



# Educational Content Analysis

JUNE 2016



## EDUCATIONAL CONTENT ANALYSIS

In order to gain a deeper understanding of the blog and social media strategies of top industry competitors, TrendyMinds performed a comprehensive analysis of Cincinnati Children's Hospital, the Children's Hospital of Philadelphia and Riley at Indiana University Health blog article posts.

TrendyMinds evaluated posts from the pediatric healthcare audit with content that was categorized originally as educational. Posts from this six month period were further analyzed to gain insights into the performance of this content.

*Note: The original pediatric healthcare audit was performed with data from 10/28/15 to 04/18/16.*

### Research Overview

In analyzing these three pediatric healthcare systems, TrendyMinds looked at specific criteria from educational article posts over the past six months. While evaluating these posts, TrendyMinds looked into the following criteria:

- **Authorship:** The title of each author falls under the following:
  - Expert (MD, Ph.D., etc.)
  - General healthcare staff
  - Social media team
  - Specific departments
- **Category:** Each post falls under one of the following educational categories:
  - Child Safety & Wellness
  - Condition
  - Family Wellness
  - Medicine & Vaccines
  - Research
  - Teen Safety & Wellness
- **Cross-linkage:** Links within the post directing to other website pages and/or social media channels:
  - External
  - Internal



- **Format:** Format is defined by the following:
  - General
  - Interview
  - List
  - Q&A
  
- **Image type:** Type of image is defined as the following:
  - Stock
  - In-house
  - Personal
  - Graphic
  - Video
  
- **Reader level:** The articles target an audience reader level of one of the following:
  - General
  - Expert
  
- **Sources:** A person or organization specifically cited within the text.
  
- **Tone:** Tone is defined as:
  - Authoritative
  - Light-hearted
  - Nurturing
  - Uplifting
  
- **Type of interactions:** How the audience is interacting with the article on social media.
  - Comments
  - Likes
  - Shares
  
- **Word count:** Number of words in each article.

**AUTHORSHIP**

TrendyMinds evaluated the roles of article authors for each healthcare system.

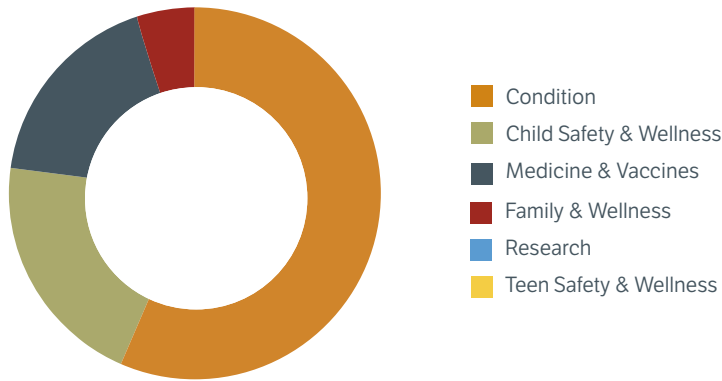
Cincinnati Children's	CHOP	Riley at IU Health
75 percent of posts for Cincinnati Children's were written by experts with MD, Ph.D. and Psy.D. titles. The remainder of the articles were written by general healthcare staff and the social media team, respectively.	CHOP attributed each of their articles to the "Research Communications" team.	Riley at IU Health attributed very few posts to a specific author or department. These select few posts were attributed to an expert with an MD title.

### CATEGORY

TrendyMinds evaluated each article classified as educational from the original pediatric healthcare system audit and organized them into six categories. Below are the number of Facebook interactions (shares, likes and comments) per category for all three healthcare systems from the past six months. While each post garnered LinkedIn, Twitter, Google Plus and Pinterest shares, they were not enough to suggest any significant engagement or insights at this time.

### Total Interactions

#### CINCINNATI CHILDREN'S



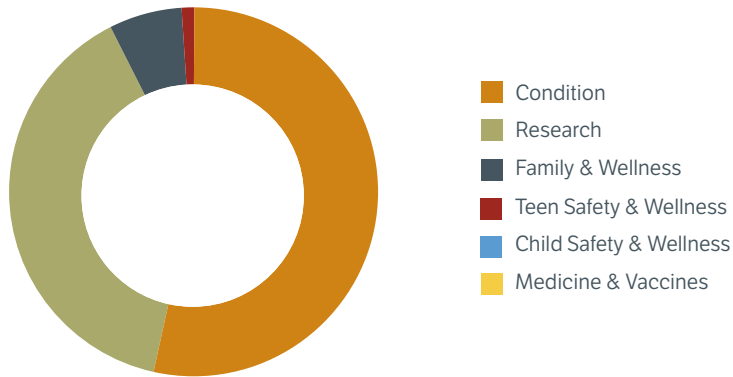
### Interactions Breakdown

\*TrendyMinds evaluated the total interactions (shares, likes and comments) of posts for each healthcare system. Total interactions for each category was then divided by the total interaction for each healthcare system to establish the amount of interactions generated by each theme.

Category	Posts	Interactions	Total Interactions*
Condition	5	6,146	56.33%
Child Safety & Wellness	4	2,270	20.80%
Medicine & Vaccines	2	1,953	17.90%
Family & Wellness	1	540	4.95%
Research	0	0	0%
Teen Safety & Wellness	0	0	0%

**Total Interactions**

CHOP



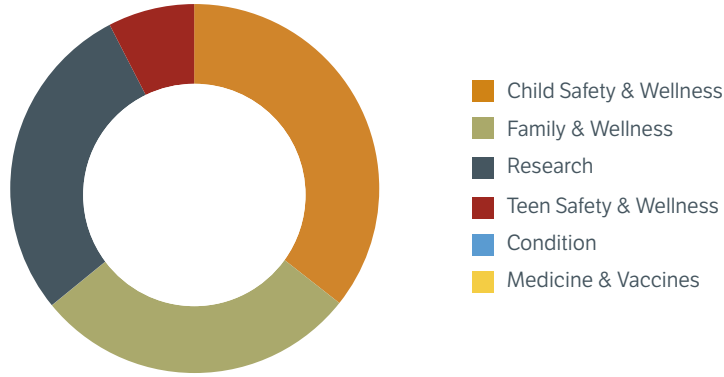
**Interactions Breakdown**

*\*TrendyMinds evaluated the total interactions (shares, likes and comments) of posts for each healthcare system. Total interactions for each category was then divided by the total interaction for each healthcare system to establish the amount of interactions generated by each theme.*

Category	Posts	Interactions	Total Interactions*
Condition	4	483	53.37%
Research	10	356	39.33%
Family & Wellness	1	58	6.40%
Teen Safety & Wellness	1	8	0.88%
Child Safety & Wellness	0	0	0%
Medicine & Vaccines	0	0	0%

**Total Interactions**

RILEY AT IU HEALTH



**Interactions Breakdown**

*\*TrendyMinds evaluated the total interactions (shares, likes and comments) of posts for each healthcare system. Total interactions for each category was then divided by the total interaction for each healthcare system to establish the amount of interactions generated by each theme.*

Category	Posts	Interactions	Total Interactions*
Child Safety & Wellness	6	66	35.67%
Family & Wellness	2	53	28.64%
Research	2	52	28.10%
Teen Safety & Wellness	1	14	7.56%
Condition	0	0	0%
Medicine & Vaccines	0	0	0%

## AVERAGE INTERACTIONS PER CATEGORY

Average interactions per category is calculated by adding the total number of shares, likes and comments under each category for the respective healthcare system and then dividing that total by the number of articles in the category.

Category	Cincinnati Children's	CHOP	Riley at IU Health	Total
Condition	1,229.20	120.75	N/A	1,349.95
Child Safety & Wellness	567.50	N/A	11	578.50
Medicine & Vaccines	976.50	N/A	N/A	976.50
Family & Wellness	540	58	26.50	624.50
Research	N/A	36.60	26	61.60
Teen Safety & Wellness	N/A	8	14	22

## CROSS-LINKAGE

In analyzing the cross-linkage in each blog post, TrendyMinds found that each healthcare system took a different approach.

Cincinnati Children's	CHOP	Riley at IU Health
Cincinnati Children's had an average of five links per post. They typically had several links directed to other Cincinnati Children's pages and infrequently linked to external sites such as the CDC.	CHOP linked out significantly more than Cincinnati Children's and Riley at IU Health. On average, each post had 12 links. About half of the links in each post directed users to another CHOP page, and the rest linked to external sites such as medical journals and authoritative news sites.	Riley at IU Health used far fewer links than the other two healthcare systems, with an average of two per post. Riley at IU Health rarely links to other Riley or IU Health pages and directs most of their links to government-run health sites.



## POST FORMAT

Each article fell into one of three formats. TrendyMinds identified these formats as general, list and Q&A.

Cincinnati Children's	CHOP	Riley at IU Health
Cincinnati Children's formatted eight of their posts in a general format and had five articles in a list format.	CHOP formatted 11 of their posts in a general format and also had two in a list format. CHOP was the only healthcare system to use a Q&A format, with three articles falling into that format.	Riley at IU Health used lists for the majority of their posts with eight in that format. They had two general posts and one that was an infographic, which no other healthcare system had.

## IMAGE TYPE

TrendyMinds found that all three healthcare systems used more stock photos than any other image type to accompany their posts. Both Cincinnati Children's and CHOP used a few in-house professional photos. There did not appear to be any relation between image type used and engagement in post.

## READER LEVEL

TrendyMinds categorized each post into either a general or expert reader level.

General	Expert
Both Cincinnati Children's and Riley at IU Health targeted a general audience with their reader level. The articles were fairly short, with the longest Cincinnati Children's article being less than 900 words and Riley at IU Health's being less than 600 words. They were very easy to read and comprehend, making them ideal for the average reader.	CHOP used a more expert reading level to write their posts. While their posts seem to be appropriate for anyone doing further research into specific conditions or studies, they used more expert-level vocabulary than the others, and had much longer posts, with their shortest article having over 400 words and their longest being just over 1,600.



## SOURCES

TrendyMinds defined sources as people, studies and organizations that were quoted or specifically referenced within a post.

Cincinnati Children's	CHOP	Riley at IU Health
Cincinnati Children's only used sources in approximately 50 percent of their posts. Most of their sources were internal studies or healthcare staff, with only two being from an external source.	CHOP used sources for about two-thirds of their articles. Most of their sources were internal healthcare officials and studies, the rest were external journals and organizations.	Riley at IU Health also uses sources for roughly two-thirds of their posts. Of their sources, half are internal sources from Riley and IU Health, and the other half are external sources from authoritative organizations in health.

## TO NE

In defining article content tone, TrendyMinds defined each post as authoritative, light-hearted, nurturing or uplifting. Each tone is defined by the following criteria:

- **Authoritative:** Posts that aim strictly to educate the reader on important topics in a clear and uniform way, and often come from the voice of a healthcare professional.
- **Light-hearted:** Posts that are not considered urgent or have little to do with healthcare. These are written purely for the enjoyment of the reader.
- **Nurturing:** Posts where the writing style is more casual and focuses more on feelings, concerns and guidance rather than urgent healthcare topics.
- **Uplifting:** Success stories and patient journeys.

Cincinnati Children's	CHOP	Riley at IU Health
Because Cincinnati Children's focuses most of their posts on conditions and wellness, they tend to take authoritative or nurturing tones. While they had only one uplifting post, it was their second most engaged-with post. This suggests that people like hearing success stories about patients.	CHOP writes a lot of in-depth posts about research, which results in an authoritative tone. While CHOP had only one article that TrendyMinds classified as nurturing, that article had more overall engagement than any of their authoritative ones.	Riley at IU Health uses mostly nurturing tones in their posts, which focus mostly on wellness, and some authoritative tones, they also had one light-hearted post. Posts got the most engagement when there was a combination of an authoritative and nurturing tones within the article.





## WORD COUNT

TrendyMinds categorized word count in increments of 200. Below are the number of posts from each healthcare system in their respective word count ranges.

Word Count	Cincinnati Children's	CHOP	Riley at IU Health
200 or less	1	0	1
201-400	0	0	4
401-600	3	3	6
601-800	5	7	0
801-1,000	3	1	0
1,000-1,200	0	4	0
1,201-1,400	0	0	0
1,401-1,600	0	0	0
1,600 or more	0	1	0

## INTERACTIONS BY WORD COUNT

TrendyMinds categorized word count in increments of 200. Below are the average interactions per word count increments from each healthcare system.

Word Count	Cincinnati Children's	CHOP	Riley at IU Health
200 or less	2,353	N/A	0
201-400	N/A	N/A	12.5
401-600	511.33	46.66	22.5
601-800	727.40	41.85	N/A
801-1,000	1,128.33	20	N/A
1,000-1,200	N/A	25.50	N/A
1,201-1,400	N/A	N/A	N/A
1,401-1,600	N/A	N/A	N/A
1,600 or more	N/A	350	N/A

## Recommendations

### READER LEVEL

Overall, all three healthcare systems article posts that were targeted to a more general audience were more engaged with than expert level article posts. This leads us to believe that users are interacting with healthcare articles in a more generic, quick and easy-to-understand way. This also leads us to believe that the audience interacting with these posts is a more general audience vs. specialists or subject matter experts.

- **Recommendation:** Continue writing and sharing content that resonates with a more general audience but that is also quick to read and easy-to-understand.

### TO NE

The majority of Cincinnati Children's posts tend to take an authoritative or nurturing tone. However, the one uplifting post from Cincinnati Children's was their second most engaged with post. CHOP tends to write in an authoritative tone and Riley at IU Health focuses mainly on nurturing tones.

- **Recommendation:** Continue focusing content writing with a nurturing tone as this has garnered strong engagement for Riley at IU Health. As uplifting posts have seen high engagement for Cincinnati Children's, and even for IU Health in our adult healthcare system audit, mixing up content to include uplifting posts would be an interesting test with the Riley at IU Health audience.

### ENGAGEMENT

Cincinnati Children's Hospital receives the most interactions per post for posts that fall within 400-1,000 words. CHOP receives the most interactions per post for posts that fall within 400-800 words. Riley at IU Health receives the most interactions for posts that fall within 400-600 words.

- **Recommendation:** Consider increasing the word count of articles published to upwards of 800 words. With the larger word counts for Cincinnati Children's Hospital posts, this leads us to believe that if content is relevant, users will read longer articles because they are interested in the content provided

### ARTICLE CATEGORY

Cincinnati Children's and CHOP both see high levels of overall interactions with articles published in the Conditions category; however, Riley at IU health does not have any articles published within the Conditions category over the past six months.

- **Recommendation:** Consider writing and publishing more articles that fall within the criteria for the evaluated Conditions category. As Cincinnati Children's and CHOP are both seeing high levels of interactions with these articles, we are confident this addition would boost overall interactions for these types of articles with Riley at IU Health.



## CROSS-LINKING

Cincinnati Children's uses on average five links per post. Currently, Riley is using the fewest cross links of all the evaluated healthcare systems.

- **Recommendation:** Consider additional cross links of related website pages in article posts. Cross linking to internal website pages has a positive impact on SEO. Search engines evaluate linking structure to see which content is most valuable and authoritative on the website. Linking to a relevant website page from the article post will make that internal website page look more authoritative.