

Advanced Social Media and Digital Marketing in Health Care
Live Virtual Conference

Getting to the Heart of Storytelling How Powerful Stories Can Build Your Brand

Presented by: Melinda Daffin & Adair LeBlanc

#MayoSHSMD



Part 1: The Story: Ochsner Heroes



Who doesn't love a good story?

- When you were little, you loved a good story. And you still do now.



What makes a good story?

- A great model to follow is "The Story Spine," created by Kenn Adams, author, teacher and theater director, in 1991. It was popularized by Pixar story artist Emma Coats, in "Pixar's 22 Rules of Storytelling."

THE STORY SPINE

THE STORY SPINE	STRUCTURE	FUNCTION
Once upon a time...	Beginning	The world of the story is introduced and the main character's routine is established.
Every day...		
But, one day...	The Event	The main character breaks the routine .
Because of that...	Middle	There are dire consequences for having broken the routine. It is unclear if the main character will come out alright in the end.
Because of that...		
Because of that...		
Until finally...	The Climax	The main character embarks upon success or failure
And, ever since then...	End	The main character succeeds or fails, and a new routine is established.



Chapter 1 of "Ochsner Heroes": Blaire Guidry

Meet Blaire Guidry, RN, our very first Ochsner Hero.

- Her story posted on March 25, two weeks into the pandemic in New Orleans.
- Since publishing, her post has reached 179k people, almost all through organic reach. It's remained our top hero story.
- Her story was shared 1.2k times.
- It was liked/loved 4.2k times.
- Subsequently, she was interviewed by the "Today" show.



How Blaire's Story Fits the Story Spine

- **Once upon a time:** "Prior to this unforeseen pandemic, the World Health Organization deemed the year 2020 as 'The Year of the Nurse.' If you would've asked me in January what 'The Year of the Nurse' meant to me, I would have said, 'It means a year to celebrate how healthcare in nursing has transformed over the last 200 years.'"
- **But one day:** "But, if you were to ask me today what 'The Year of the Nurse' meant to me, I'd probably start crying because now I'm left speechless. I've witnessed innovation creating solutions to problems that I never thought a first world country would endure."
- **Because of that:** "We couldn't have predicted that one day we'd be consoling family members at the bedside and the next day having to hear tearful family member's voices on the phone asking us when this will end and if they'll ever see their loved ones again due to federal and local visitation guidelines."
- **Until finally:** "We are called to be brave when the rest of the world is living in unprecedented fear."
- **And since then:** "I realize that this is just the beginning, but 2020 is not just 'The Year of the Nurse' and nurses are not solely the ones impacting healthcare this year. We are one team and 2020 has proven to be 'The Year of Healthcare Professionals' and I am forever grateful for my Ochsner team that I am lucky to call family!"



How did we get Blaire's story?

- Broad appeals on social for submissions of stories weren't working as well as we hoped.
- What worked: Asking nursing supervisors directly to suggest outstanding nurses. The very next day, we got Blaire's story, in her own words.
- What worked about her story: **Its realness and authenticity.**
- We kept asking nursing supervisors and other supervisors for stories about people going above and beyond. And look what happened...



Chapter 2 of "Ochsner Heroes": Amy Finnegan

- **RN Amy Finnegan:** "For as long as I can remember, I always wanted to be a nurse. The absolute certainty for me was when I watched my mom walk down the aisle at St. Joseph's church as a nursing grad when I was 9 years. I was so proud of her. I thought she was a true superhero. ..."

Her story caught Oprah's eye, who interviewed Amy.



The "Ochsner Heroes" story continues ...

- **Respiratory therapist Savannah Stuard**
- “I was born without my left forearm and hand. I have overcome many challenges in the medical field. I knew going through respiratory school there would be things that I would have to learn differently than others. I kept trying and asked for help and here I am today. I thrive to be better or do the same things as people with all limbs. That’s my goal in everything I do. People say, ‘I can’t even do that with two hands,’ and I have one. Succeeding and overcoming is my only option in my book!”



... with dozens more chapters ...

- **Tahj Joseph, supply chain technician**
- He has been working seven days a week to make sure that all departments within OMC-Kenner have the materials they need to function during the pandemic.
- “If it were me in one of those patient rooms, I would want everyone including the supply chain and logistics staff to do all they could to support our front-line healthcare workers. I feel that everyone is coming together to play a role in combating this virus and giving my all as a contribution is the least I can do.”



... and "Ochsner Heroes" stories on video



COVID-19 Frontline Diaries with Ochsner Hero, Tahj Joseph

Like Comment Share 78 8 Comments 3 Shares

Ochsner Health



COVID-19 Front Line Video Diaries with Ashton Hay, AuD

Like Comment Share 282 41 Comments 42 Shares

Ochsner Health



COVID-19 Front Line Video Diaries with Jeffrey Kuo, MD

Like Comment Share 125 10 Comments 42 Shares

Ochsner Health



COVID-19 Front Line Video Diaries with Jackie Odom, RRT

Like Comment Share 255 45 Comments 69 Shares

Ochsner Health



How many people liked our stories?

March 2020

- A record-breaking month for Ochsner's social media
 - 303,797 engaged users, a 1,071% YOY increase

April 2020

- Another record-breaking month
 - 551,337 engaged users, a 1,923% YOY increase.

Ochsner Heroes

- Consistently the most engaging content type
 - 300 social posts referencing Ochsner Heroes, reaching 3.2 million people.
- Instrumental in fostering donations. Posts were linked to Ochsner.org/heroes, where people could donate to the Employee Assistance Fund. As of April 28, online donations totaled \$99,146.



The top 4 Ochsner Heroes stories:

No. 1: Blaire Guidry, RN, our first Ochsner Hero



No. 2: James Bamber, RN, Baton Rouge ICU nurse who didn't get to see his newborn soon until he got out of quarantine

 **Ochsner Baton Rouge**
May 22 at 1:00 PM · 🌐

A new PeopleTV series profiling ordinary people doing extraordinary things during the current COVID-19 crisis featured Ochsner Baton Rouge ICU nurse James Bamber, who met his newborn baby after a two-week quarantine. Watch it here!



PEOPLETV.COM

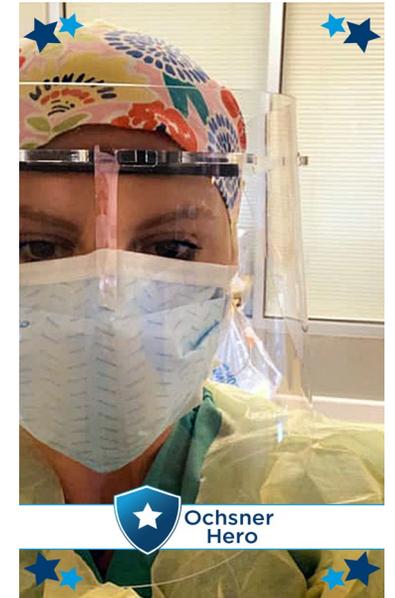
Kindness & Courage: Coronavirus in America (Episode 5)

While social distancing and stay-in orders keep communities apart,...

No. 3: Daniel Paline, husband of a Baton Rouge employee; he created a clear box to protect anesthesia providers during intubation of patients



No. 4: Amy Finnegan, RN, our second hero



OHS Digital Insights | April 2020

Metrics Analysis – Content

	Blog Sessions	Social Media Engaged Users	Social Media Followers	Social Media Video Views
April 2018	22,006	21,205	76,244	159,326
April 2019	36,933 (+68%)	27,259 (+29%)	90,424 (+19%)	254,328 (+60%)
April 2020	63,974 (+73%)	551,337 (+1,923%)	149,209 (+65%)	831,226 (+227%)

Table 2. Strong performance in April resulted in high YOY increases across social media and blog.

Social Media Engagements

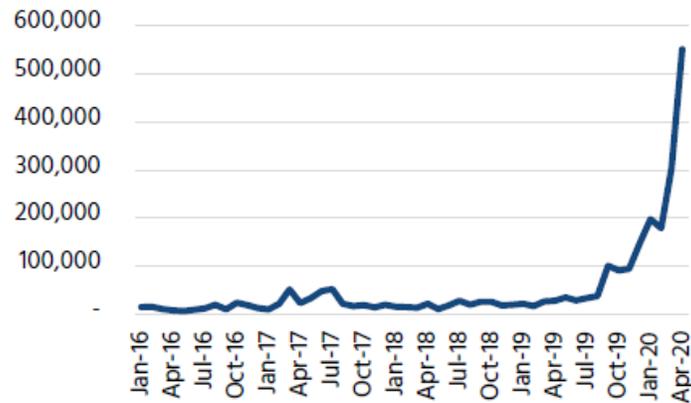


Fig 3. April 2020 is record high for social engaged users.

Social Media Followers

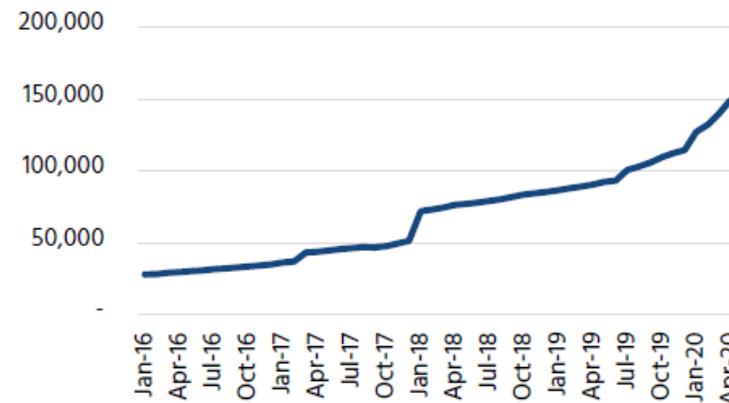


Fig 4. Ochsner is growing a large audience on social media.

Competitor Analysis

Ochsner is leading on social media, outpacing all competitors in posts volume, reach, and engagement. Success on social media is key in boosting brand sentiment, and COVID-19 has given Ochsner the opportunity to further engage with the community and foster positive sentiment through strong and informative digital content.



Part 2: Partners in Storytelling

- Thought Leaders
 - System executives, service line executives/chairs or literal “thought leaders” in a certain field.
- Brand Ambassadors
 - Any level of Ochsner employees (doctors, nurses, corporate employees, clinical employees, etc.) who are not system leaders or executive-level leaders
 - Receive regular email communications to keep them engaged and active in the program
- Influencers
 - External individuals who have a dedicated social following and are viewed as experts in their niche
 - § Mommy bloggers
 - § Health and wellness experts
 - § Fitness gurus
- The New Orleans Saints
 - Using our partnership with the Saints and Pelicans to expand our reach, and share the stories of our #OchsnerHeroes



Thought Leaders

- During this time, it is important that our executive leaders stay connected with our employees and patients to give updated and accurate information.
 - Weekly video updates for employees from executive team
 - Bi-weekly Facebook Live COVID-19 Updates.
 - Videos showing our thought leaders on the frontlines.
 - Redeployed into new roles
 - COVID-19 frontline diaries
 - Thought leaders discussing patient success



Weekly video updates



Warner Thomas, president and CEO of Ochsner Health



Tracy Moffatt, chief nursing officer and vice president of Quality at Ochsner Health



Facebook Lives

Ochsner Health was live.
Published by Console [?] · March 13 · 🌐

Dr. Robert Hart, chief medical officer, and Dr. Katherine Baumgarten, infectious disease specialist, give an update on COVID-19. For more information, visit ochsner.org/coronavirus

WWW.OCHSNER.ORG
LIVE Q&A: COVID-19 Update [Learn More](#)

31,632 People Reached	4,101 Engagements	Boost Again
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Boosted on Mar 13, 2020 Completed
By Melinda Gossard Daffin

People Reached	9.3K	ThruPlays	1.5K
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[View Results](#)

👍❤️😮 Daysi LA, Mark Palmeri and 96 others 31 Comments 92 Shares

Performance for Your Post

31,632 People Reached

16,838 3-Second Video Views

334 Reactions, Comments & Shares 📈

160 👍 Like	97 On Post	63 On Shares
15 ❤️ Love	10 On Post	5 On Shares
1 😮 Wow	1 On Post	0 On Shares
62 Comments	48 On Post	14 On Shares
96 Shares	92 On Post	4 On Shares

3,767 Post Clicks

853 Clicks to Play 📈	557 Link Clicks	2,357 Other Clicks 📈
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NEGATIVE FEEDBACK

10 Hide Post	14 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



Thought Leaders On The Frontlines



Ochsner Health
Published by Adair LeBlanc [?] · April 24 at 1:00 PM · 🌐

Nigel Girgrah, MD, chief wellness officer at Ochsner Health, spoke with Brian Moore, MD, medical director of the Ochsner Cancer Institute, about his current experience being redeployed during the COVID-19 pandemic. Dr. Moore, a head and neck cancer surgeon, has been redeployed to help the critical care teams in one of our new ICUs for COVID-19 patients. Dr. Moore says, "We're doing this as a team... hierarchy, titles, seniority, none of that matters... help comes from everywhere."



Dr. Brian Moore Discusses his New Role During COVID-19
01:56

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

8,956 People Reached	1,119 Engagements	Boost Post
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👍❤️👍 139 6 Comments 35 Shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for Your Post

8,956 People Reached		
3,627 3-Second Video Views		
408 Reactions, Comments & Shares 📈		
273 👍 Like	113 On Post	160 On Shares
73 ❤️ Love	31 On Post	42 On Shares
2 😲 Wow	0 On Post	2 On Shares
25 Comments	6 On Post	19 On Shares
36 Shares	35 On Post	1 On Shares
711 Post Clicks		
89 Clicks to Play 📈	0 Link Clicks 📈	622 Other Clicks 📈

NEGATIVE FEEDBACK

4 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



Ochsner Health
Published by Adair LeBlanc [?] · April 21 at 2:00 PM · 🌐

Dr. Abdul Khan, Pulmonary Services, medical director of ICU at Ochsner Medical Center – West Bank, shares how teams across the system have come together during the COVID-19 pandemic and how we will get through this together. "We have to understand there is a lot of fight left in us, and we are going to keep fighting. We are going to get through this. We are resilient."



COVID-19 Frontline Diaries with Abdul Khan, MD
01:55

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

34,134 People Reached	6,606 Engagements	Boost Post
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👍❤️😂 624 74 Comments 218 Shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for Your Post

34,134 People Reached		
17,180 3-Second Video Views		
2,268 Reactions, Comments & Shares 📈		
1,239 👍 Like	444 On Post	795 On Shares
552 ❤️ Love	200 On Post	352 On Shares
4 😂 Haha	1 On Post	3 On Shares
255 Comments	80 On Post	175 On Shares
218 Shares	218 On Post	0 On Shares
4,338 Post Clicks		
423 Clicks to Play 📈	0 Link Clicks 📈	3,915 Other Clicks 📈

NEGATIVE FEEDBACK

4 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



Thought Leaders Showing Patient Success

Ochsner Health
Published by Melinda Daffin [?] · April 8 at 9:11 AM · 🌐

Dr. Jose Tafur, MD invented the Extubation Dance, demonstrated in this video by respiratory therapist Scott Lee, to celebrate an important milestone in the treatment of a COVID-19 patient. To extubate is to remove a patient from a ventilator; it means a patient is on his way to recovery!



The Extubation Dance
01:08

WWW.OCHSNER.ORG
The Extubation Dance [Learn More](#)

35,658 People Reached	5,773 Engagements	Boost Again
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Boosted on Apr 8, 2020
By Melinda Gossard Daffin Completed

People Reached	7.6K	ThruPlays	3.0K
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[View Results](#)

488 45 Comments 178 Shares

Performance for Your Post

35,658 People Reached
18,521 3-Second Video Views
1,517 Reactions, Comments & Shares f
12 Like 5 On Post 7 On Shares
1,173 Love 494 On Post 679 On Shares
3 Haha 0 On Post 3 On Shares
149 Comments 48 On Post 101 On Shares
180 Shares 178 On Post 2 On Shares
4,256 Post Clicks
769 Clicks to Play f 302 Link Clicks f 3,185 Other Clicks f
NEGATIVE FEEDBACK
6 Hide Post 3 Hide All Posts
0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



Brand Ambassador



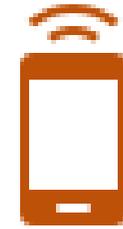
Who

Our most energetic and engaged employees



What

A program where the social team develops content for users to share to their personal social channels through an app in order to build brand awareness and create a network of brand-positive employees.



How

Via the Amplify app connected to your social media



When

Post at your own pace when you find content that is authentic to YOU



Why

FREE STUFF! Insider information, special access to events, other incentives.



Brand Ambassador

- Challenges
 - Misinformation about COVID-19
 - Low morale in the community
- Solutions
 - Using Amplify to send out official Ochsner content related to the virus
 - Call for #OchsnerHero stories



Utilizing Influencers During COVID-19

- #HealthyAtHome Challenge
 - Used influencers to share ideas on how to make staying at home more bearable – or fun, even. So, we've initiated a “challenge” of sorts to encourage our influencers to share what they're doing to stay **#HealthyAtHome**.
 - Encouraged our influencers to use the hashtag **#HealthyAtHome** in their post(s), tag **@OchsnerHealth**, and encourage others to participate by nominating/tagging 3 people to get involved.



#HealthAtHome 2w

@neworleanssongbird and @moveyabrass have great virtual classes lined up to keep you #HealthyAtHome!

neworleanssongbird

Challenge accepted
@ochsnerhealth

WEEKLY VIRTUAL SCHEDULE



Monday	Saturday
Bounce Ya Brass 5:45pm	Goat Yoga Live at Paradigm Gardens 6:00pm
Tuesday	
Stretch Ya Brass 6:00pm	
Thursday	
40 min Zoom Twerk Ya Brass 6:00pm	

Here's my #HealthyAtHome workout this week - thanks to @moveyabrass

I nominate:
@dr.amberleighcarter @tamica @iamstephanieburks @mrs.fammy

#HealthAtHome 2w

@fitnessandfestivals has some great tips for staying #HealthyAtHome when you might not have a ton of exercise equipment on hand.

fitnessandfestivals



tap here

nessandfestivals One of my favorite exercises ttlebell swings and today I had to improvise wit

#HealthAtHome 2w

@fleurdelicious nola #HealthyAtHome

fleurdelicious_nola 19h

Get fresh air! It's springtime in New Orleans and despite what's going on, you should be finding every excuse to get fresh air and exercise. A walk around the block even! I'm loving riding my bike right now.



#HealthAtHome 2w

@nolamaven is staying #HealthyAtHome by going on daily walks in her neighborhood. How are you staying healthy at home?

nolamaven

I was challenged by @vitamin_fi to show you how I'm staying #healthyathome



I have been taking a walk every day. Average between 3 and 4 miles per day.

#HealthAtHome 2w

@livewellwithlauren1 stays #HealthyAtHome by cooking delicious, nutrient dense breakfasts like this!

livewellwithlauren

Best and carrot juice



Over easy egg

1/2 small avocado

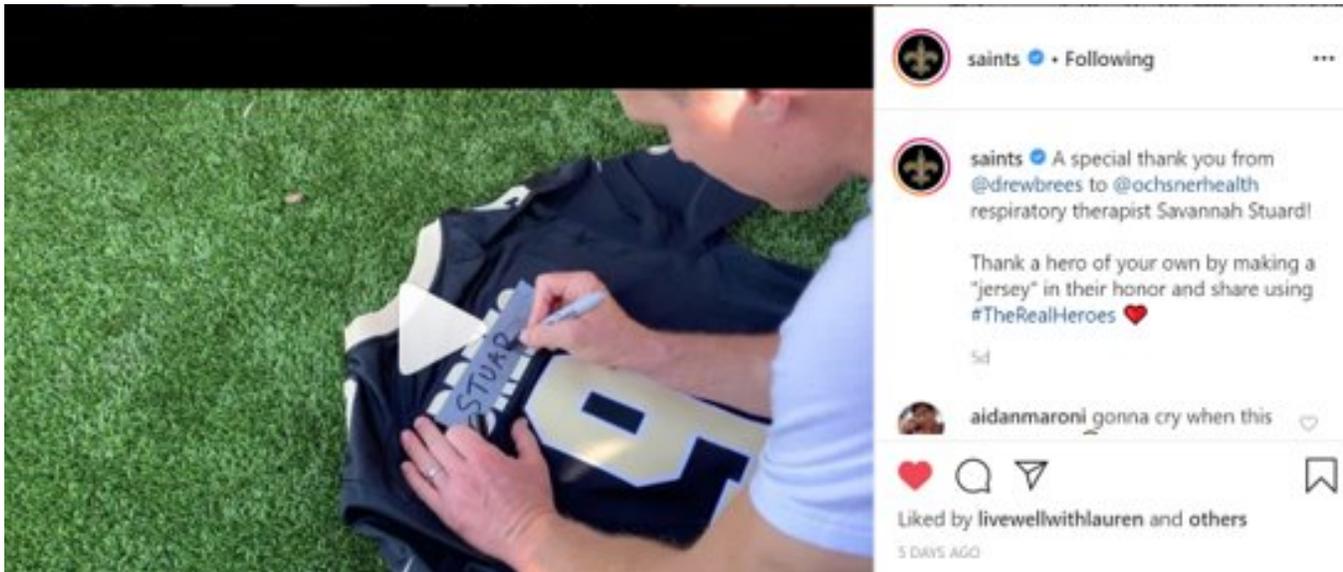
Orange

I cook myself a nutrient dense breakfast



New Orleans Saints

- Through our partnership with the New Orleans Saints, our local heroes, like quarterback Drew Brees, are sharing the touching stories of our #OchsnerHeroes with the world.



https://www.instagram.com/p/B_5xIMrhnOn/

https://www.instagram.com/p/B_Oa5YMB-Cv/



New Orleans Saints

Partner: Ochsner Hea... Brand: (All) Comp: None

KPI 1: Impressions KPI 2: Engagements KPI 3: Reach

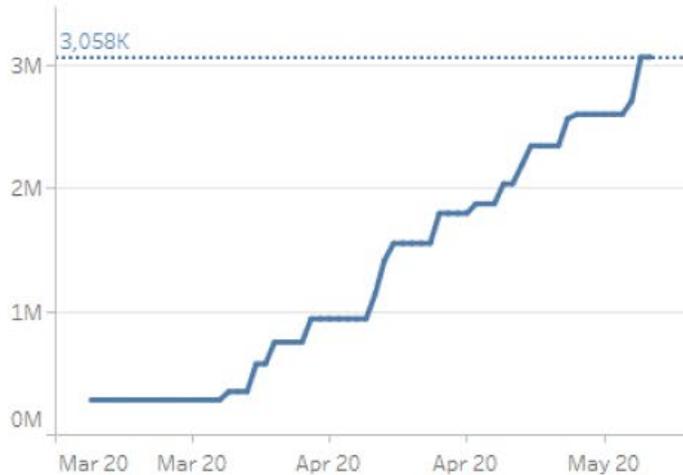
Type: (All) Search: Start: 3/15/2020 End: 5/20/2020

Ochsner®

New Orleans Saints logo and social media icons (Facebook, Instagram, Twitter) and analytics icons.

Impressions

3,058,407



Engagements

104,769



Reach

2,047,417



New Orleans Saints

Date	Team	Platform	Type	Caption	Impressions	Engagements	Reach
5/1/20	Saints	Instagram	Video (Story)	@ochsnerhealth The U.S. Air Force and Louisiana Air Nation..	36,954	0	32,589
				A view of this morning's flyover from the roof of @ochsnerhe..	39,831	0	34,997
5/4/20	Pelicans	Facebook	Video	Dr. Jill West, pediatric psychologist with Ochsner Hospital fo..	13,391	139	11,727
		Instagram	Video (Story)	Dr. Jill West, pediatric psychologist with Ochsner Hospital fo..	16,419	0	14,938
	Saints	Facebook	Video	Saints yoga instructor Jessica Huneycutt talks about the pos..	92,453	1,383	83,713
		Instagram	Video (Story)	Saints yoga instructor @jessica.huneycutt talks about the p..	39,674	0	35,523
5/6/20	Pelicans	Facebook	Photo	Thank you nurses for your selfless dedication and being our h..	16,105	169	14,675
		Instagram	Photo	Thank you nurses for your selfless dedication and being our h..	55,543	2,414	51,469
			Photo (Story)	@ochsnerhealth	15,983	0	13,338
	Saints	Instagram	Video (Story)	@w_clapp @ochsnerhealth	31,271	0	31,222
				@w_clapp @ochsnerhealth THANK YOU NURSES 🙏	33,084	0	31,270
5/7/20	Saints	Instagram	Video	A special thank you from @drewbrees to @ochsnerhealth re..	157,185	10,461	143,456
5/11/20	Pelicans	Instagram	Album	The Pelicans donated 500 @smoothieking smoothies to Ochs..	75,638	6,490	61,214
	Saints	Facebook	Video	Doctor Andrew Gottschalk, director of primary care and spor..	98,768	813	90,680
		Instagram	Video (Story)	Dr. Andrew Gottschalk, director of primary care & sports me..	44,608	0	37,807
5/12/20	Pelicans	Instagram	Video (Story)	_____ 🙏 @sideshowjax_ partnering with @krispykrunchychi..	19,031	0	15,840
				@sideshowjax_ @ochsnerhealth @krispykrunchychicken	18,210	0	15,712
5/18/20	Saints	Instagram	Video	A moment of (eventual) zen from @wil_lutz5 on this #Menta..	107,818	3,630	100,376
5/19/20	Saints	Facebook	Album	Michael Thomas and Raising Cane's Chicken Fingers teamed ..	98,707	3,367	92,180
		Instagram	Photo	👉 @CantGuardMike and @RaisingCanes have teamed up to p..	256,351	26,356	239,371
Grand Total					3,058,407	104,769	2,047,417



New Orleans Saints

- In these stressful and difficult times, our #OchsnerHeroes are also receiving messages of gratitude from Saints players and staff.



https://www.instagram.com/p/B_f7AyVFlkt/



New Orleans Saints

Ochsner Health
Published by Adair LeBlanc (P) · May 6 at 3:45 PM · 🌐

Will Clapp, New Orleans Saints center, former LSU Football player and New Orleans native, offered his thanks in honor of National #NursesWeek. He also shared a special shout out to his wife, a nurse at Ochsner Baptist.

"In honor of National Nurses Week, I just wanted to take some time and thank all the nurses at our healthcare partner Ochsner Health, around the community and around the world. They are doing a great job helping us fight COVID-19 at the frontlines and trying to keep everybody safe."



Will Clapp Thanks Our Ochsner Nurses
00:33

👍 Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

4,173 People Reached	269 Engagements	Boost Post
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👍👍👍 Joan Grego, Kathryn Berrigan and 92 others · 4 Comments

Performance for Your Post

4,173 People Reached

1,534 3-Second Video Views

98 Reactions, Comments & Shares 📊

80 Like	80 On Post	0 On Shares
14 Love	14 On Post	0 On Shares
4 Comments	4 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

171 Post Clicks

27 Clicks to Play 📊	0 Link Clicks 📊	144 Other Clicks 📊
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NEGATIVE FEEDBACK

3 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

<https://www.instagram.com/p/B-NuniYFbkY/>



ochsnerhealth

ochsnerhealth New Orleans @saints defensive end @camjordan94 has this message of support for our healthcare workers: "Thank you for all the first responders, all the doctors, the nurses, the entire medical staff that has been the best, being at the front lines of this pandemic." Thank you, Cam Jordan, for recognizing our Ochsner Heroes!

6w

angelawall42 ❤️
6w 1 like Reply

janasusie Thank you sir!
6w 1 like Reply

👍👍👍
Liked by **jessica.huneycutt** and others
MARCH 26

<https://www.facebook.com/OchsnerHealth/videos/3016628778382933/>



Part 3: The story isn't over

- What did we learn about storytelling from COVID-19?
- What lessons can we apply to the future?



We will continue to write new chapters

- National Nurses Week

Neuroscience at Ochsner
Published by Hootsuite [?] · May 10 at 8:05 AM · 🌐

Today is Mother's Day, and it's also the middle of #NationalNursesWeek. Today, we're honoring Thea Balbon, RN, a member of the neuroscience ICU. "I am a mother to three wonderful boys and a wife to a stroke survivor and Moyamoya warrior (Moyamoya is a rare condition in which the vessels that supply blood to the brain are narrowed). I enjoy hiking, gardening, cooking plant-based meals and watching old Westerns. "I feel fortunate to be part of the neuro ICU team at Ochsner bec...
See More



National Nurses Week 2020

Neuroscience at Ochsner
Published by Hootsuite [?] · 4 hrs · 🌐

Today's #OchsnerHero is RN Susan Mabile! Sally Roberts, director of nursing, neuroscience progressive unit, said, "Susan is an awesome nurse. She takes excellent care of her patients. She brings joy and a wonderful sense of humor!"
Thank you, Susan! To support nurses like her, visit ochsner.org/supportnurses.



National Nurses Week 2020

Ochsner Health's post

Ochsner Health
Published by Melinda Daffin [?] · May 6 · 🌐

Add a description

Tag Photo Edit

27,254 People Reached 5,155 Engagements **Boost Again**

Boosted on May 6, 2020
By Melinda Gossard Daffin Complete

People Reached: **10.5K** Post Engagement: **1.6k** View Rest

4 Likes 1 Comment

Like Comment Share

Most Relevant

Comment as Ochsner He... Tag Photo Options Send in Messenger



We will continue to build relationships

- Personal contact with supervisors who can feed us great Ochsner Heroes stories is key
- We will make the most of having team members onsite at our locations throughout Louisiana and Mississippi
- We will think of ways to create new relationships with people who can suggest great stories



A storytelling challenge for you

- Get out a pen and piece of paper. Write down three people who can suggest hero stories at your hospital. If you don't know their names, write down job titles of people who would be good to get to know.
- How can you get to know these people better? Do they have your cell phone number? Direct email address? Can you meet them for coffee? Have they met you in person?

