

## Sharing on Facebook

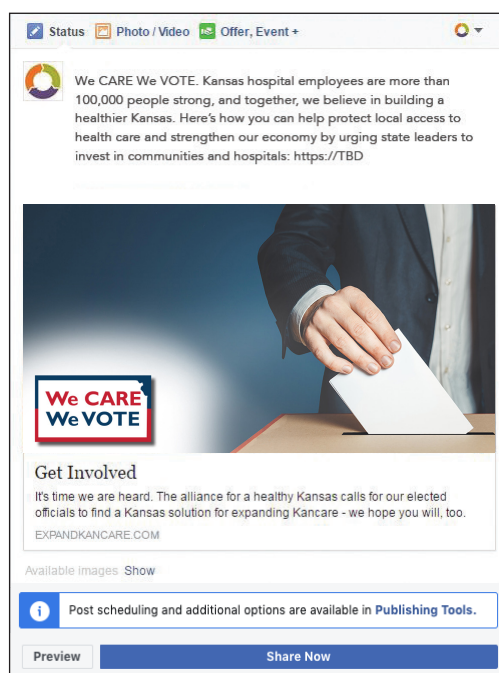
Facebook is a great way to share information with your followers. When posting on your hospital's Facebook page, you can choose to highlight and/or boost your posts to reach more people. In general, the best times to post on Facebook are:

- Thursday and Friday 1-4 p.m.
- Saturday and Sunday 12-1 p.m.
- Wednesday at 3 p.m.

See page 3 for some helpful social media do's and don'ts for hospitals.

### To Create a Basic Post:

1. Log in to your hospital's Facebook page.
2. Click on the box that says, "Write a post..." and type (or copy/paste) your post content.
3. Add a photo or video to your post to give it visual interest so more people will engage.



4. Click Share Now to share your post immediately. If you want to preschedule your post for a later date or time:
  - a. Click Publishing Tools in the blue box above Share Now.
  - b. Click the blue Create button in the top right corner. Insert your content into the post.
  - c. Click the Share Now dropdown menu (not the blue button), select Schedule, choose the date and time when you want your post to publish.
  - d. Click the blue Schedule button.

That's the power of more than 100,000 hospital employees across the state who believe in building a healthier Kansas.

The Kansas Hospital Association is proud to support the We CARE We VOTE campaign.

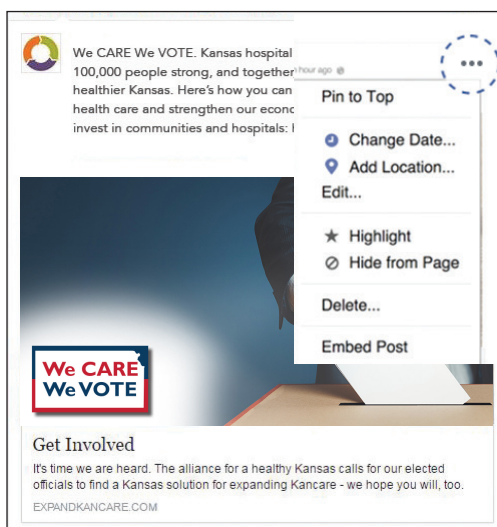


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ASSOCIATION**

**We CARE  
We VOTE**

### To Highlight a Post on Your Hospital Page:

When your post is published, you can bring more attention to it if desired by clicking the ellipsis in the top right corner of your post and choosing Pin to Top of Page. This will keep your post at the top of your page, so it is one of the first things people see when they visit your hospital on Facebook.



### Promoting Political Content in Paid Facebook Ads

As of May 24, 2018, Facebook has new rules and regulations for promoting political content. Ads and boosted posts that contain political content must comply with the rules set forth by Facebook. Facebook's definition of political content includes the We CARE We VOTE campaign and any other content designed to encourage voting.

All Facebook users who wish to create political ads or boost political posts are required to complete an authorization process and disclose the source of ad funding. To learn how to comply with the new rules, visit [bit.ly/facebook-political-ads](http://bit.ly/facebook-political-ads).

Note: The new rules apply only to promoted (paid) content, not news stories or other organic content posted to your hospital's social media page.

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## Social Media Do's and Don'ts for Hospitals

### DO

**LOBBY!** Ask Senators, Representatives and all elected officials to support legislation that helps hospitals. Use Twitter handles to target and engage legislators and bring their attention to your position.

**EDUCATE!** Educate voters on hospital-related advocacy issues.

**ENGAGE!** Talk to your followers or “friends.” Answer and pose questions in your timeline or feed.

**RESPOND!** Respond to mentions in a timely manner. Social media is available 24/7.

**SHARE!** Share messages from other organizations by retweeting (RT) to your followers or posting links on Facebook.

**PLAN!** When developing promotional plans, include key messages to be delivered within 280 characters via Twitter or in short Facebook posts.

**CREATE!** Develop a network of followers. Interact with them, so they are more inclined to retweet or like and share your messages.

**ENCOURAGE!** Hospitals are permitted to conduct nonpartisan voter registration activities and urge people to vote, which provides valuable contributions to public understanding of and debate about key issues.

**MOBILIZE!** Encourage employees to engage via your organization's social media policy.

### DON'T

**ENDORSE!** A hospital cannot endorse or oppose a candidate.

**CAMPAIGN!** Retweets, posts and other mentions should be free from campaign-specific and election-specific information.

**FOLLOW!** By following or “liking” a specific representative or candidate, the organization implies bias toward and the possibility of coordination with that candidate, which is against the rules.

**BE AFRAID!** Engagement with your stakeholders, including community members, staff and other hospitals, among others, should be a natural part of the communication process.

**BE PASSIVE!** Social media is a communication engagement tool. Don't open an account and let it go inactive.

**SAY TOO MUCH!** HIPAA and other laws protecting patient privacy and limiting disclosure of patient information apply.

For additional assistance, visit [www.facebook.com/help](http://www.facebook.com/help).

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