

The 2023 Playbook

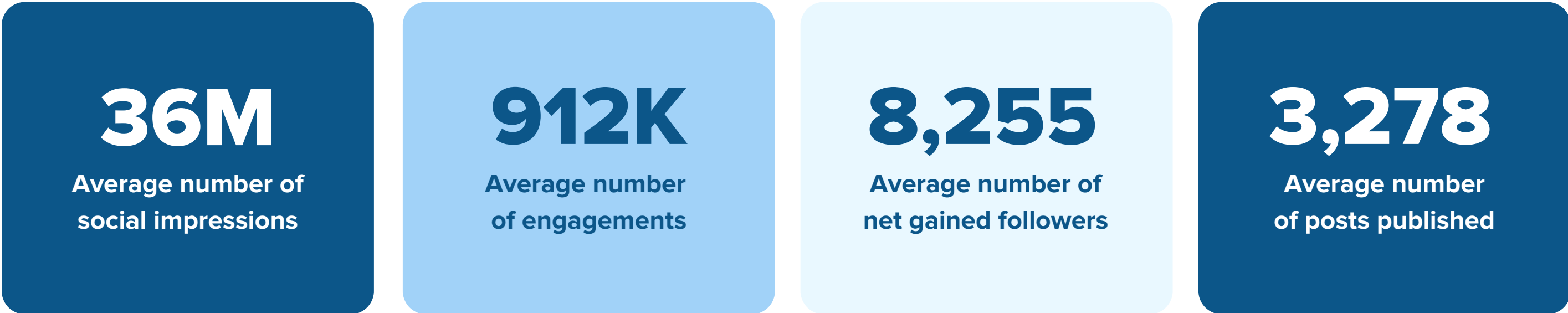
# Social Media Benchmarks for Hospitals & Healthcare

sproutsocial



# By the numbers

## Social media performance averages for hospitals and healthcare



The averages per account are from an analysis of more than 523 million messages from 729,000 public social profiles that were active on Sprout Social between January 1, 2022 and September 30, 2022.

## Why Social Matters

# Treating your audience with care counts on social too

Word of mouth recommendations have always been priceless but they're even more valuable today.

When a happy patient shares their experience on social, that single, glowing review can drive business to one of your locations for years to come.

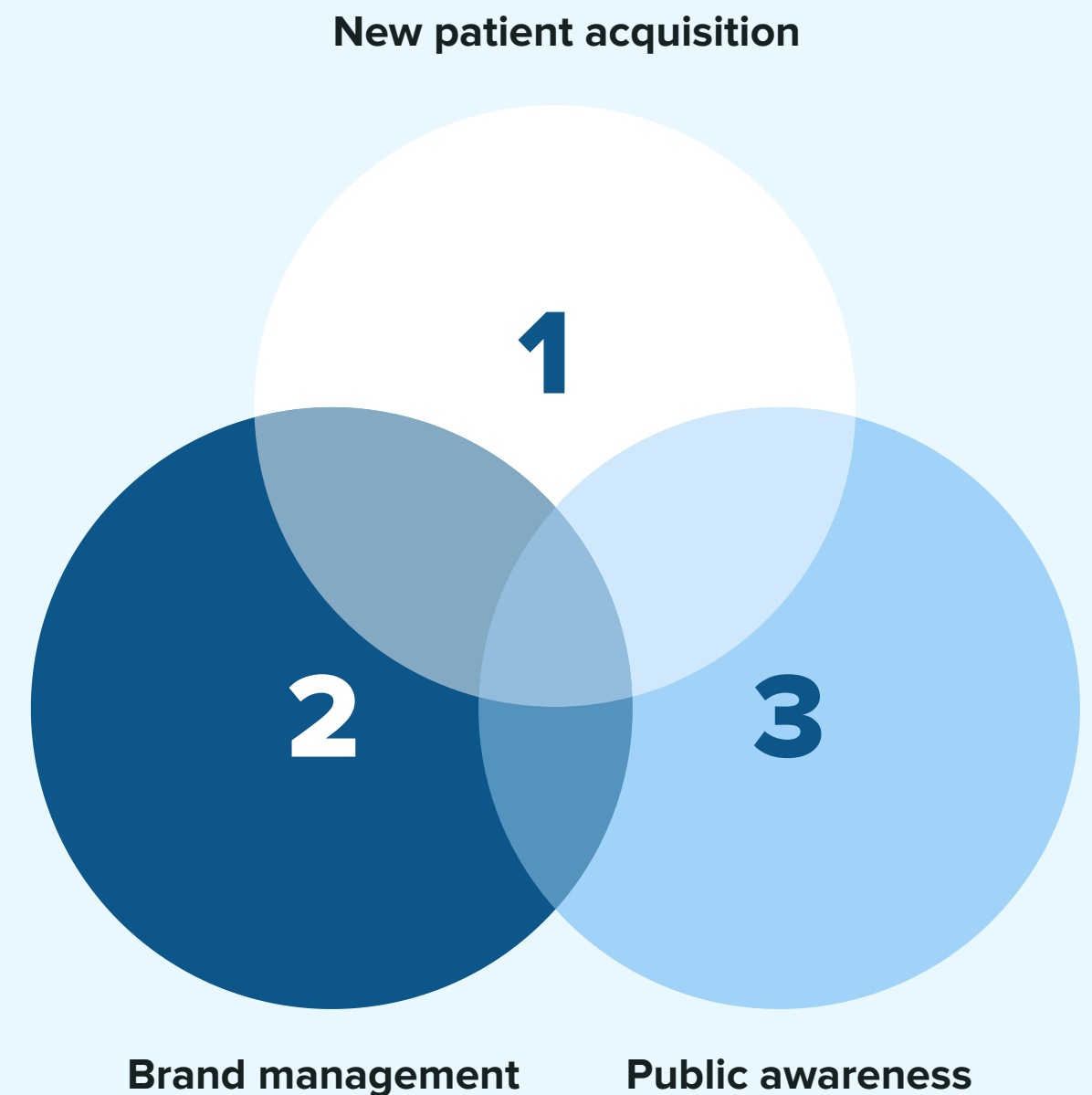
**Healthcare practitioners need to meet their communities where they are: on social media**

## Why Social Matters

**As more conversations around health and wellness go digital, it's become more than just a communication channel.**

It's a new patient acquisition tool, a brand management tool and a public awareness tool all rolled into one.

## The three functions of social for hospitals & healthcare



# Consumers' expectations on social

**41%**

**of people said social media affects their choice of doctor, hospital or medical facility**

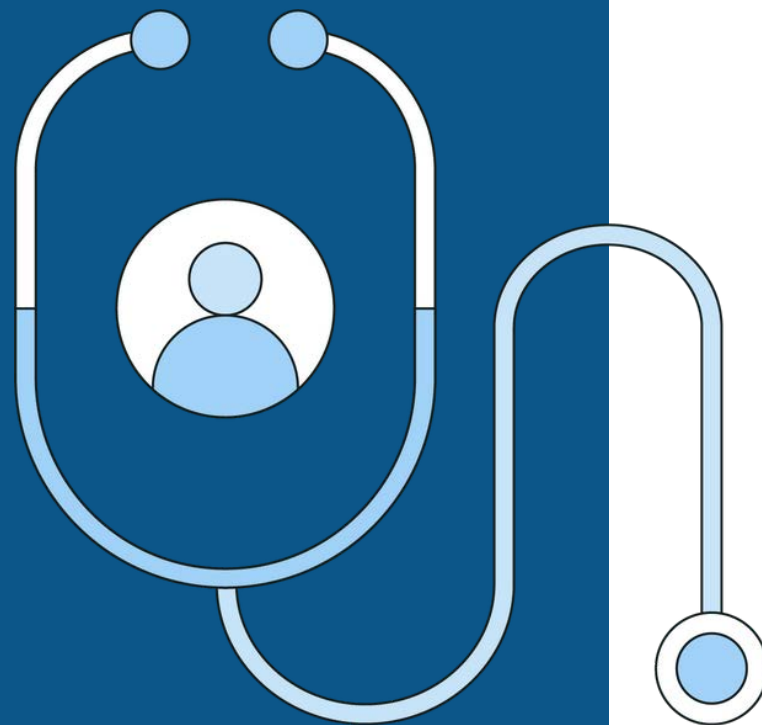
**72%**

**of patients will only choose a doctor if they have 4-star reviews or higher**

**79%**

**of consumers expect businesses to respond within the first 24 hours of reaching out on social**

# Common social media challenges in hospitals & healthcare



## Multiple audience segments

All of your patients—current, former and prospective—need different types of updates to support their journeys.

## Departmental silos

Differences in your many audiences often get compounded by siloed departments acting independently when it comes to marketing and social.

## Inbox management

Triaging inbound messages in a crowded inbox slows down time-to-first-response and prevents proper escalation management.

## Localized content

Maintaining an on-brand, community-driven social media strategy is tough without a single center of excellence.








## Industry Goals

# How your organization can stay in good health

Social data can enrich your marketing strategy with unfiltered insights on everything from community events to crisis communications.

With the right social tools, your brand can tap into those conversations and contribute in a meaningful way.

## Hospitals & healthcare social checklist

-  Centralize your social publishing strategy
-  Personalize the patient journey
-  Improve outcomes for inbound social messages
-  Build relationships in your local community
-  Improve brand reputation across priority review sites
-  Track return on investment
-  Uncover actionable insights

# How Sprout can get you there

## **Boost collaboration**

Increase productivity and boost collaboration between stakeholders using a shared content calendar.

## **Unfiltered feedback**

Access unfiltered thoughts, opinions and feedback on patient experiences, concerns and preferences

## **Keep efforts compliant**

Keep efforts compliant with regulatory standards using message approval features.

## **Organize all incoming messages**

Monitor social activity and organize all incoming messages from a single location.

## **Manage reviews**

Manage reviews across the sites that matter to your audience



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**When I  
joined the team,  
I recommended  
using Sprout to  
ensure we could  
be attentive on  
social. ❤️**

**Emily Allen**

**Social Media Community Manager,  
Inspire Medical Systems**

[Read Case Study.](#)

# Leading healthcare organizations choose Sprout





## About Sprout Social

Sprout Social offers deep social media listening and analytics, social management, customer care, commerce and advocacy solutions to more than 34,000 brands and agencies worldwide.

Sprout's unified platform integrates the power of social throughout every aspect of a business and enables social leaders at every level to extract valuable data and insights that drive their business forward.

Headquartered in Chicago, Sprout operates across major social media networks, including Twitter, Facebook, Instagram, TikTok, Pinterest, YouTube and LinkedIn.

**[Start a Free 30-day Trial of Sprout Social](#)**