Ohio Hospitals Social Media Investment Expands

New Study Reveals Social Media Use of Ohio Hospitals

(COLUMBUS, Ohio) – Ohio hospitals are increasingly turning to social media to communicate, a new statewide survey reveals. The study, titled *A Healthy Dose of Social Media-2015 Checkup*, shows how hospitals are spending more time and more money on social media but often still lack the resources to dedicate full-time staff.

The study, conducted by the Ohio Hospital Association and Mindset Digital LLC, can be found online by clicking here. An infographic is also available here.

“We are seeing Ohio hospitals continuing to invest in social media strategy to promote wellness and health care in our communities,” said John Palmer, director of public affairs, OHA. “Compared to our initial study in 2012, Ohio hospitals are allocating more resources to establish a viable presence on key social media sites.”

Based on the survey, hospitals are primarily using these channels to connect with their communities and promote brand awareness. But, most social campaigns by hospitals are about spreading health awareness, the report found.

“Hospitals have made it a priority to build relationships, and they are using Facebook, Twitter and other social channels to develop meaningful connections for education and engagement,” said Spencer Hunt, analyst and program manager at Mindset Digital.

Results indicate that Ohio hospitals are incorporating social media into their overall communications strategy but only 35 percent making social media a full-time responsibility.

OHA and Mindset Digital partnered to survey Ohio hospitals in 2015. Representatives of 36 percent of OHA’s membership — including a broad mix of small hospitals (less than 100 beds), large hospitals and hospital systems — responded to this survey. The survey focused on how hospitals utilized and managed social media. OHA worked with Mindset in 2012 on a similar survey.

About Mindset Digital

Mindset Digital, LLC helps hospitals and other clients take advantage of social media to engage supporters, enhance their reputations and reach large audiences. In short, we show clients how to get attention in a digital age. Visit our website at mindsetdigital.com and follow us on Twitter @mindsetdigital.

About OHA

Established in 1915, the Ohio Hospital Association represents 219 hospitals and 13 health systems throughout Ohio. OHA, marking its centennial year in 2015, is the nation’s oldest state hospital association. With a mission to collaborate with member hospitals and health systems to ensure a healthy Ohio, OHA is focused on three strategic initiatives: patient safety and quality, advocacy and economic sustainability.

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