

Social Media 101

Educating An Audience Through Social Media

While the world weathers the ongoing COVID-19 pandemic, social media is becoming an even more valuable tool to keep patients and others in the community apprised of how health care professionals are operating during the outbreak.

Social media has a growing influence on how people consume news and information, and patients are increasingly turning to it to learn about the virus and how to protect themselves. At a time of immense need and growing levels of misinformation online, social media offers an excellent opportunity to educate patients about orthopaedic health.

Professional organizations like the [American Academy of Orthopaedic Surgeons](#) (AAOS), [American College of Surgeons](#) (ACS) and government bodies such as the [CDC](#) offer general guidance and tools for social media use, and DePuy Synthes has compiled this tool to help those using social media educate patients on how to safely seek care during and after the pandemic.



COVID-19 Social Content Guidance

Use digital and social channels to:

- Announce new hours of operation
- Share safety protocols
- Explain telemedicine/virtual care options
- Share patient and employee testimonials
- Educate patients on the importance of getting their elective procedures and not delaying care
- Correct misinformation related to safe surgical methods



Cadence Guidance

In a fluid situation like COVID-19, it is important to keep content fresh and to post on channels regularly so the audience knows they're accessing the latest information available:

- Post consistently (Facebook and Instagram should have at least one post per week; if using Twitter, multiple posts per day is acceptable)
- If limited on content, space out posts—don't post all the content in one day
- Check out the insights statistics on each platform to see what posts receive the most engagement to ensure the content is adding value and educating the audience



Paid Guidance

To further enhance the reach of patient education messaging, promote content on each social media platform with paid advertising:

- Before considering paid ads, make sure that content is being posted on channels regularly and have determined specific goals for paid campaigns
- Prioritize Facebook paid promotion, and target demographics that align with the audience and geographic location
- Refer to [this article](#) for additional helpful tips