

OCT2018

blender



HEALTHCARE SOCIAL MEDIA LISTENING

bellomy



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

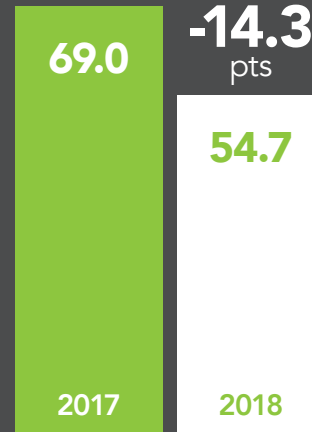
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post volume + sentiment substantially decline

-24.4%

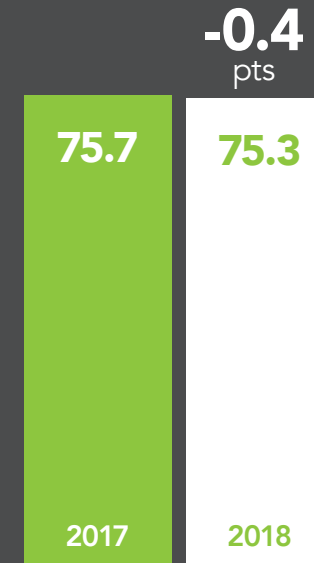
volume change

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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regions

year-over-year comparisons



NORTHEAST



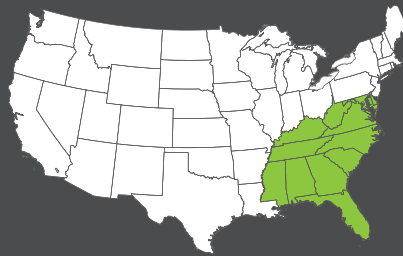
-21.0%
volume change

-10.0
sentiment change

-14.7
intensity change



SOUTHEAST



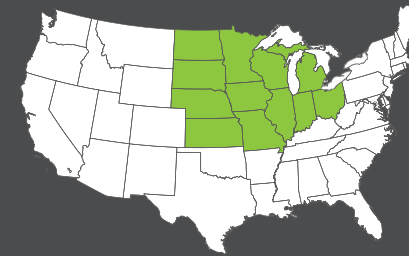
-24.3%
volume change

-15.7
sentiment change

-14.7
intensity change



MIDWEST



-36.3%
volume change

-19.3
sentiment change

-5.7
intensity change

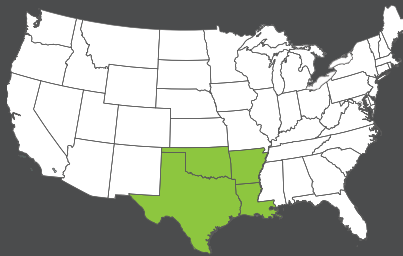


regions

year-over-year comparisons



WEST SOUTH CENTRAL



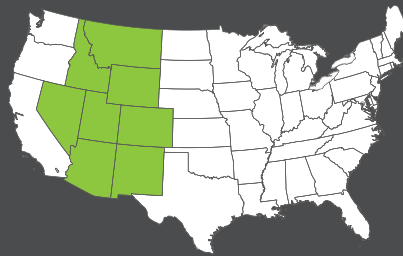
-34.6%
volume change

-16.7
sentiment change

-14.3
intensity change



MOUNTAIN



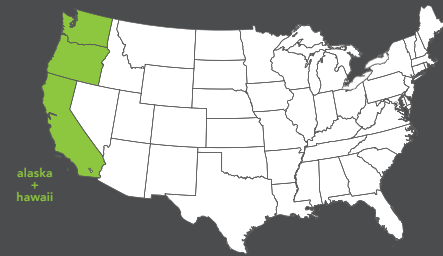
+23.0%
volume change

+3.0
sentiment change

+17.0
intensity change



PACIFIC



+4.1%
volume change

-14.7
sentiment change

-10.3
intensity change



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