



HEALTHCARE SOCIAL MEDIA LISTENING





The Bellomy blenders are industry-specific reports designed to keep you informed about key social media metrics, insights, and trends in your industry. The blender is produced each quarter for Healthcare, Retail, Financial Services, Energy, and Consumer Products. Download them from our website every three months.

*For this report, we listen specifically to hospitals, hospital systems, and medical centers



post volume + sentiment substantially decline

-24.4%

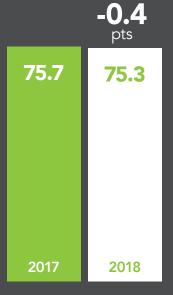
volume change

Posts about Healthcare were down 24% in the June to August period of 2018, year-over-year



sentiment change

Sentiment decreased 14.3 pts in the June to August period of 2018, year-over-year



intensity change

Intensity decreased 0.4 pts in the June to August period of 2018, year-over-year

Sentiment A score that expresses the ratio of positive to negative sentiment about a topic

Intensity A score that expresses the ratio of strong emotions (such as "love" or "hate") to all emotions expressed about a topic



influencers



accounts/individuals with over 500 followers who have the most mentions in on-topic posts

@centegracareers@Vidant_Health@SwedishCareers@CHRISTUSHealth@BannerCareers

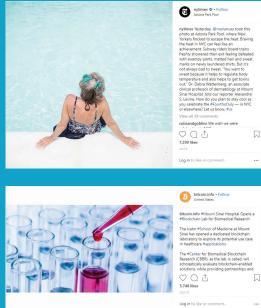
@newyorkdailyjob@Vidant_Careers@tmj_ctn_jobs@pricarecareers@iStrainGuide

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most engaging posts

on-topic posts with the most comments/replies, likes, shares/retweets, reblogs, and views









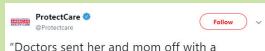




Click on any post to view online







"Doctors sent her and mom off with a bouquet of 113 pink and white carnations one for each day Makenna was in the NICU." Read the remarkable survival story of a preemie who weighed less than a pound at birth:



Baby Who Weighed 13.7 Ounces At Birth Leaves NICU In New Jersey

A baby who weighed a little more than a can of soda at birth has been released from a New Jersey hospital.

philadelphia.cbslocal.com





what's trending

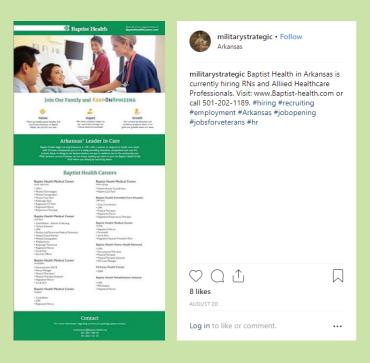
Remarkable survival story

Baby Makenna, born 13 weeks early at 13.7oz at birth was released from a New Jersey hospital in early July after spending 113 days in the NICU—and social media is in love with her story

Other moms of preemies are connecting with the story and sharing their's as well

Searching for quality candidates

Hospital and healthcare systems across the US are turning to social media to search for candidates with #job and #hiring being the largest hashtags used in every region









regions ear-over-year comparisons



NORTHEAST



-21.0% volume change

-10.0

-14.7



SOUTHEAST



-24.3% volume change

-15.7

-14.7



MIDWEST



-36.3% volume change

-19.3 sentiment change

-5.7



regions ear-over-year comparisons

#juicebarlakewood
#superfoods
#vegan #health #fun
#yoga #hiring #fit
#texas #job #healthy
#fitness #job #dallas
#local #healthcare
#juicing #love #jobs #happy
#juice #careerarc
#careerarc
#havefunbeamazing

WEST SOUTH CENTRAL



-34.6% volume change

-16.7

-14.3



MOUNTAIN



+23.0% volume change

+3.0

+17.0



PACIFIC



+4.1% volume change

-14.7 sentiment change

-10.3





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