A Guide to Posting 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, as outlined in the steps below. 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.

To Create a Basic Post:

1. Log in to your hospital’s Facebook page.

2. Click on the box that says, “Write something…” and type (or copy and paste) your post.

3. Click Publish to publish your post immediately. If you want to preschedule your post for a later date or time:
   a. Select the drop-down arrow next to Publish.
   b. Three options will appear (Schedule, Backdate, Save as Draft); click Schedule.
   c. Select the date and time when you want your post to publish. Click Schedule.
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 arrow 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 the first post people see when they visit your hospital on Facebook.

To Boost Posts and Reach More People:
1. Click the Boost Post button on the bottom right corner of your post; a pop-up window will appear.

2. Select the audience you want to see your post – people who like your page, people who like your page and their friends, or people you choose through targeting (which allows you to target people by location, age, gender, interests, etc.).
3. Choose your budget and duration: You can boost your posts for as little as $5, but you will reach more people by increasing your budget. Type in your dollar value and Facebook will show you the estimated number of people your post will reach.


   a. If you've already added a payment method to your Facebook account, your payment information will automatically appear under the Payment section. Click Boost.

   b. If you have not already added a payment method to your Facebook account, confirm that the payment method is listed in “US Dollars.” Click Boost; a smaller pop-up window will appear where you can enter your payment information. Click Continue when complete.
Obesity in Kansas has doubled since 1995. Today, roughly 2 in 3 Kansas adults and 1 in 4 Kansas youth (grades 6-12) are overweight or obese. To create a healthier environment and proactively improve the health of our employees, medical staff, volunteers, patients and their families, our hospital has implemented healthier food and beverage policies.
Look at your plate, and listen to your body. If you tend to clean your plate every time, try smaller plates, and get seconds only if you are still hungry. Eat slowly, and stop when you feel satisfied. Remember that serving sizes are not determined by how much you put on your plate. Balance high-calorie foods with fresh fruits and vegetables. Visualize your plate before filling it: MyPlate recommends reserving half your plate for fruits/veggies and half for grain products (whole grains are healthiest), lean meats, and beans (or an equivalent protein source).
Sugary beverages contribute to rising rates of obesity – they provide “empty” calories, have no nutritional value, and do nothing to support health. Americans today consume 250-300 more calories daily than several decades ago, and nearly half that increase is due to sugary drinks. Burning off the 150 calories found in a typical 12-oz regular soda requires walking briskly for at least 30 minutes – without that level of regular exercise, it is difficult to maintain a healthy weight with a diet that includes sugary beverages.
Social Media Do's and Don'ts for Hospitals

DO

USE! Use Twitter (i.e. Twitter ID) handles to target a specific audience in your Tweet to bring attention to your position.

EDUCATE! Educate on Healthy Kansas Hospitals and your facility’s policy changes.

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 in 140 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” your messages.

ENCOURAGE! Encourage employees and community members to make personal changes to their own food and beverage thinking.

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

DON'T

BE AFRAID! Engagement with your stakeholders, including community members, staff, and other hospitals, 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.