

Social Media Communications Toolkit for HCPs

COVID-19 edition



Why communicate over social media?

Communication

Enables your clients and partners to be in touch with you during these challenging times.

Access to information

Provides your clients and partners with reliable information about you and your services.

Community management

Manages the 'atmosphere' through your channels (sharing hope and encouraging messages).

Brand management

Solidifies your positioning as a reliable brand.

Business strategy

It should form part of a long-term strategic approach, which will pay off long after the crisis.

Social media strategy

1

Take care of your clients

2

Ensure the continuity of your business

Social media strategy

1

Take care of your patients

1. Show empathy and **focus on the human aspect of your content** and offer your patients reassurance.
2. Support your patients with **relevant information** on topics that could make their patients' lives easier, e.g. “What can I do if my hearing aid is broken?” and “How can I get medical advice from home?” Give hygiene and behavioural guidelines related to hearing aids.
3. **Listen** carefully to your patients on social media to **understand them and their needs better**; interact with them.
Social media listening can give you relevant insights and help you to offer even better services.
4. **Avoid content that could hurt feelings**, e.g. Inappropriate content, jokes or messages that could come across as too optimistic. Social distancing is hard for many people. Always think twice before posting content. Ask yourself a question: Is this appropriate in the current fast-changing context?

Social media strategy

1

Take care of your patients: Examples

As people are in self-quarantine, our world is becoming increasingly virtual. This includes moving social interactions from in-person to online. Find a listing of the best group video calling apps for hearing loss.

#HearingLoss #HearingHealthAwareness



HEARINGLIKEME.COM

A guide to group video calling apps for hearing loss - Hearing Like Me ✓

The thought of endless quarantine got you down? Check out these 6 tips from Audiologist, [Rachel Bishop, Au.D.](#) on how to care for yourself in lock-down.

#PhonakAudiologyBlog #Audiology #AudPeeps



You can't pour from an empty glass

audiologyblog.phonakpro.com

Social media strategy

1

Take care of your patients: Examples

Are you looking for fun and creative ways to keep your kids busy at home? Leo our mascot can help! Leo coloring pages are fun to color and turn into interactive 3D worlds! Find out how to download these augmented reality coloring pages and the Quiver app - <http://ow.ly/MheA50z5Bik> ✓ #PhonkakKids



Imagine being able to have your #MarvelByPhonak hearing aids adjusted remotely and in real-time by your hearing care provider? Keith Swinden shares that Phonak Remote Support on the myPhonak app works as seamlessly as when his IT guy goes into the back end of his computer to fix things! https://youtu.be/o_Dxsiu1dM ✓

#LoveAtFirstSound #MultifunctionalMarvel



YOUTUBE.COM

Access hearing care remotely | Phonak Remote Support ✓

Have your Phonak Marvel™ hearing aids adjusted remotely and in real-ti...

Staying healthy is top of mind for all these days. That's why we're proud to be featured in Mediaplanet's Vision and Hearing Health. #HearingLoss #HearingHealthAwareness <http://ow.ly/PtiG50z0YYQ> ✓



FUTUREOFPERSONALHEALTH.COM

The New Technology That's Helping Reduce the Stigma of Hearing Aids - Future of Personal Health ✓

Social media strategy

1

Take care of your patients: Additional content ideas

1. Focus on **online solutions**, offer e-training on how to install/use remote support, etc.
2. Offer **free guidance** for your patients (i.e. Infographics about relevant topics, such as “What should you do if your hearing aids break and you cannot leave your house?” or “How to contact your audiologist from home.”)
3. Offer **ideas for staying at home**: Links to online courses, podcasts, books, e-books etc.
4. Stay **positive and encouraging**; and be authentic: e.g. How people help each other during COVID-19, how you’re helping people with solutions and ongoing support.
5. Share **stories of yourself and your employees** (we are all in this together, we will make it through together).
6. Share **stories of your patients** and how they are doing their best during this crisis.

Social media strategy

2

Ensure the continuity of your business

How?

1. Reflect on and **re-think your business approach** if needed. This challenging time can bring new business opportunities.
2. If applicable, inform yourself about available **government financial support**.
3. Search for **collaborations** among your networks. We are stronger together.
4. **Attend online conferences and webinars** to learn and get to know potential partners.
5. **Stay informed** about new solutions and approaches:
<https://audiologyblog.phonakpro.com/>
6. Contact us if you need any additional support – **we are here for you**.

Together,
we change lives