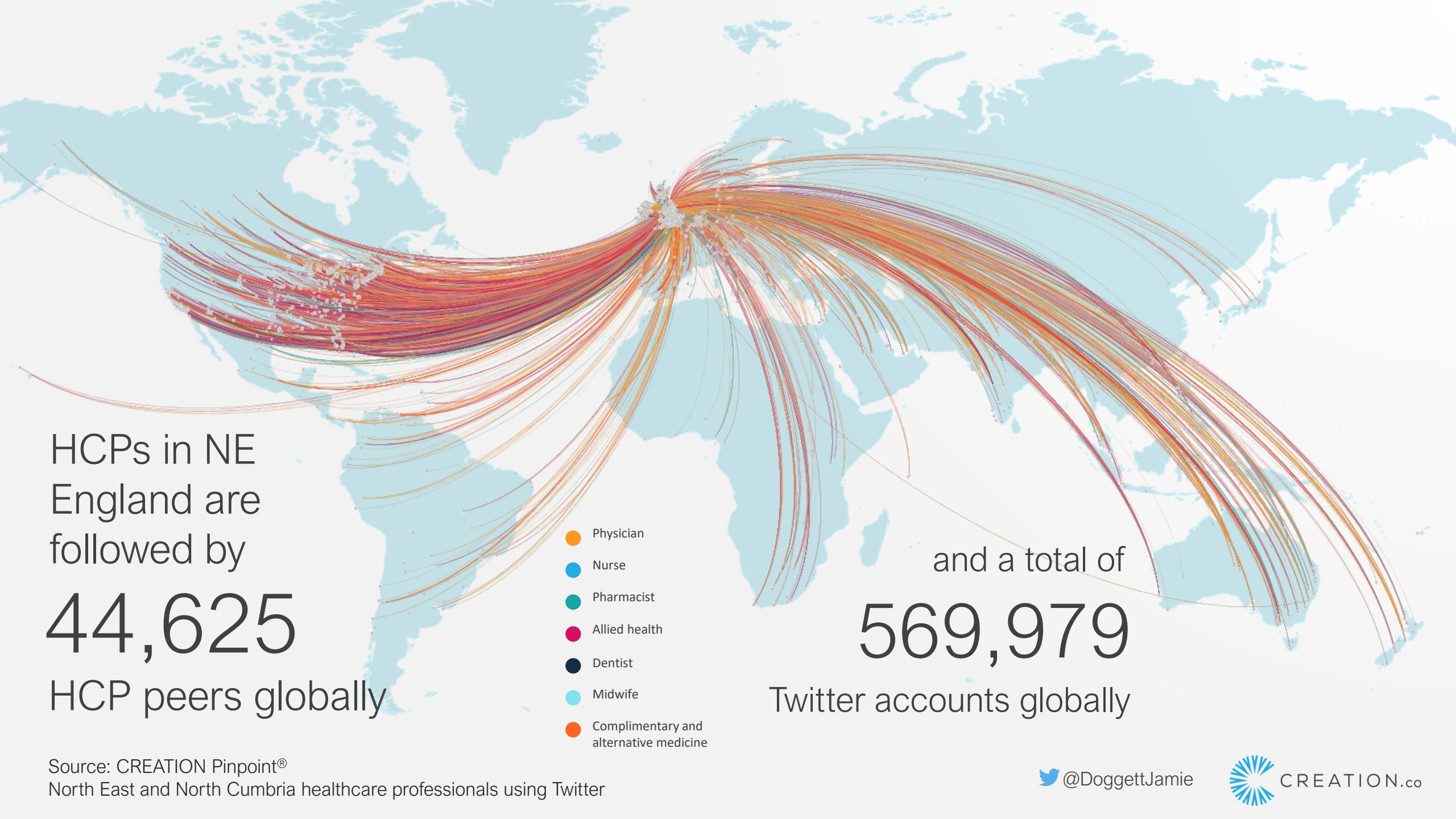
There are
7,885
 social
 relationships
 between
 HCPs in NE
 England

- Physician
- Nurse
- Pharmacist
- Allied health
- Dentist
- Midwife
- Complimentary and alternative medicine

Source: CREATION Pinpoint®
 North East and North Cumbria healthcare professionals using Twitter

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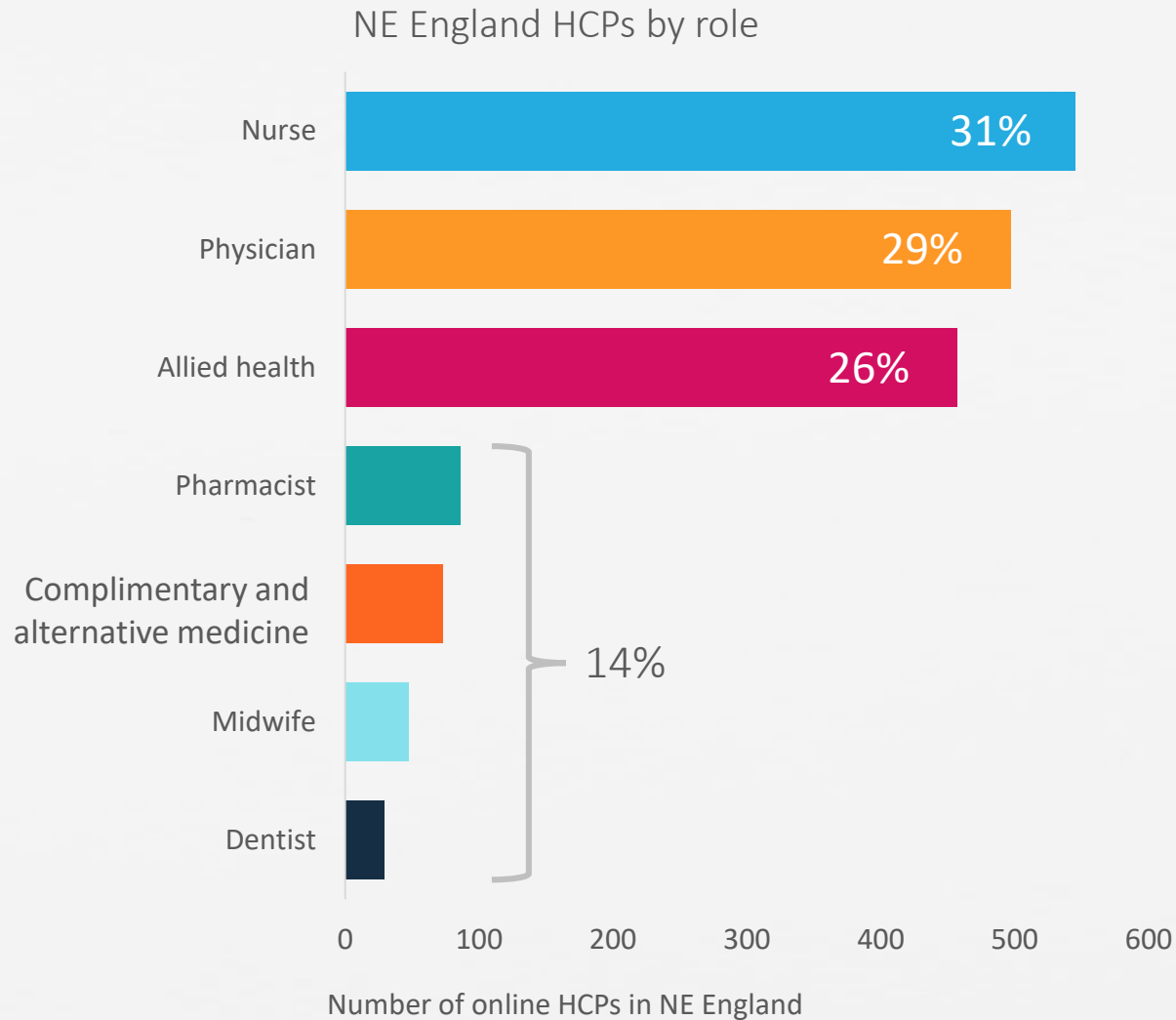


HCPs in NE
England are
followed by
44,625
HCP peers globally



- Physician
- Nurse
- Pharmacist
- Allied health
- Dentist
- Midwife
- Complimentary and alternative medicine

and a total of
569,979
Twitter accounts globally




Nurses make up the largest proportion of online HCPs in NE England



Joy Wharton @JoyWharton1
Palliative care nurse, Cumbria
1,129 HCP followers (3,336 total)



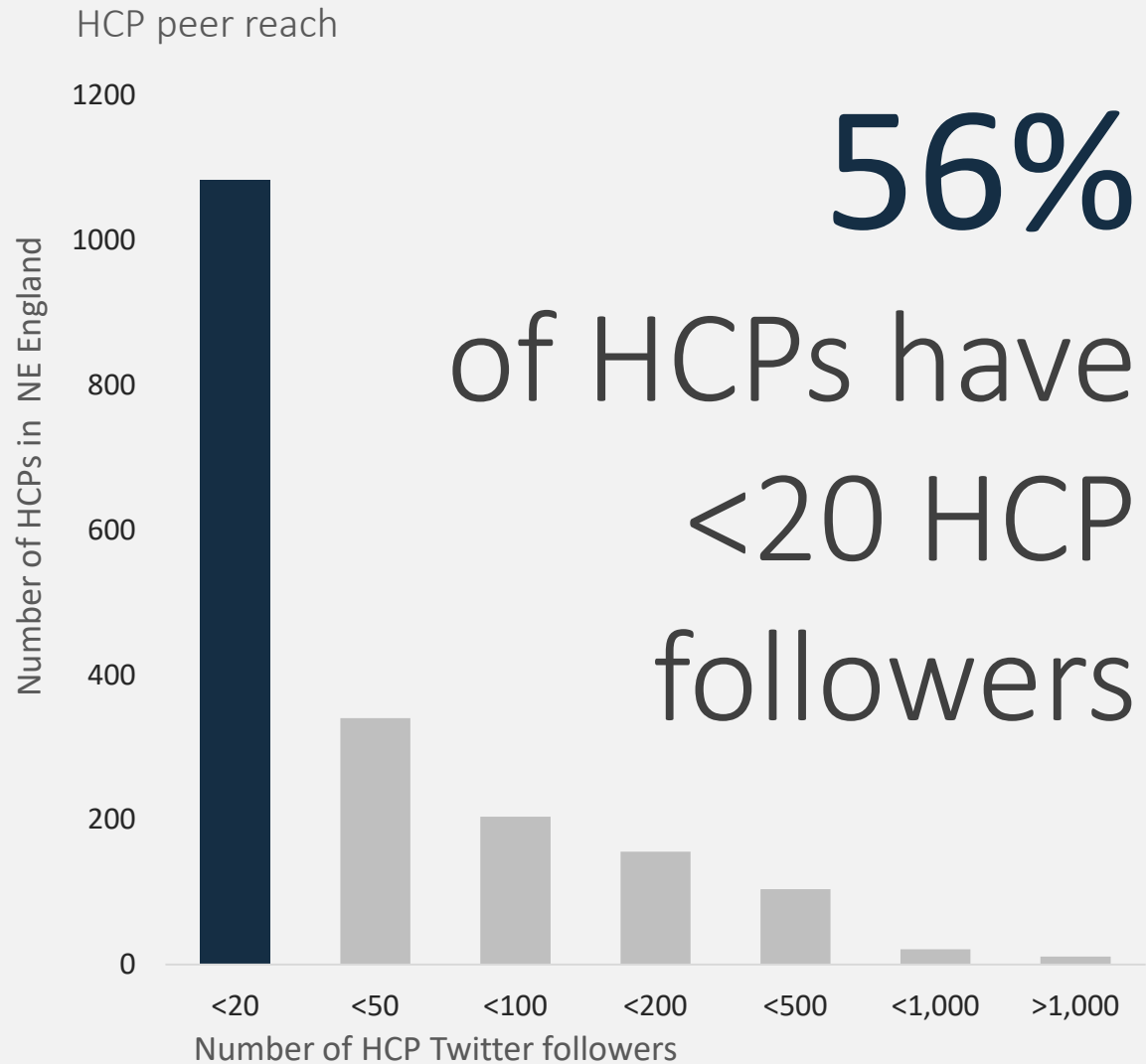
Richard Brady @researchactive
Colorectal surgeon, Newcastle
2,081 HCP followers (6,266 total)



Diane Cox @dianecox61
Professor of occupational therapy, Cumbria
895 HCP followers (2,548 total)

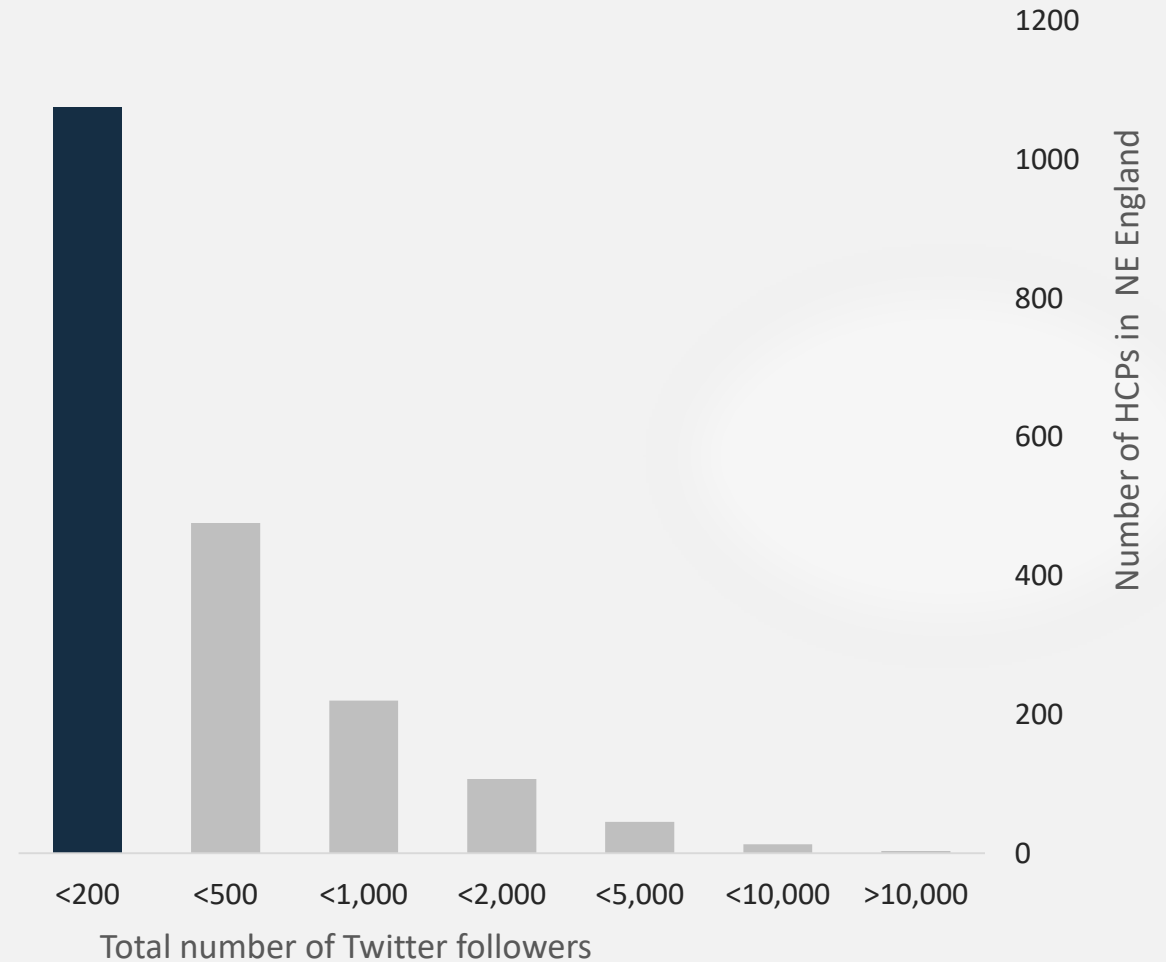


HCPs have one HCP follower per 10 followers



56%
of HCPs have
<20 HCP
followers

HCP public reach

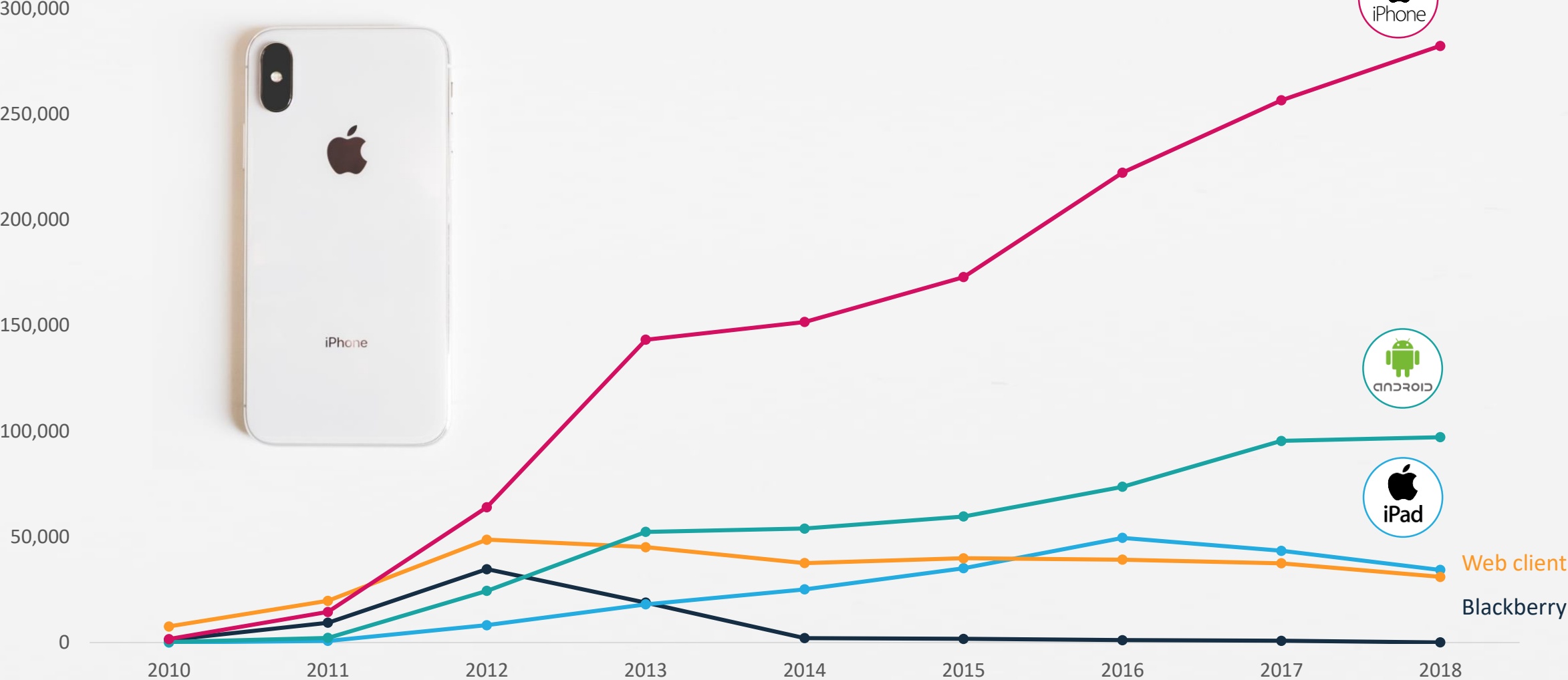


Key opportunities for engaging North East England HCPs online

- 1 Create content suitable for fast, mobile consumption
- 2 Interact with each others' interests
- 3 Use hashtags to join the right conversations
- 4 Keep driving the health conversation

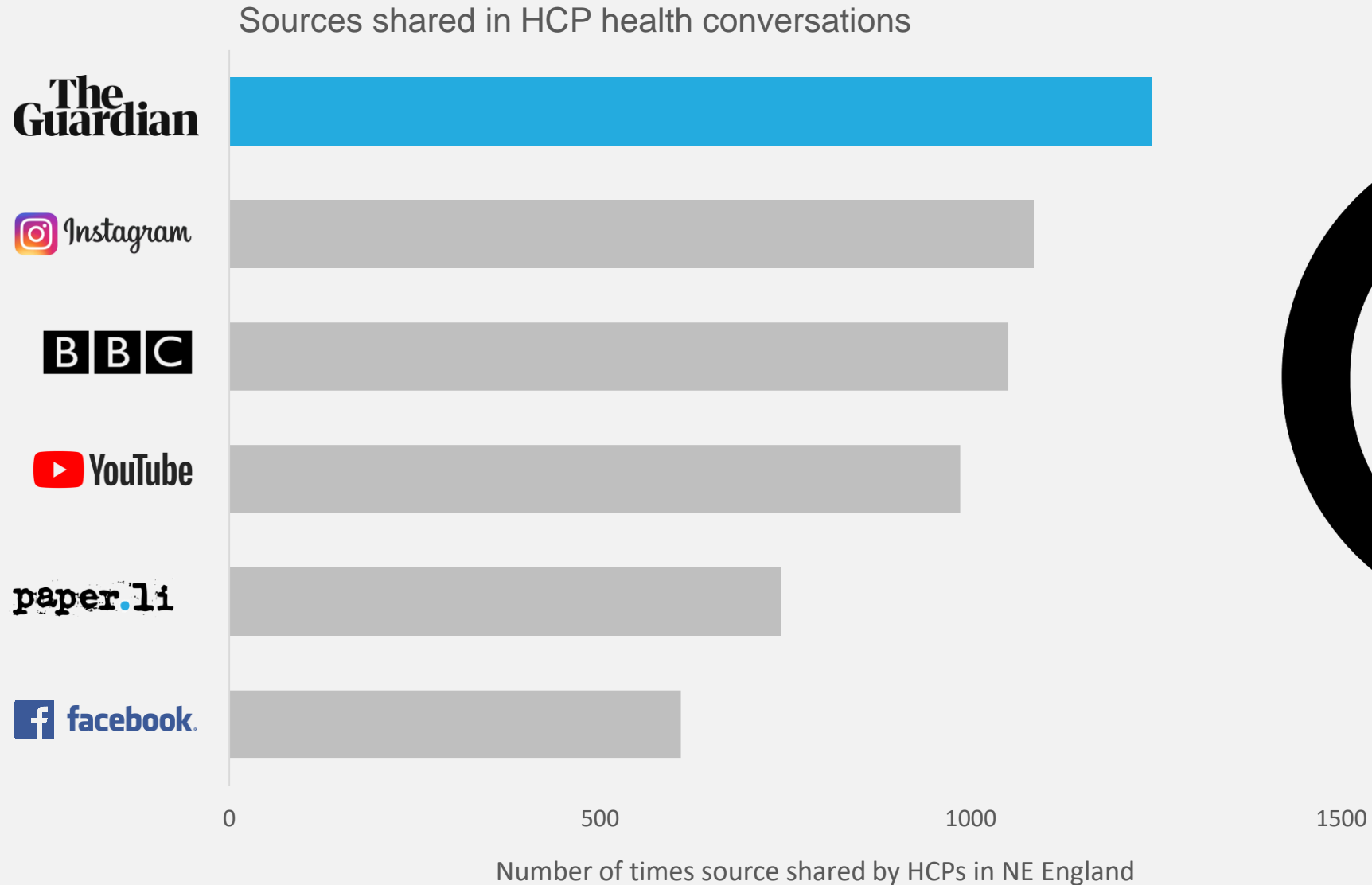
Create content suitable for fast, mobile consumption

Device used by HCPs to post on Twitter



Source: CREATION Pinpoint®
North East and North Cumbria healthcare professionals using Twitter

Interact with each others' interests



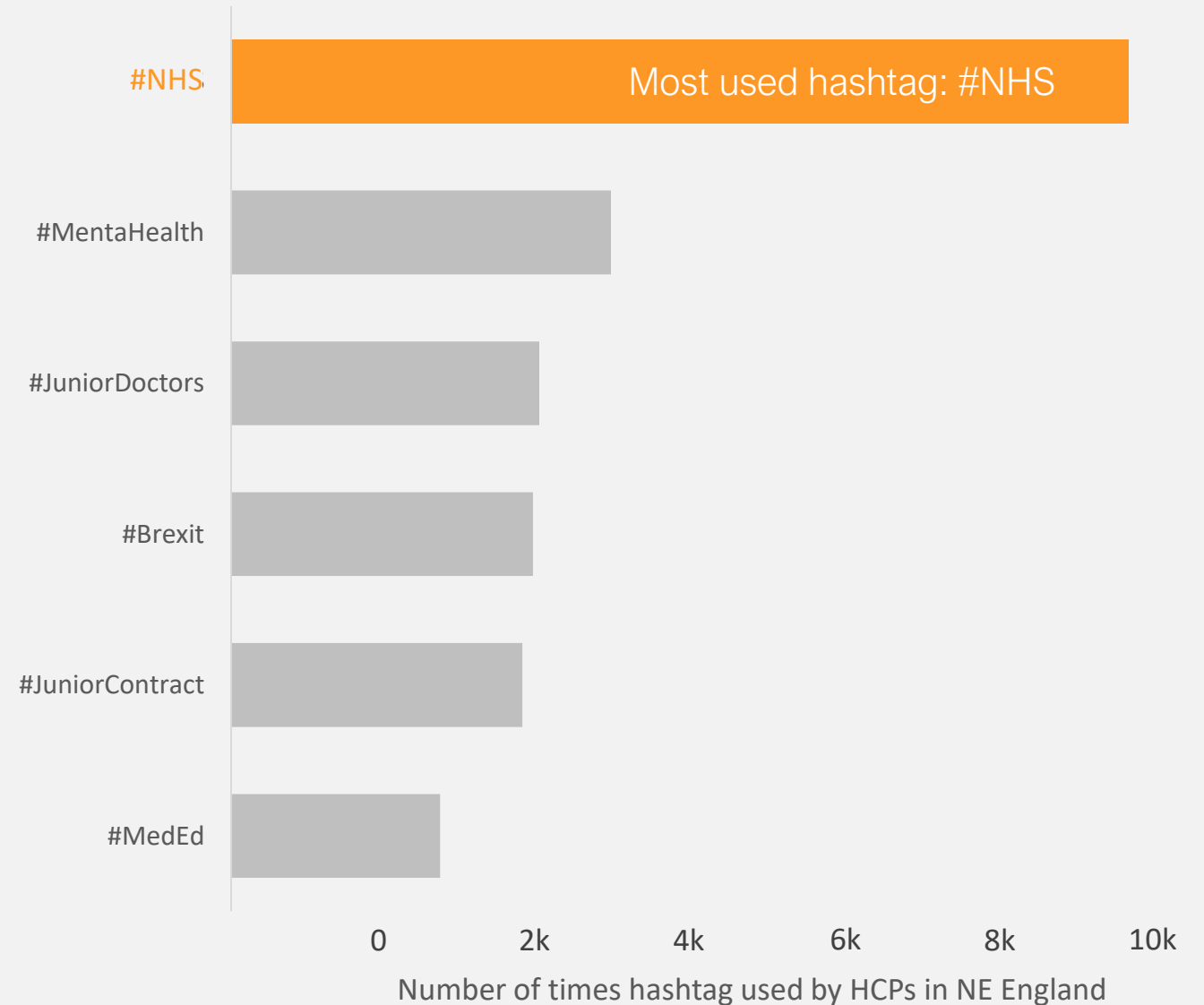
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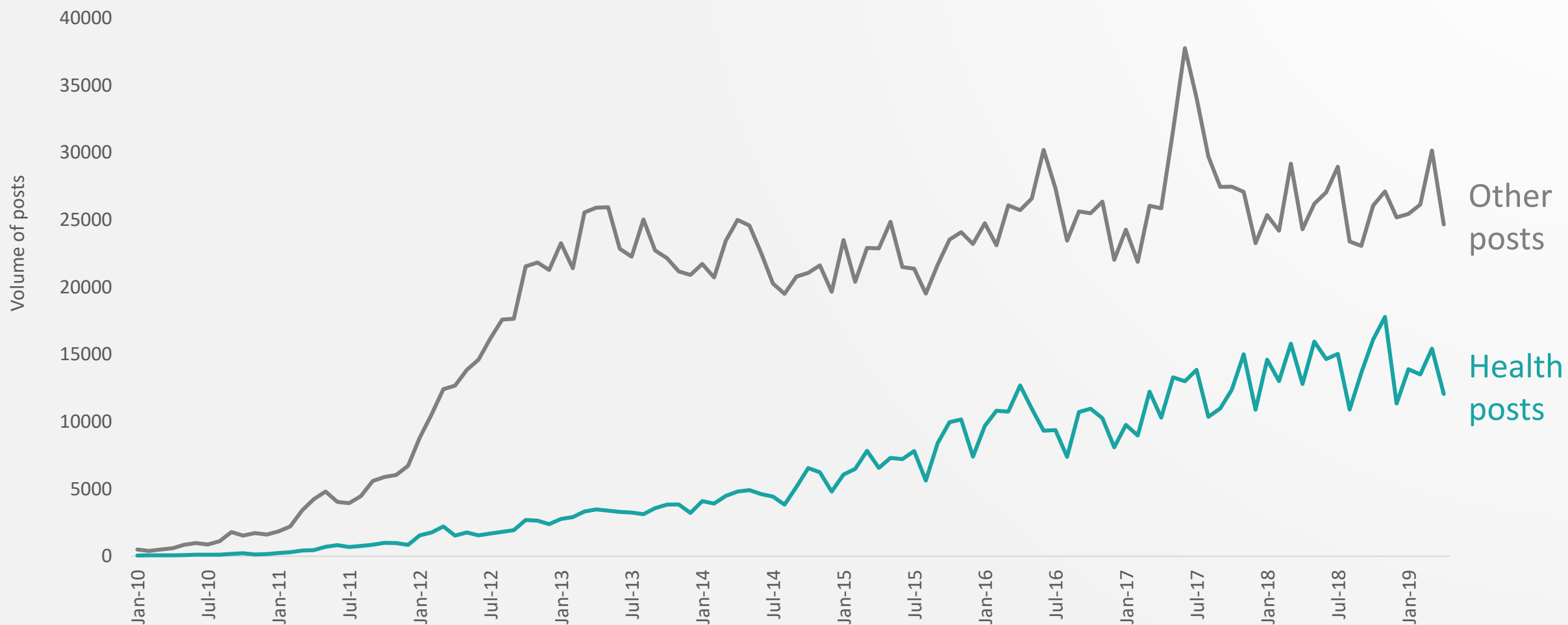
Use hashtags to join the right conversations

27%
of Tweets
contain a
#hashtag



Keep driving the health conversation

Posts from online HCPs in NE England over time



Source: CREATION Pinpoint®
North East and North Cumbria healthcare professionals using Twitter

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For more info:

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