Navigating Henry Ford Health System Social Channels: What content goes where?

CONTENT

- FILTER: IS IT EASILY DIGESTIBLE?
- NEWS
- TRENDING INFO.
- HEALTH INFORMATION
- COMMUNITY INVOLVEMENT (E.G. HEALTH FAIRS, PARTNERSHIPS, ETC.)
- RESEARCH/EDUCATION

CONTENT

- FILTER: DOES THIS MAKE ME WANT TO WORK HERE?
- AWARDS/ACCOMPLISHMENTS
- CAREER FAIRS
- BREAKING NEWS
- HEALTH TIPS ONLY RELATED TO THE WORKPLACE

CONTENT

- FILTER: IS IT A GOOD RESOURCE TO REFERENCE LATER?
- HEALTH INFO. AND DISEASE SPECIFIC INFO.
- VIDEOS
- ADVICE/HOW TO
- RECIPES
- WELLNESS INFO.

CONTENT

- FILTER: DOES IT APPEAL TO MY EMOTIONS
- ENGAGING, EMOTIONAL & INTERESTING PHOTOS
  - EVENT PHOTOS
  - BEHIND THE SCENES
  - PATIENT STORIES
  - EMPLOYEES GOING ABOVE AND BEYOND
  - HOLIDAY
  - WEATHER
  - KIDS & ANIMALS
- AVOID PROMOTIONAL CONTENT

CONTENT

- FILTER: IS IT BENEFICIAL TO ME?
- HEALTH INFO.
- EDUCATIONAL INFO.
- RESEARCH INFORMATION
- CERTAIN EVENTS/CAREER FAIRS (TRY TO COMBINE CLASSES INTO ONE POST, LIMIT FREQUENCY)
- AVOID
  - OVERLY PROMOTIONAL CONTENT
  - "US" FOCUSED CONTENT
  - BOASTING