



## 5 Things Healthcare Providers Can Share on Social Media

*This is an extra resource to go along with the original article:*  
[5 ways to stay HIPAA compliant when using social media](#)

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While it's important for healthcare providers to know their limitations when it comes to what information they can share on social media, it doesn't mean that you shouldn't engage patients online. Here are a few great ways you can use social media to improve the reputation of your clinic.

### 1. Share Healthcare News and Education

Social media gives people the ability to access information about healthcare relatively quickly, so it can be a great thing for patients to come to your social media accounts for that information first. A few types of information you can share include:

- News about new technologies
- Introductions to new doctors, techniques or treatments
- Questions about various healthcare-related topics
- Pre- and post-op care information
- Best practices for visiting the doctor or clinic
- Updates related to your practice or facility

### 2. Gain Insight on Competitors

Healthcare providers can also use social media to evaluate their competitors or gain feedback and other insights from patients about policies and practices that need to be improved. Follow other healthcare accounts online, track your own social media metrics, and create surveys or polls to monitor patient satisfaction.

### 3. Offer Training and Insight to Other Medical Professionals

Social media is not just for patients. Physicians and other healthcare providers can offer information and training resources (articles, webinars, presentations, etc.) for other providers. They can also use social media to announce events or ask questions to other physicians (provided that there's still no HIPAA violations). Using forums for posting training videos or other resources can help create an online resource center for clinics too.

### 4. Support and Promote Healthcare-related Causes

There are many issues that affect healthcare and charities and other organizations that work toward helping patients receive the best care possible. You can always use social media to discuss important healthcare policies and issues or to promote other providers or organizations



that are working to help patients so that patients know you care about more than just the bottom line.

## 5. Communicate in Times of Crisis

Social media provides a live feed that's perfect for minute-by-minute updates, which can help in times of crisis. This is especially important for hospitals or larger clinics that may be affected by things like capacity, operation status or emergency room access. Maintaining an active social media presence will allow you to update patients and loved ones about situations that might affect their care. You can also pass along information shared by organizations like the Red Cross or the CDC if necessary.