

# Leveraging Media and Social Media to Achieve Your Organization's Goals

# Introduction



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# Description

- This session will cover the best ways to utilize traditional media and social media to help further your organization's business goals, educate members, and elevate the PA profession with external audiences.
- Identify how to find, frame, and pitch powerful stories about the profession through social media and traditional media.
- The goal is to work *smarter* – not *harder* – it's not about the amount of content, but the strategy and approach.

# Learning Objectives

- Recognize the importance of business social media channels, the distinct audiences and profiles of each platform, and how to best engage them strategically to achieve your organization's goals and engage your stakeholders.
- Discuss how to identify content to post on social media and understand the algorithms that determine engagement.
- Evaluate the power of authentic storytelling to demonstrate PA value in your community and with your patients.

# Learning Objectives

- Define how to identify and leverage external stakeholder audiences to meet your organization's goals.
- Assess how to leverage the media year-round to sustain PA presence in healthcare conversations.

# Agenda

- The Power of Social Media
- Business Social Media Channels
- Social Media Strategy for Business
- How to Identify Content for Social Media
- How to Identify Content for Traditional Media
- Why Leverage External Audiences
- Call-to-Action Items

# The Power of Social Media

# The Power of Social Media

- **1.8 billion daily active Facebook users – most widely used platform w/YouTube**
  - 70% visit Facebook daily, ~18 mins per day
  - 61% are younger than 35
- **+1 billion daily active Instagram users – predicted to have ~1.2 billion by 2023**
  - 40% of Americans on IG, 59% of them use it at least once a day
  - More than half are younger than 35
- **206 million daily active Twitter users – predicted to be 340 million by 2024**
  - Users spend 12 mins, 34 secs per day (longer than other social sites)
  - ~6,000 tweets posted per second
- **694,000 hours of video streamed on YouTube each minute**
- **More than 850 million LinkedIn users**
  - 28% of adults with ~2 new members joining per second
  - Each connection introduces you to ~400 individuals, ~100 new companies
- **1 billion monthly active TikTok users**
  - Users spend more than 850 minutes per month on the app





# LinkedIn: The “Professional” Platform

- **More than 58 million companies on LinkedIn**
  - 60% of users have an income of \$100k+
  - Business development/partnership opportunities
- **Professional Platform**
  - AAPA’s audience: mix of internal and external Content: Career-focused/thought leadership/evergreen
  - Cadence: Only 5.7% of users access it 2-3 times per month – post less than 7x/week

 American Academy of PAs  
46,158 followers  
3w • 

Any Klinger is the only provider in Stanley, ID, a rural mountain community of 63 people with the closest health center being 60 miles away. "Would I want to do anything else? No," she said in this [Idaho Statesman](#) article.

<https://bit.ly/3InOmtw> #PAsGoBeyond



 202

9 comments • 7 shares

# Twitter: The “Breaking News” Platform



- **Best platform for starting new conversations**
  - Less barrier due to fewer privacy settings
  - +40% of users have a college degree
  - Tweets with hashtags get 100% more engagement
- **The “Breaking News” Platform**
  - AAPA Audience: Best for reaching external audiences
  - Content: Breaking news, news articles, advocacy content
  - Cadence: Fast-moving – each tweet ~18 minutes. Post 4-6x/day or more
  - Live tweeting



# Instagram: The “Visual” Platform

- **90% of marketers: most important platform for influencer marketing**
  - 80% of users use IG when researching services/products
  - 90% of U.S. adults follow at least one business
  - 90% of users say an influencer motivated them to make a purchase



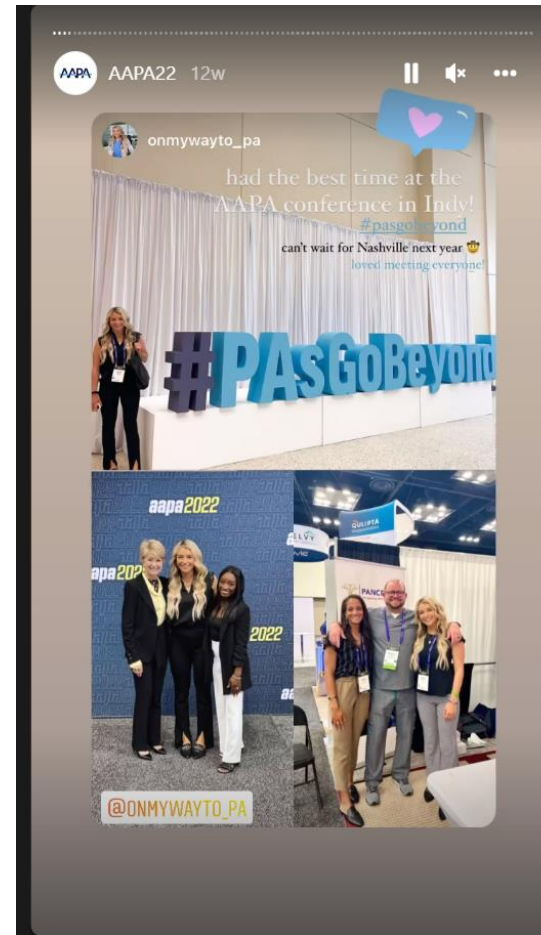
- **The “Visual” Platform**

- Photo posts most common type of content
- Video posts make up 20% of all main feed posts
- AAPA audience: practicing PAs/students
- Content: photos/videos/influencer/user-generated
- Cadence: 1 post per day



# Instagram Stories

- Treat this almost like a separate platform
  - Posts last 24 hours
  - AAPA audience: members and followers
  - Content: posts with a link, interactive content, user-generated content
  - Cadence: several times per day
  - Acts as a hub or photo/video diary during conference and PA Week



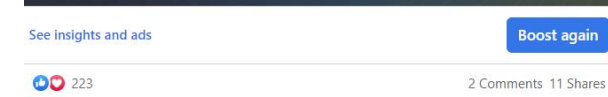
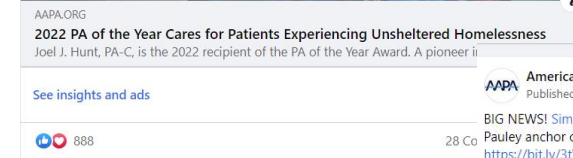
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# Facebook: The “Pay to Play” Platform



- **193.9 million users in the U.S.**
  - Largest user-base (19%) includes men between 25-34
  - 98.5% of users access via mobile device
  - 31% of users turn to this platform for daily news
- **More than 10 million advertisers**
  - Users click on ~12 ads per month
  - 20% of U.S. adults have bought a product
- **“Pay to Play” Platform**
  - AAPA audience: Largest audience, for now
    - Practicing PAs, students, females 25-34
  - Content: News Central, advocacy wins, news articles
  - Cadence: 1-2 times/day
  - Algorithm prioritizes personal posts and paid ads



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**LEAD. ENGAGE. INSPIRE.**

# Business Social Media Channels

# Personal Channels vs Business Channels

## What's the difference?



My dog attacked our TV this morning. He completely knocked it off the wall. It cracked. We are shopping for a TV. And he is sorry.



We really need this pandemic to end. #COVIDbaking



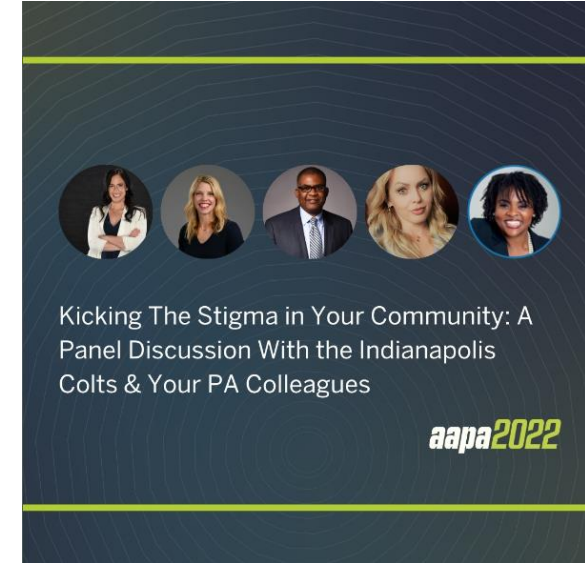
11:47 PM · Dec 5, 2020 · Twitter for iPhone

- Spontaneous posting
- It's about you
- Post random content or even political content
- Post anytime, on any channel, with any image
- No meaningful measurement
- No real strategy

# Personal Channels vs Business Channels

## What's the difference?

- Strategic posting: setting goals/determining strategy, analyzing results
- It's about your audience
- The conversation plants the seed for future conversations
- Content serves a specific purpose – must stay in your lane
- Consistent posting, based on content calendar
- Posts crafted for platform-specific audiences
- Images determined based on type that will perform best, specific branding, color scheme
- Measuring, analyzing, optimizing based on results
- Strategy from beginning to end





# Your Organization's Business Channels

- Use social to tell your organization's story and the profession's story
  - Carefully consider types of content, images, channels
  - Stay true to your organization's mission and values
  - Know our audience, meet community where they are, tailor content accordingly
  - Consider the algorithms for each platform
- Consider what's happening in the world, if there's a "news hook" or social observance to tie into tactics
  - Everything is public and important to your brand – one mishap can ruin a company's reputation
- \*\*It is important to follow a strategy and not simply "put something up on social"

# When to Join Larger Conversations or Stay Silent

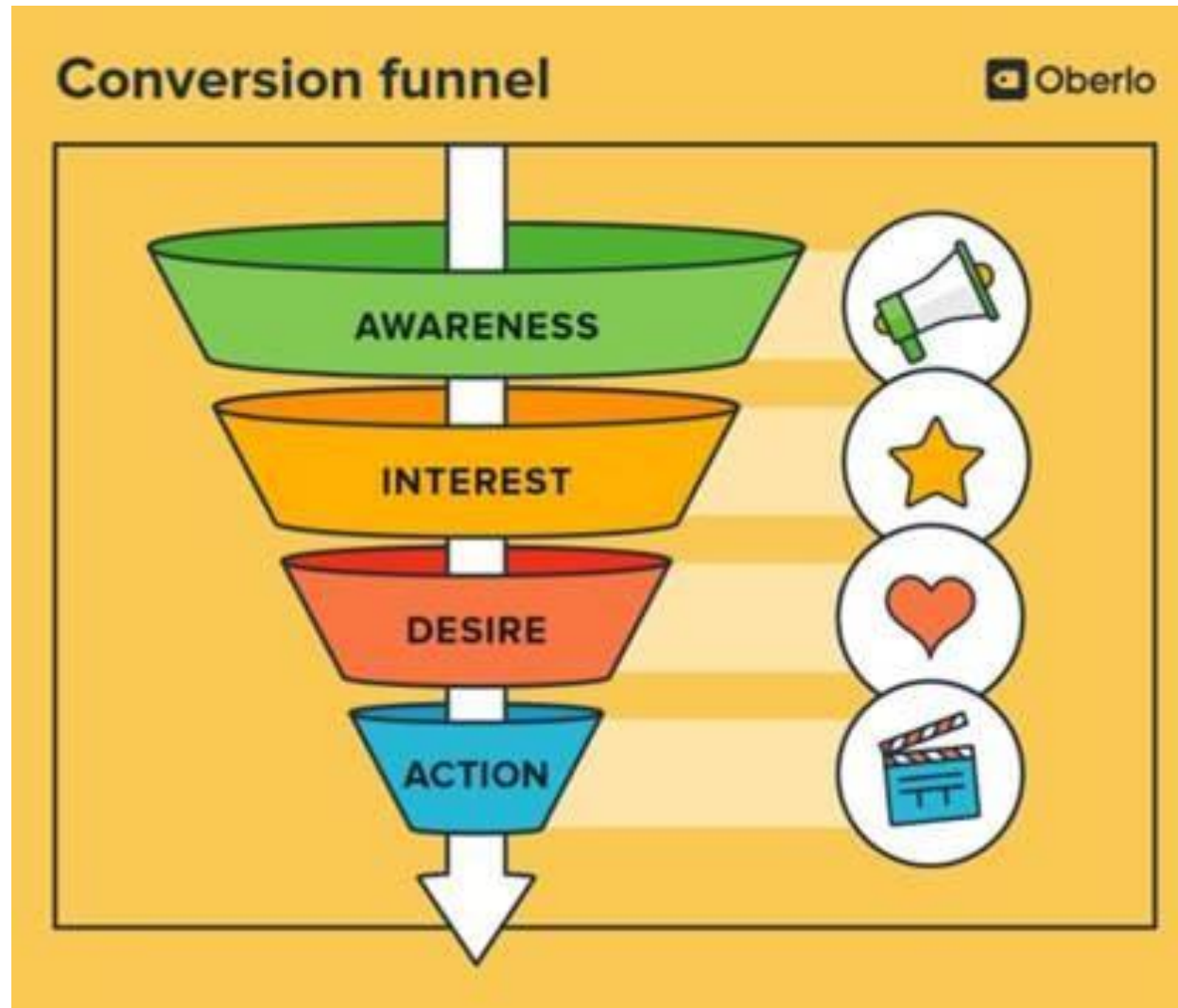
## Things we consider...

- What is the volume of requests for a response?
  - Who is discussing the topic?
  - Is our community self-policing the issue on behalf of the profession?
  - Does the conversation raise the relevancy of the profession?
  - Who are we responding to, and what risks are associated with responding?
  - Are there more important issues being discussed, or is it a time of crisis?
  - Would staying silent send a message?
- \*\*Because business channels are public-facing, it is important to be selective when joining larger conversations, rather than becoming another voice contributing to the noise.

# Social Media Strategy for Business

# Social Media Strategy

## Conversion Funnel



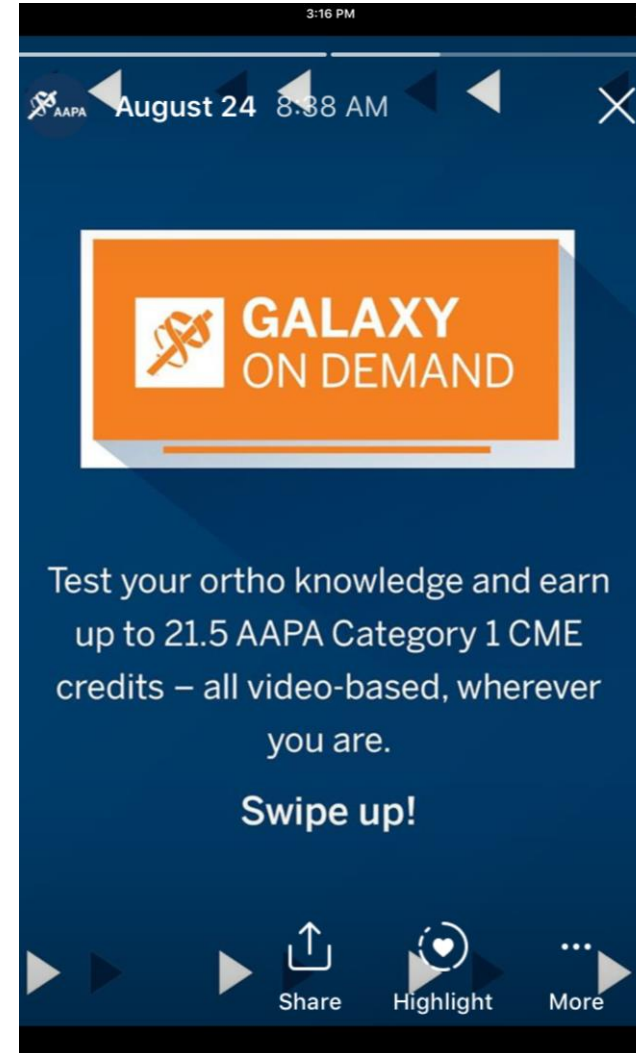
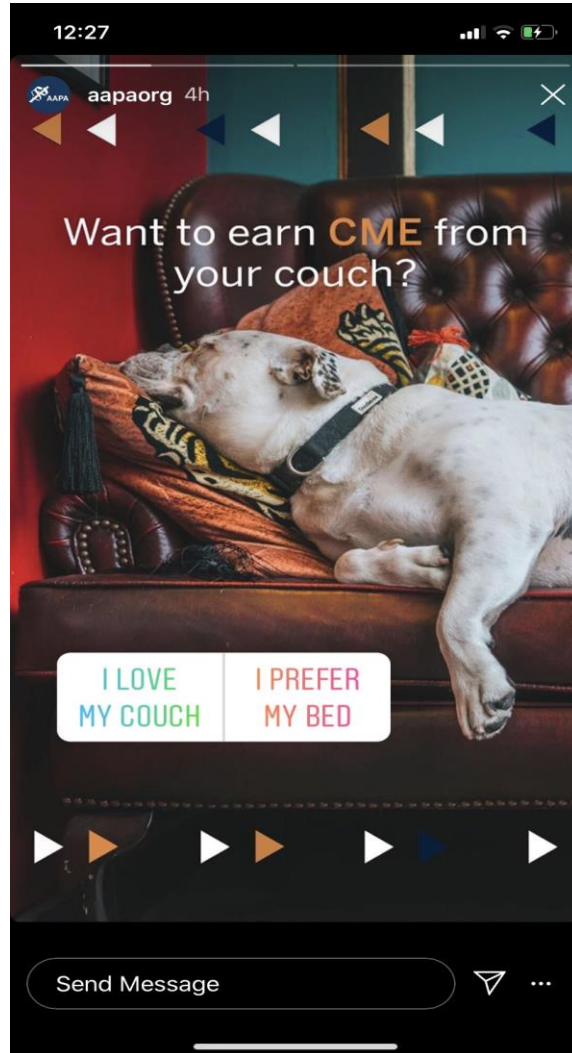
# Social Media Strategy

## Goals and Objectives

Make sure your social media goals align with your business objectives.

<b>Business Objective</b>	<b>Social Media Goal</b>	<b>Metric(s)</b>
Increase awareness of organization	Awareness	Organic reach, organic impressions, followers
Building Community	Engagement	Comments, likes, shares, link clicks
Encourage PAs to Act	Conversions	Registrations, donations, vote, email sign-ups

# Know Your Audience



# Social Media Strategy

## Establish Voice + Tone

Voice: The authentic personality of the brand;  
consistent across all channels

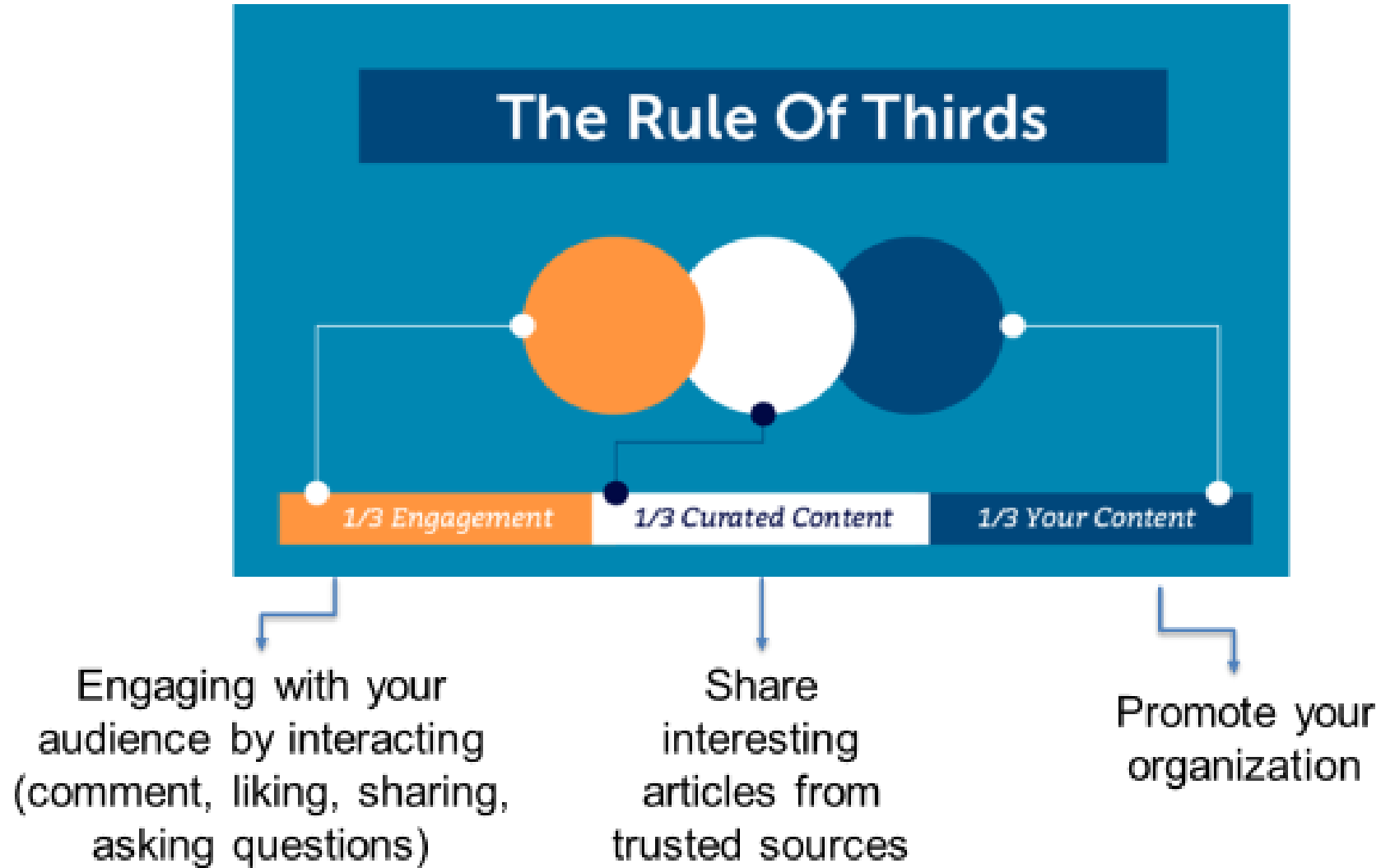
Tone - Adds specific flavor to your voice  
based on factors like audience, situation, and  
channel

\*Personal channels have their own unique  
tone/vision



# Social Media Strategy

## Develop a Content Strategy





# Content calendar

SOCIAL NETWORK	DATE (MONTH/DAY/YEAR)	TIME (EST)	CONTENT TYPE	TOPIC	SOCIAL COPY (to be filled in 3 days before publishing)	LINK
<b>WEEK 1: MONDAY</b>						
01/07/2019						
FACEBOOK			NEW BLOG POST			
			CURATED CONTENT			
			EVERGREEN BLOG POST			
			LIVE VIDEO			
			PROMOTION			
INSTAGRAM			STORY			
			ORIGINAL IMAGE			
			CURATED CONTENT			
TWITTER			NEW BLOG POST			
			EVERGREEN BLOG POST			
			CHAT			
			EVERGREEN BLOG POST			
			VIDEO			
LINKEDIN			NEW BLOG POST			
			EVERGREEN BLOG POST			
			EVERGREEN BLOG POST			
			CURATED CONTENT			
			VIDEO			

# How to Identify Content for Social Media

# Social Media Strategy

## Types of Engaging Content

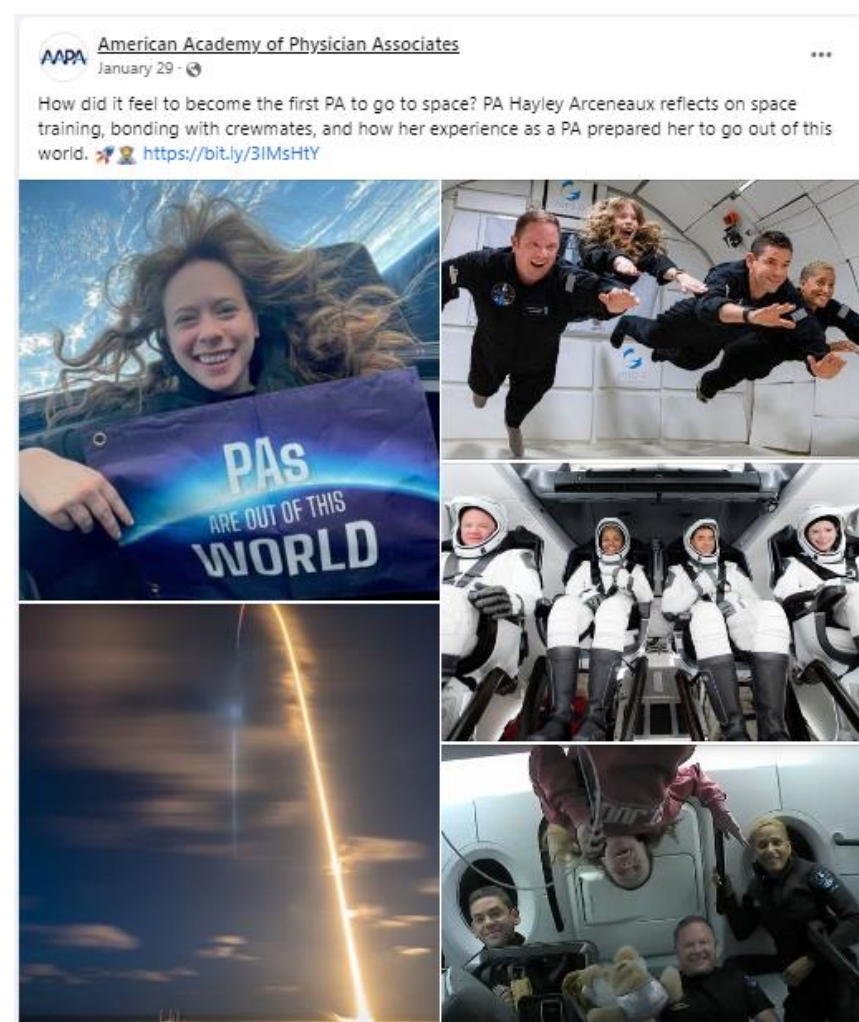
- News Articles
- Feature Stories
- Images/Graphics
- Videos
- Audio/Podcasts
- Quote Graphics
- Q&As
- Top Ten List
- Leadership Message
- Opinion Posts
- Product Reviews
- Original Research
- Interviews
- Blog Posts
- Webinars
- Case Studies
- Polls/Surveys/Quizzes
- Testimonials
- Contests
- Gifs
- Memes
- User-generated content
- Live Streams



# Social Media Strategy

## Tips for Creating Engaging Content

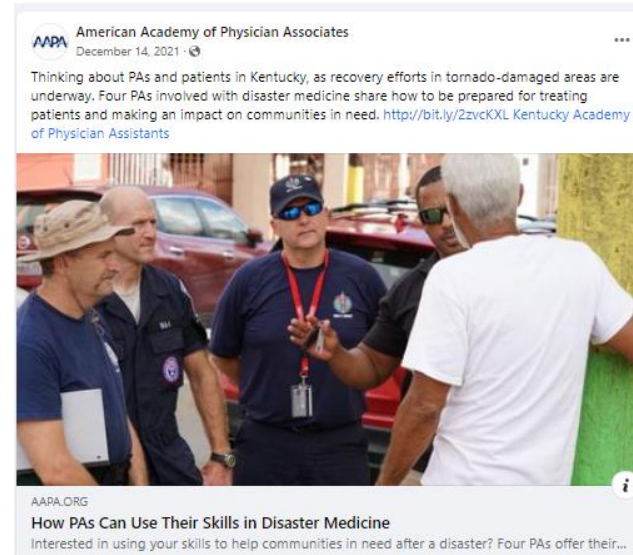
- Tell a great story
- Make it highly visual
- Share good news
- Spark excitement, inspire, or entertain



# Social Media Strategy

## Tips for Creating Engaging Content

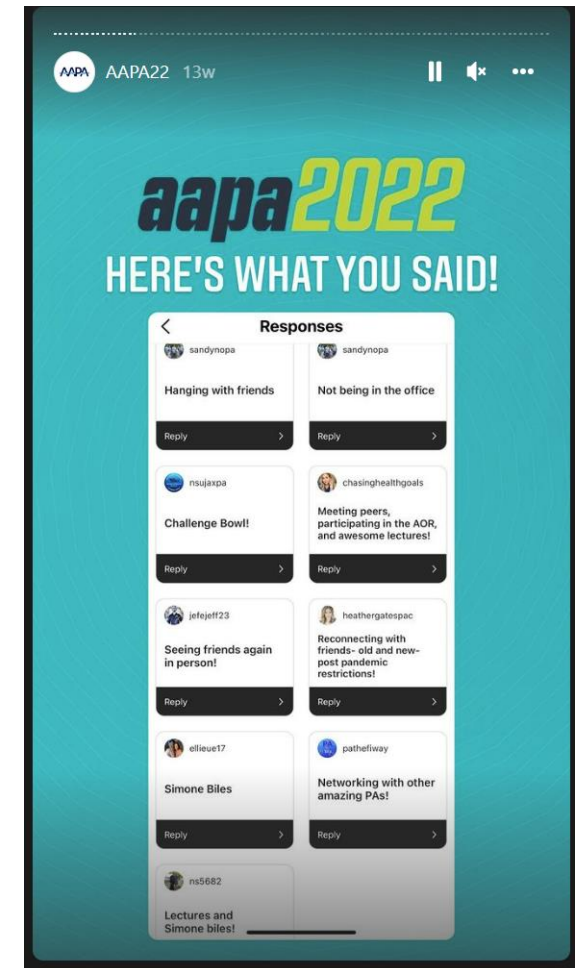
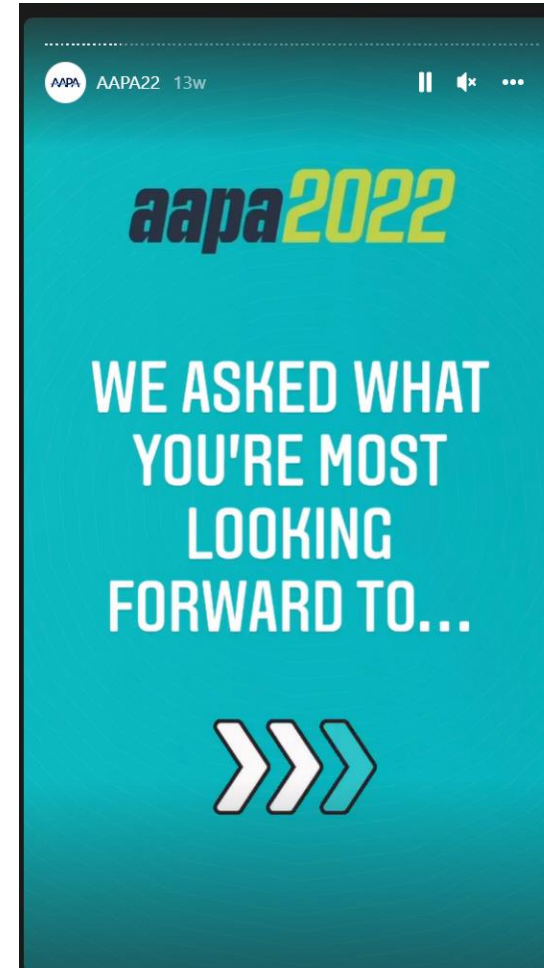
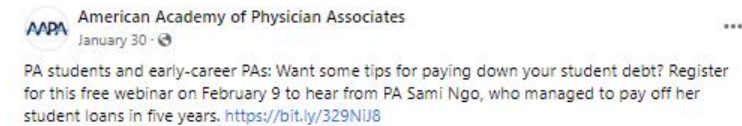
- Find a news hook – tie into observances, world events, etc.
- Advocate for the profession: state & federal advocacy content



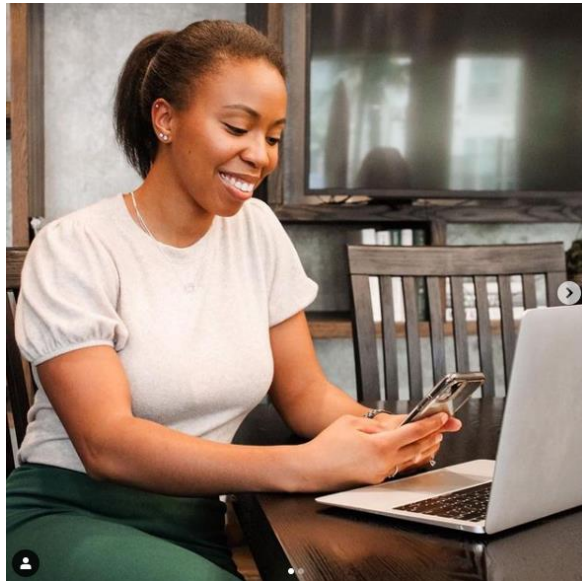
# Social Media Strategy

## Tips for Creating Engaging Content

- Solve a problem, address a pain point, share something helpful
- Engage your audience – asks a question, encourage a response, entice them to take an action



# Try New Things



Influencer Campaigns

## Highlight Staff

Meet one of the  
**STUDENT ACADEMY BOARD  
OF DIRECTORS!**

### INSTAGRAM BINGO PA Edition

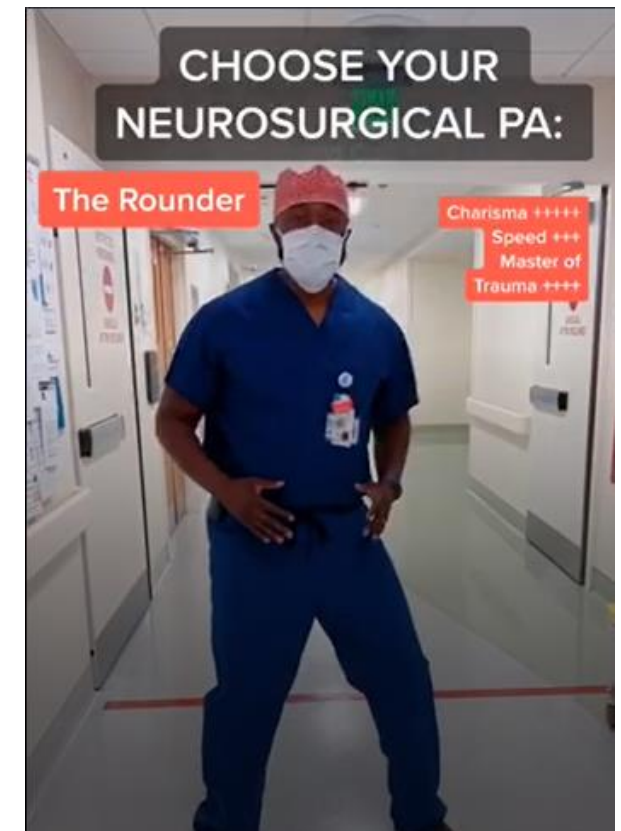
HAVE YOU EVER...

Advocated on behalf of the PA profession	Used the Salary Report	Waited until December to complete your CME	Donated to the PA Foundation
Participated in your student society	Posted on Huddle	Practiced telemedicine	Cheered on your PA program/ alma mater at Challenge Bowl
Been inspired by a fellow PA	Used the UpToDate app	Attended an AAPA Conference	Worked a night shift
Switched specialties	Pulled an all-nighter	Practiced in primary care	Explained that there is no 's' in physician assistant

**YOUR TURN:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Social Trends



# How to Identify Content for Traditional Media



# Finding The Right Story

- Remain situationally aware of key healthcare issues impacting your community
  - How are PAs rising to meet those issues?
- Timeliness – position a PA to address current events
  - Ex. – historic heat wave hits – position a PA to discuss dehydration, staying cool, tips to stay safe, etc.
- When you see a PA going above and beyond, take notice!
- Think about what “sells” news – current events, human interest, impactful stories



## How Newsrooms Make Editorial Decisions: Your Pitch Matters!

Your story pitch should be **well thought out and concise**

A good pitch includes the following:

1. Catchy lead/subject line that stands out
  - Reporters receive hundreds of emails a day
2. Contact information
3. An issue that has broad impact
  - **Connect the dots for the reporter and tell them why this matters**
4. Check spelling and grammar!



# Types of News

- News can be broken down into two main types:

1. Breaking/current event:

- Has time element
- Just happened
- Sense of urgency to share information with your audience

2. Evergreen/human interest:

- No strict time element
- Reserved for “slower news days”
- Feature story vs. hard news (crime, weather, etc.)



# Current Event Example – New Lyme Disease Report




## Lyme disease cases on the rise in the U.S, healthcare professionals say

by Emirra Austin & Emily Towns | Newschannel 3 | Wednesday, August 10th 2022

The screenshot shows a news report from News Channel 3. The main headline is "LYME DISEASE SYMPTOMS" with a sub-headline "Source: CDC". Below this, there is a play button icon and the word "FEVER". To the right of the text is a close-up image of a tick on a person's skin. On the far right, there is a weather forecast for Holland, Michigan, showing temperatures of 66° at 9 AM, 77° at noon, and 80° at 5 PM, with a current temperature of 60° at 5:08. At the bottom of the screenshot, there is a "HEALTH WATCH" banner with the text "> RISE IN LYME DISEASE CASES". Below the banner, there is a "TOP STORIES" section with the headline "LS AT LEAST 8, FLOODS BUILDINGS, SUBMERGES CARS".

Lyme disease is the most common tickborne disease in the United States and cases were rising across the nation and in west Michigan. (WWMT)

 KALAMAZOO, Mich. — Lyme disease is the most common tickborne disease in the United States and cases are rising across the nation and in Michigan.

I'm reaching out on behalf of the American Academy of PAs to see if you'd be interested in speaking with a local PA about the increase in Lyme Disease cases nationwide. A [new report](#) shows that over the last 5 years, Lyme Disease cases have increased 60% in rural areas and 19% in urban areas. The summer months are when the risk for Lyme Disease is at its highest in Michigan.

Julia Swafford, PA-C, practices at Bronson Rheumatology Specialists in Battle Creek. Swafford will be able to discuss these trends further and share useful information with your audience about ways to prevent Lyme Disease, and signs to be on the lookout for. Swafford is also the President of the Society of Physician Assistants in Rheumatology.

I'd be happy to help set up an interview with Julia if you are interested.

# Evergreen Example – PA of the Year

I wanted to share a story idea with you about a local Fort Worth PA who just won a national award for his work in providing healthcare to homeless people in the Fort Worth area. Joel Hunt was named PA of the Year at the American Academy of PAs conference in Indianapolis, representing more than 150,000 PAs nationwide.

Hunt was recognized for his groundbreaking work in developing a street medicine program at JPS Health Family Medicine Residency in Tarrant County. He leads a team of healthcare providers who go out into the Fort Worth area to provide medical care to homeless people – a group of people who are often overlooked in society.

An Army veteran, Hunt is no stranger to serving others. During the COVID-19 pandemic, Hunt was also tasked with coordinating care and outreach to homeless populations who were at a greater risk of developing severe and possibly life-threatening illnesses.

I'd love to help you set up an interview with Joel Hunt who can discuss the street medicine program further and take you out onto the streets where he serves the homeless for great video/photo opportunities.

Looking forward to hearing from you.

# PA Provides Medical Care to Homeless People

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# Finding the Right Newspaper to Pitch Your Story

- Newspapers (print journalism) still serve a very important role in communities
- Print stories tend to:
  - Be more in depth and longer
  - Give a holistic view of the story
  - Use more data and statistics
- Newspapers can cater to niche audiences
  - Ex. – The Charlotte Post is the leading source of news affecting the Black community in Charlotte, N.C.
  - AAPA pitched a profile story about our Diversity Award Winner PA Shani Fleming
    - This allowed us to highlight PA Fleming's outstanding work in the DEI space

by Aaliyah Bowden



Shani Fleming of Charlotte earned the American Association of Physicians Associates Diversity Award for her work on diversity, equity and inclusion in the profession.

# Day In the Life of a Reporter

- Good news – reporters are **ALWAYS** looking for good story ideas
- A reporter's day often starts with an editorial meeting
  - Assignments of the day are decided
  - Reporters must have **several different story ideas**
  - Reporters, especially new reporters, welcome story ideas!
  - Try to pitch stories first thing in the morning or early afternoon
- Oftentimes, a reporter must pitch a story, set up interviews, gather the necessary information/video and put together a story in **ONE** day
  - Reporters are deadline driven - anything you can do to help is appreciated (ex. – if they are interviewing multiple people, try to have everyone in one location)





# Building Relationships With Journalists

- Journalists **ARE NOT** your enemy
- Many reporters, especially in local news, live in and are invested in your community
- Building relationships is key to pitching stories:
  - Get to know reporters – What do they like to do for fun? What subjects are they passionate about?
  - Reporters are more likely to open and read a pitch from someone they know



# Finding Contacts

## THE TENNESSEAN

Part of the USA TODAY Network

- Look for a “Contact Us” tab
  - Some sites will have it prominently placed at the top; others may have it at the bottom of their site
- If you don’t find a “Contact Us” tab:
  - Look for an “About” section – oftentimes under that will be a “Meet the Team” or “Staff Directory” option
- Most outlets will have a general email to send news tips or press releases to
  - This email generally goes to all staff or the assignment desk (where stories are assigned!)

### About

[Staff Directory](#)

[Careers](#)

[Accessibility Support](#)

[Site Map](#)

[Legals](#)

[Our Ethical Principles](#)

[Terms of Service](#)

[Privacy Policy](#)

[Your California Privacy Rights / Privacy Policy](#)

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# Finding Contacts

- Read reporter's bios – see if they are interested in a topic related to the story you want to pitch
- Sometimes outlets will have an easy way to email a reporter, other times you may need to find their social media handles to see if their email is on there
- If you can't find an email, see if you can send a message to them via social media or call!
  - Email isn't the only way to contact reporters!



**Cassandra Stephenson**

Metro reporter



**Mariah Timms**

Justice Reporter



**Rachel Wegner**

Trending and Breaking News Reporter



**Katelynn White**

News Reporter Intern



## *Business*



**Frank Gluck**

Health watchdog reporter



**Arcelia Martin**

Growth and Development Reporter



**Melonee Hurt**



**Sherah Ndjongo**



# Strategies for Using Social Media for News Wins

- Designate a point person to follow state and local healthcare news to capture opportunities to:
  - **Build relationships** – make introductions to reporters
  - **Promote your thought leadership**
  - **Respond to breaking news or pressing public health concerns**



# Strategies for Using Social Media for Legislative Advocacy

*Leverage social media to connect with legislators and other PA advocates.*

## Why is it important?

- Engage with legislators who are active on social media
- Build up and activate supporters
- Shape public opinion

## How to engage?

- Use hashtags
- Tag individuals/organizations (your PA colleagues, the representatives and staff you meet with, partner orgs, etc)
- Share pictures



Thank you [@RepJohnJoyce](#) for taking the time to meet with PAs from our Leadership and Advocacy Summit!  
[#LAS2019](#) [#PAsonTheHill](#)



# Why Leverage External Audiences

# Leveraging External Audiences

## Why:

- Expand awareness about the profession and your organization
- Expand your audience and reach for your messaging

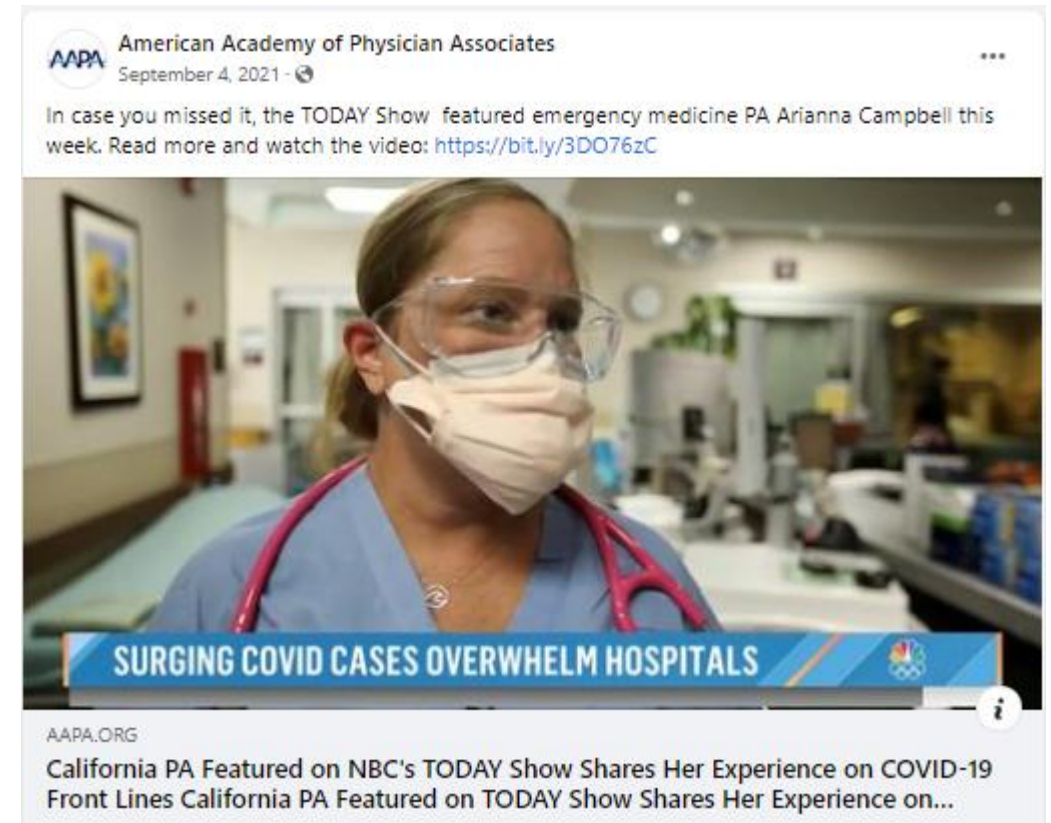


## Who:

- Other healthcare providers: doctors, nurses, etc.
- Other healthcare organizations: hospital systems, employer organizations
- Partner organizations: Rush, St Jude, etc.
- Other COs, AAPA, CDC, HHS, etc.
- Media: Television stations, newspapers, reporters
- Legislators
- Patients

# How to Leverage External Audiences for Media

- Identify your strategy – Who do you want to reach? What's your end goal?
- Look for opportunities to write op-eds/letters to the editor to demonstrate PA value
- Work with social media to build powerful stories and get the message out





# Media Call-to-Action Items

- Find your story - talk with your PAs and create a list of possible story ideas and areas where you can highlight PAs in your state/organization
- Create a media list - this can include local reporters, trade reporters, etc. Having one enables you to pitch stories quicker!
- Have a gatekeeper - assign one or two people to take lead on media outreach
- Build relationships - reporters are more likely to respond to a story pitch if they know the person who sent it

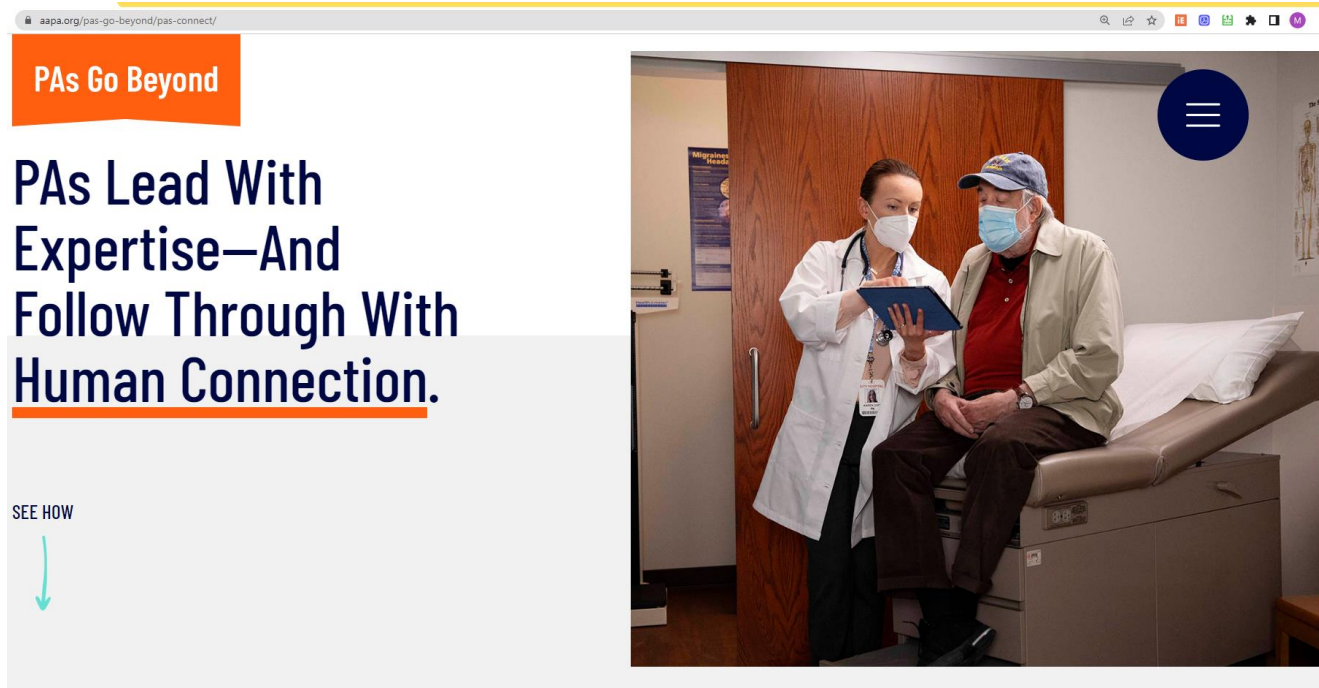


# How to Leverage External Audiences for Social Media

- Follow accounts of interest
- Introduce yourself
- Engage with content
- Tag them in your content
  - Use the “@” symbol before a handle to tag
- Use a hashtag strategy to reach specific audiences and join conversations
  - Use the “#” symbol



# Example: “PAs Go Beyond” Campaign



The screenshot shows a web browser window with the URL [aapa.org/pas-go-beyond/pas-connect/](http://aapa.org/pas-go-beyond/pas-connect/). The page features an orange banner with the text "PAs Go Beyond". Below the banner, the main headline reads "PAs Lead With Expertise—And Follow Through With Human Connection." To the right of the text is a photograph of a female healthcare professional in a white lab coat and face mask, holding a tablet and talking to an elderly male patient sitting on a medical examination table. The patient is wearing a blue surgical mask and a light-colored jacket. A blue circular menu icon is visible in the top right corner of the image area. Below the headline, there is a "SEE HOW" link with a downward-pointing teal arrow.



The screenshot shows a tweet from AAPA (@AAPAorg) dated June 13. The tweet text reads: "PAs are essential members of the #healthcare team — they serve as primary care providers, assist in surgery, and practice across a range of specialties. Working together with colleagues, #PAsGoBeyond at every step of the healthcare experience. [bit.ly/3aSCWBx](https://bit.ly/3aSCWBx)". Below the text is a video thumbnail showing three healthcare professionals in blue scrubs and masks working in an operating room. The video has a red "#PAsGoBeyond" label in the top left corner. A white text box overlaid on the bottom right of the video reads "PAs know working together delivers better results." The AAPA logo is in the bottom left of the video frame. At the bottom of the tweet, there are icons for replies, retweets (8), likes (15), and a share icon.

# Social Media Call-to-Action Items

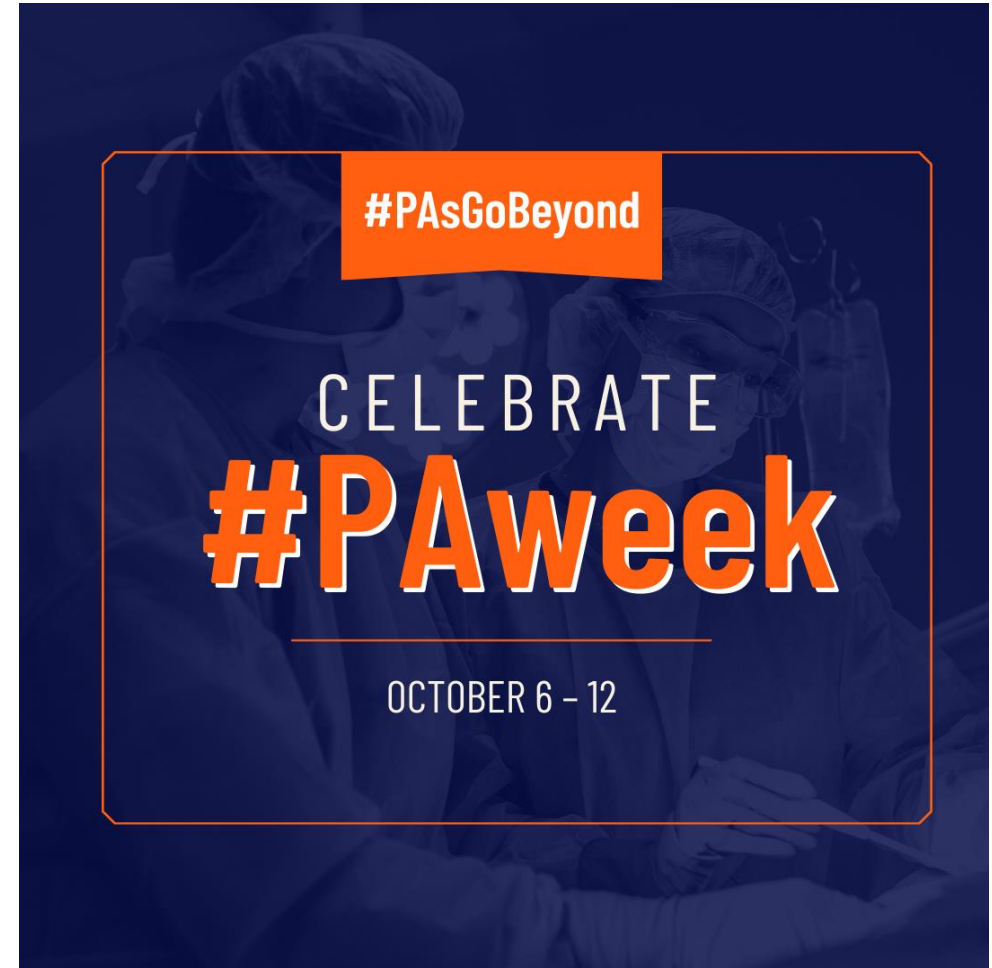
- Determine your strategy and goals
- Decide on your content and images
- Identify your target audience
- Identify your platform(s)
- Adjust your strategy
- Measure outcomes, optimize future campaigns



# Your First Assignment... Celebrate PA Week!

Here's how:

- Goal: spread the word about the PA profession with external audiences
- Share resources from the PAs Go Beyond toolkit – [PAsGoBeyond.com](https://PAsGoBeyond.com)
- Gather stories about PAs who go beyond
  - Post about a PA who goes beyond
  - Post about what inspires you to go beyond as a PA
- Tag @aapaorg and use #PAweek and #PAsGoBeyond



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Questions? Email us!

**We're here to support you:**

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