

JAN2019

blender



HEALTHCARE SOCIAL MEDIA LISTENING /// 4TH QTR 2018

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

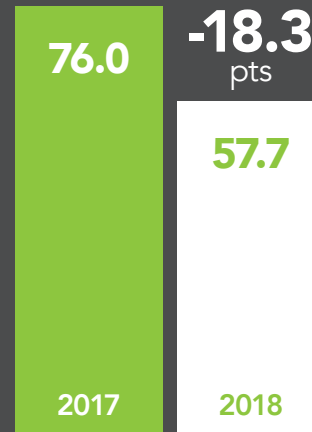
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post volume + sentiment substantially decline

-28.0%

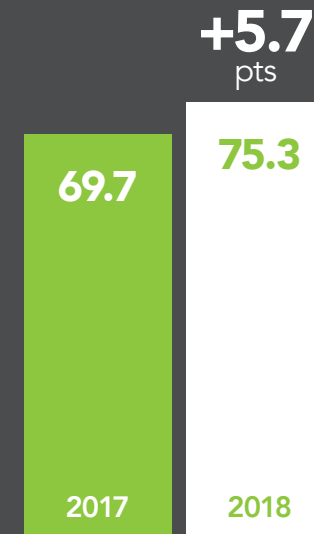
volume change

Posts about Healthcare were down 28% in the October to December period of 2018, year-over-year



sentiment change

Sentiment decreased 18.3 pts in the October to December period of 2018, year-over-year



intensity change

Intensity increased 5.7 pts in the October to December 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



@PSJHCareers

@Vidant_Health

@Pricarecareers

@OrlandoJobTweet

@BannerCareers

@iStrainGuide

@SwedithCareers

@MailMyStatement

@WakeMed

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most engaging posts

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



doctor.bradley • Follow
Family Foot & Ankle Specialists

doctor.bradley "Strive not to be a success, but rather to be of value." —Albert Einstein*
• Swag stethoscope skin 📌
@skopeskins
20% Discount code + free shipping use: DRBRADLEY20 •
#stethoscope #skopeskins
#surgeon #scrubs #doctor #instagood #positivevibes #instadaily #podiatry #health #beard #scruff #medicine #fitness #wellness #live #love #laugh #smile

Load more comments

lelijknat 🤔
enme25 Me enferme! @enepzr @liss3109 🙄
liss3109 @enme25 asi quien no se enferma 🙄
tanta comida en el mundo v.v

4,711 likes

dearevanhansen • Follow
Dear Evan Hansen

dearevanhansen An afternoon of music, hope, and joy—thank you to everyone at @KACMusicLife for welcoming #DearEvanHansen's "You Will Be Found" @singforhope piano into the Mount Sinai Kravis Children's Hospital.
neldavismusic @singforhope trombone. Hey guys! I'm selling a PS4 for around 2005 dm me if you're interested. (Not a scam btw)
elli.west 🍷
instaneproductions 🍷🍷🍷🍷
nicklasmething Masterfully painted!
zoejing_jiang Cong I was just singing words for
bmlies41 My beautiful @nicoletabirch YOU'RE FAMOUS! 🥰🥰
12,729 likes

njdevils • Follow
Prudential Center

njdevils Congratulations to Matthew Zocks and Andrew Downey from Devils Youth - winners of the #NHLDevils South Hockey Shootout Challenge presented by @mybaristas_health. Matthew & Andrew will represent New Jersey in the @NHL Min 1-on-1 Challenge during #NHLAStar Weekend in San Jose!
toddmoskovitz23 @mzocks.zocks yesss mosky @toddmoskovitz23 @mzocks.zocks way to go matthew 🥰🥰
mfurey7 @viadasokol
viadasokol @njdevils thank you for such an awesome experience!
leafdynasty1 i would pick that kid over Schneider any day!
oikgawndv27 🥰🥰🥰
elstallier @rimpolab: amn

catholicconnect • Follow
Shriners Hospitals for Children - Shreveport

catholicconnect WE DID IT! 🙏💖
Because whoever has God in first place will never be disappointed and His promises will be fulfilled. In recent days we received the news that we have waited for so long: I already have an appointment for my operation! It's sooo soon: JANUARY 28, 2019, and I have to travel with my parents to the Shriners Hospital for Children in the US (specifically in Shreveport, Louisiana); the costs of my treatment are covered but the stay, meals and air tickets are at our expense. Now more than ever I need many generous hearts to join my cause in order to achieve it.
THE MIRACLE IS NEAR! (If you want to make a contribution click on the link of @unmilagroparamaia)
Via her mom: @natyleona 🙏💖

3,031 likes
DECEMBER 9, 2018

gahms • Follow
Wanted Soccer Fan

gahms HEBB! @governmentovermind #Wanted Soccer Fan @ @Gahms
View all 25 comments

pretanewporter • Follow
San Francisco, California

pretanewporter #whatwore to an event last week my husband and I co sponsored benefiting UCSF and their new Center to Advance Trauma-informed Healthcare. More information is in my stories if you're curious about their mission or how you can help, donate and get informed!
View all 33 comments

pretanewporter @elshanesworld thanks girl! I always want to spread the word about the ones that close to my 🧡 but want to walk the right side of the line and not look like I'm "showing off" or "doing good for head pats" actually feedback I've received 🙄
pretanewporter @thestylewright thank you girl!
pretanewporter @bogdan_onica haha. thank

4,889 likes

Click on any post to view online

impmatic • Follow
San Francisco, California

impmatic #KID diabetes is KID 🧒🧒 #KIDDiabetes #KIDdiabetes Support our #KID. They are the future!
#KIDDiabetes #KIDdiabetes #KIDdiabetes #KIDdiabetes #KIDdiabetes
1,000 likes

battermanaccount • Follow
Queens, New York

battermanaccount Wonder Woman and I went to the @ShrinersChildrensHospital and had the honor to meet the Santa Claus! In addition to some of the other children on his food, I loved seeing their faces when they saw the @ShrinersHospital. Nothing makes me happier than seeing their faces! 🙏💖
1,000 likes

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what's trending

Indian Health Service

Outcries about the federal government's refusal to fund the Indian Health Service brought this topic and the Rosebud Sioux and Oglala Sioux tribes to the forefront of social media conversation

Public Charge Rule

Health care providers urge the Department of Homeland Security to rescind the Inadmissibility on Public Charge Grounds rule, saying it counteracts work to improve health in US

Eastern NC Funding

The NC State Treasurer's proposal would mean major cuts for Eastern North Carolina and Vidant Health is drumming up support with the hashtag #StandUpForENC

#CHPRMS2018 Conference Trends:

Video: become the media, protect your brand, learn from Amazon
CRM systems to personalize healthcare
Experience: Customer/Patient and Provider/Team

#Pies4Patients campaign

@BlankChildrens hospital in Iowa got some time in the spotlight with their #Pies4Patients campaign in partnership with @LHSRailsTheatre

Dennison Peer Nyberg
@peem2

Follow

Congress Is Starving the Indian Health Service and South Dakota Tribes Are Paying With Their Lives



Congress Is Starving the Indian Health Service and South Dakota Tribes Are ...
The federal government's refusal to adequately fund the Indian Health Service is slowly killing two South Dakota tribes.
splinternews.com

8:06 PM - 18 Dec 2018

Trinity Health
@TrinityHealthMI

Follow

Trinity Health urges @DHSgov to rescind its proposed #PublicCharge rule. This proposal undermines important work to improve health outcomes, self-sufficiency, public health and social determinants of health.
#SDoH: ora.cl/vl0aj



7:45 AM - 10 Dec 2018

Mario Rossi
@mariorossi

Follow

I still need to get pied. Would Lincoln wanna play host and do the honors? Get me a time and place and I'll be there. #Pies4Patients



2:31 PM - 27 Dec 2018

VidantHealth Careers @Vidant_Careers · 4 Dec 2018

The health and well-being of eastern North Carolina is our Mission and our greatest priority. We are dedicated to caring for the communities we serve and feel our elected officials should be, too. #standupforENC



Standing up for eastern North Carolina
Michael Waldrum, MD, MSc, MBA, the CEO of Vidant Health, addresses the State Treasurer's proposed cuts, which would affect hospitals and health systems across...
youtube.com

2 1

True North Custom
@truenorthcustom

Follow

What pages can marketers borrow from the Amazon playbook? Find out this afternoon at #CHPRMS2018!

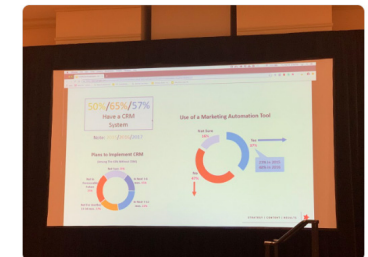


11:25 AM - 6 Dec 2018

Michael Dowd
@MichaelPDowd

Follow

We're getting closer to having the tools to create a personalized healthcare consumer experience. Integration is still the greatest span we need to bridge. #CHPRMS2018 #hcmktg

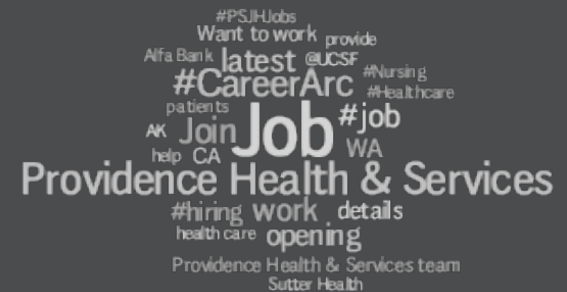


3:19 PM - 6 Dec 2018

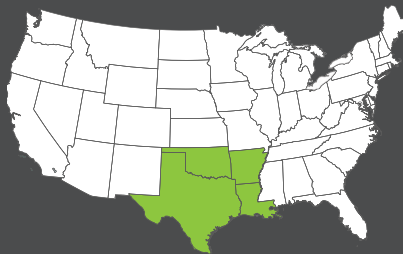


regions

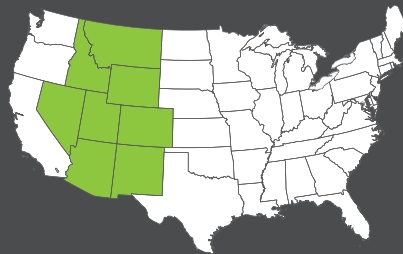
year-over-year comparisons



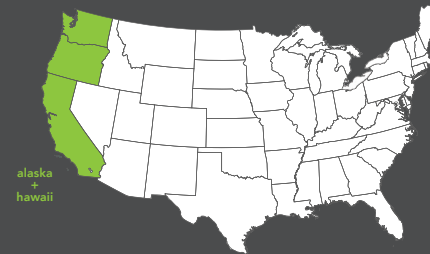
WEST SOUTH CENTRAL



MOUNTAIN



PACIFIC



+34.0%
volume change

-12.0
sentiment change

+1.0
intensity change

+23.0%
volume change

-5.0
sentiment change

+33.7
intensity change

-38.0%
volume change

-28.0
sentiment change

-1.7
intensity change

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Contact Bellomy at info@bellomy.com /// 800.443.7344

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