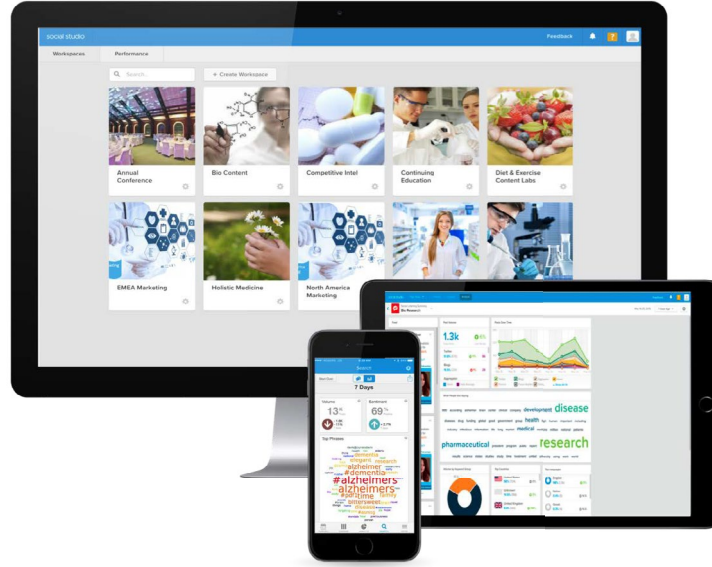


Product Snapshot

Social Studio for Healthcare Providers





Connect Social to Your Entire Organization

Join the conversation with Social Studio.

- **Adoption Focus:** Drive organization-wide adoption with a complete suite that is easy to deploy, easy to use, and mobile-first.
- **Connected:** Extend social to your business with native Salesforce social features and integration with third-party apps.
- **Efficient:** Leverage automation and intelligence to maximize your investment in social.
- **Relevant:** Integrate with social advertising, rich content, and multichannel marketing programs.
- **Secure:** Trust an enterprise solution from the leading cloud platform.



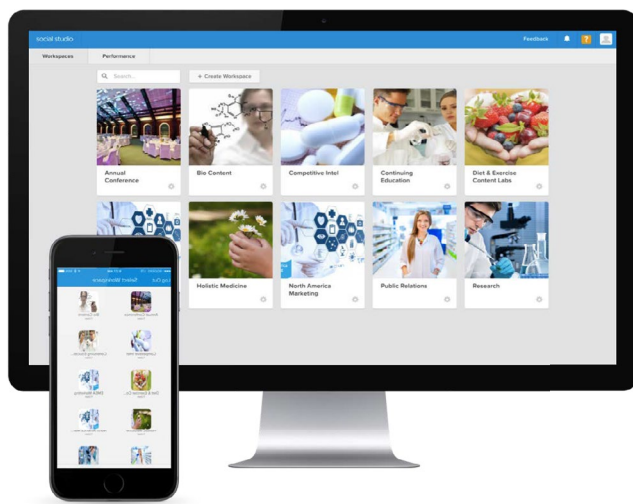
Get Closer to Your Social Community

Listen. Publish. Engage. Care.

There's no denying it. Social media can quickly turn chaotic when you're juggling multiple teams, facilities, and social accounts while keeping up with social trends and managing your patient community. Keeping your social strategy aligned with your overall marketing and communications efforts complicates this challenge. We've solved all this with Social Studio.

Streamline your entire social patient outreach, listening, and engagement processes in one place to:

- Securely manage your brand and communications on social.
- Organize your social accounts and teams for efficient collaboration and compliance.
- Listen for patient experience, potential issues, and other insights in real time across all popular social networks.
- Plan, publish, and share your content without friction while complying with your content governance policies.
- Grow your content audience and community with built-in social ads.
- Engage with patients, employees, and your community on social in a secure application.



Designed for Small to Enterprise Teams

Start with Social Team. Scale to Enterprise.

With Social Studio, you can use Workspaces to organize teams quickly around campaigns, outreach, events, and regions on the right social accounts. From content collaboration to listening and engaging in the conversation, teams can now operate nimbly at social speed.

Easy self-serve setup means your teams can focus on results instead of training. At a corporate level, you can see performance across all social channels at a glance, or filter down to view spikes in content for a particular region or around an event. Seamlessly share high-performing content, and seed content out to different facilities and teams with ease.



Listen to and Analyze Conversations

Understand what patients say about your services, facilities, staff, and your brand.

It all starts with listening, so you can easily tap into the voice of your patients to ensure your social efforts are relevant and effective.

Quickly and easily create dashboards so you can watch and report on activity in your social properties. Watch for fresh topics and trends so your marketing content and activities are relevant to the world of social.

Drill down to the post level so you don't miss a single comment. Listen to mentions of your facilities on the billion sources we monitor – and use these insights to drive your marketing strategies.

Plan Content Months in Advance

Collaborate and execute at scale.

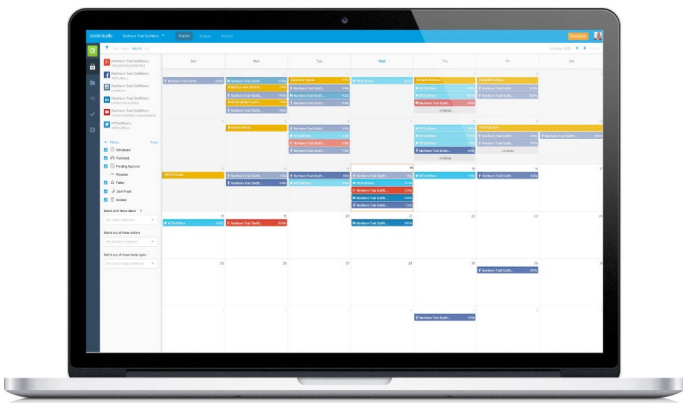
Depend on Social Studio's visual content calendar to give you a complete view of your activity across your social accounts.

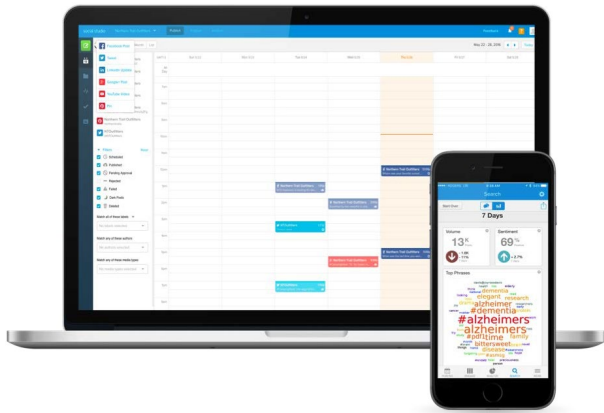
Schedule and preview a post, and attach images from your Getty account, Shutterstock, or your own Digital Asset Manager.

Target your audience, save for review, or submit for approval. With Social Studio, you can set up automated approval rules for your teams, protecting your brand in the social world.

Easily follow the performance of any post with real-time metrics. The calendar view is your cutting-edge tool to plan, schedule, and approve your best content in advance.

Leverage shared content created by other teams.





Create Content That Matters and Amplify Healthcare Thought Leadership

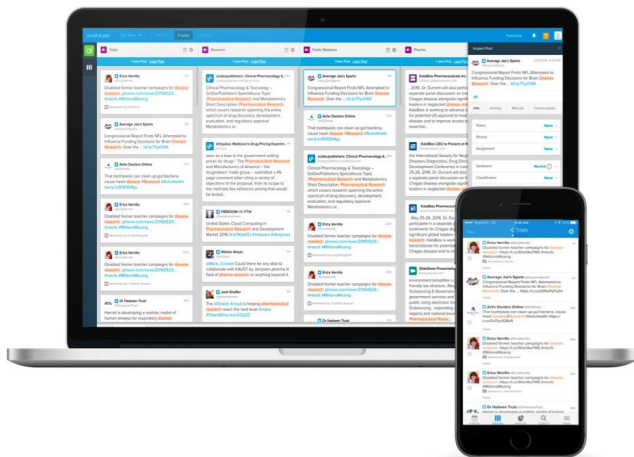
Publish relevant content and engage with patients at the speed of social.

Using your publishing efforts to get close to your community and continue the conversation is key to driving advocacy and reach.

Schedule “dark posts” for sponsored ads, and boost ad performance with the paid social application.

Leverage third-party apps and plug your Digital Asset Manager into Social Studio, keeping all of your digital assets at your fingertips.

With Social Studio, teams can monitor their own social accounts, plus any brand, competitor, or industry mention from over a billion sources – and filter conversations and respond directly to customers in real time.



Build a Community of Brand Advocates and Influencers

Scale engagement across multiple teams and departments.

Monitor conversations across both owned channels and earned conversations.

Discover, track, and engage fans, influencers, and brand detractors.

Scale engagement with workflow, assignments, and teams.

Drive efficiency with customizable, automated categorization, and routing.

Take engagement on the go with a secure mobile app.

Optimize Reporting to Show ROI

Use intelligent one-click reporting to understand KPIs, plus advanced channel-specific downloads.

Intelligent one-click reporting gives you a real-time snapshot on content performance and engagement.

With Social Studio, you can target the most responsive audience to ensure the highest return on your social investment. Compare engagement on posts across networks.

Share content with other teams and continue to track performance as posts are used for other brands or geographies.

Scale with the Automation Engine

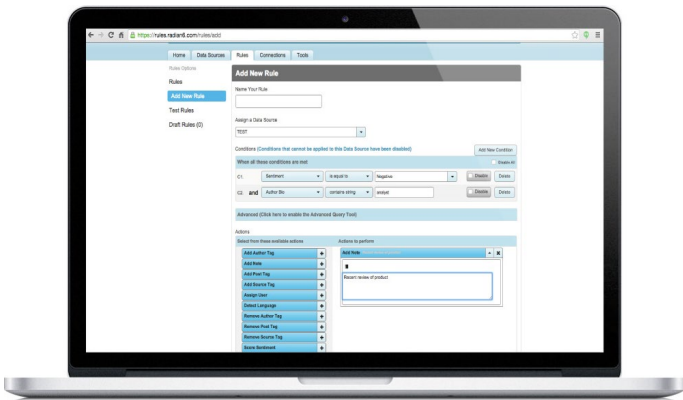
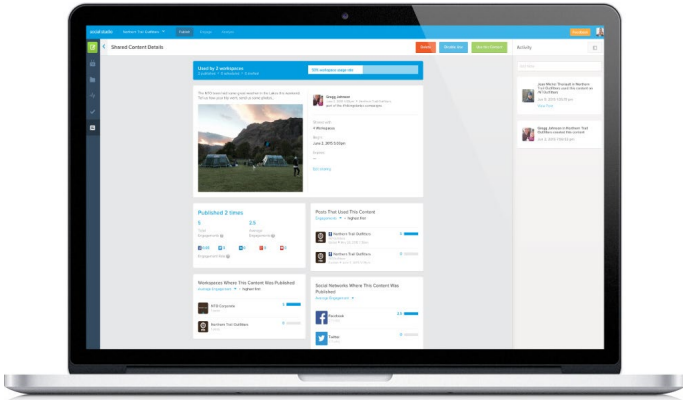
Ensure the right posts are tagged, classified, and routed properly

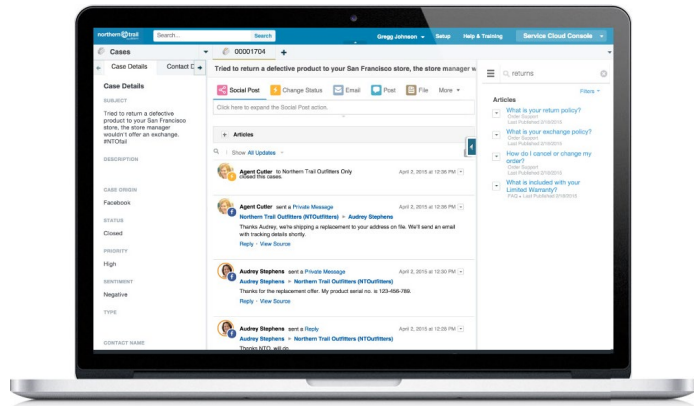
Leverage the automation engine to create “if this, then that” rules to your social content.

Automate the tagging of influencers, brand advocates, and detractors.

Streamline your social care workflow process and delight your customers with a native connection to Salesforce.

Bring your social reporting to the next level by automating the classification of posts and analysis of past launches, campaigns, and competitive intelligence.





Deliver Great Patient Care for All the World to See

Social Is native to Service Cloud.

Provide a world-class customer experience with a multichannel 360-degree contact view.

Drive agent productivity with an industry-leading knowledge base, intelligent routing, and customizable agent tools.

Integrate transactional data and information from other third-party systems.

Drive and monitor performance with real-time reporting, dashboards, and SLA alerts.

Key Takeaways

Give your team Social Studio, the only solution designed for the social healthcare professionals, designed by social pioneers.

- **Adoption Focus:** Drive enterprise-wide adoption with a complete suite that is easy to deploy, easy to use, and mobile-first.
- **Connected:** Extend social to your business with native Salesforce social features and integration with third-party apps.
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Want to learn more?

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