Indiana University Health
Healthcare Instagram Audit
June 2016

To better understand the Instagram strategies of top industry competitors, TrendyMinds performed a comprehensive audit of Mayo Clinic, Cleveland Clinic, Indiana University Health and Peyton Manning Children's Hospital Instagram channels.

Note: *Instagram accounts were not found for Cincinnati Children's Hospital Medical Center, Children's Hospital of Philadelphia and Riley Hospital for Children at Indiana University Health.*

Research Overview

In auditing these four healthcare systems, TrendyMinds looked at channel history over the course of six months to determine patterns in shares, content themes and overall post and page engagement.

While evaluating these posts, TrendyMinds identified the following common content themes:

- **Community:** Posts that highlight community messages, involvement and sentiment such as volunteer days
- **Conditions & Treatments:** Posts that highlight specific health conditions and related treatments
- **Education:** Posts that highlight student education, specifically STEM-related fields
- **Health & Wellness:** Posts that highlight fitness, healthy living, diets, healthy eating and inspiration to live an overall healthy lifestyle
- **Hospital Team:** Posts that highlight the hospital's team such as a specific week of celebration and praise
- **News:** Hospital news including updates, news releases and announcements on hospital executives and board members
- **Patient Stories:** Posts that highlight patients' stories and journeys
- **Research:** Posts that highlight research and studies

Instagram Analysis

Below is the overall platform analysis for Mayo Clinic, Cleveland Clinic, IU Health and Peyton Manning Children's Hospital.

	Mayo Clinic	Cleveland Clinic	IU Health	Peyton Manning Children's Hospital
Posts	119	547	96	298
Followers	13,100	13,900	878	708
Following	165	7	265	232

Publishing Frequency

Mayo Clinic	Cleveland Clinic	IU Health	Peyton Manning Children's Hospital
3-7 per month	2-6 per month	8 per month	1-2 per month

Content Themes

TrendyMinds evaluated content themes and organized posts into eight categories. Additionally, TrendyMinds analyzed the total number of posts over the past six months and total engagement, including likes and comments.

TrendyMinds evaluated the total engagement (likes and comments) of the top 25 posts for each healthcare system. Total engagement for each theme was then divided by the total engagement for each healthcare system to establish the amount of engagement generated by each theme.

Mayo Clinic

Theme	Posts	Likes	Comments	Total Engagement*
Community	9	1,883	19	33.38%
News	5	1,128	22	20.18%
Hospital Team	3	951	35	17.30%
Patient Stories	3	704	4	12.42%
Conditions & Treatment	2	370	9	6.65%
Education	2	371	7	6.63%
Health & Wellness	1	192	2	3.40%
Research	0	0	0	0%
TOTALS	**25**	**5,599**	**98**	

Cleveland Clinic

Theme	Posts	Likes	Comments	Total Engagement*
News	11	3,282	70	42.95%
Community	4	1,666	32	21.76%
Hospital Team	4	1,111	28	14.59%
Patient Stories	3	776	11	10.1%
Conditions & Treatment	2	590	29	7.93%
Education	1	208	0	2.66%
Health & Wellness	0	0	0	0%
Research	0	0	0	0%
TOTALS	**21**	**7,779**	**171**	

IU Health

Theme	Posts	Likes	Comments	Total Engagement*
Community	11	438	7	47.54%
Patient Stories	4	146	1	15.70%
Hospital Team	4	144	2	15.59%
News	4	127	1	13.67%
Conditions & Treatment	2	68	2	7.47%
Education	0	0	0	0%
Health & Wellness	0	0	0	0%
Research	0	0	0	0%
TOTALS	**25**	**923**	**13**	

Peyton Manning Children's Hospital

Theme	Posts	Likes	Comments	Total Engagement*
Community	8	382	8	95.12%
Health & Wellness	1	19	1	4.87%
Conditions & Treatment	0	0	0	0%
Education	0	0	0	0%
Hospital Team	0	0	0	0%
News	0	0	0	0%
Patient Stories	0	0	0	0%
Research	0	0	0	0%
TOTALS	**9**	**401**	**9**	

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Average Engagement Per Post

For the top 25 performing posts in each healthcare system, TrendyMinds grouped posts into themes based on the content of the post. Engagement (likes and comments) in each theme was totaled and then divided by the number of posts with that theme to determine the average amount of engagement for a post in each theme.

Theme	Mayo Clinic	Cleveland Clinic	IU Health	Peyton Manning Children's Hospital	TOTAL
Community	211.33	424.50	40.45	48.75	**725.03**
Hospital Team	328.66	284.75	36.5	N/A	**649.91**
Education	189	355	N/A	N/A	**544**
News	230	304.72	32	N/A	**566.72**
Patient Stories	236	262.33	36.75	N/A	**535.08**
Conditions & Treatment	189.50	309.50	35	N/A	**534**
Health & Wellness	194	N/A	N/A	20	**214**
Research	N/A	N/A	N/A	N/A	**N/A**

Hashtags

Mayo Clinic	Cleveland Clinic	IU Health	Peyton Manning Children's Hospital
3-9 per post	0-15 per post	2-10 per post	0-2 per post

Hashtag Usage and Average Engagement

For the top 25 performing posts in each healthcare system, TrendyMinds analyzed the number of hashtags used in each post. Buckets were created based on the amount of hashtag usage in a post. Total engagement (likes and comments) was combined and divided by the number of posts in the bucket to determine the average amount of engagement for a post using that buckets' number of hashtags.

Number of Hashtags Used	Mayo Clinic	Cleveland Clinic	IU Health	Peyton Manning Children's Hospital
0	N/A	249	33	33
1-3	206.40	324.52	31	47.12
4-6	237	248.66	34.77	N/A
7-9	212.50	N/A	40.30	N/A
10-12	N/A	N/A	35	N/A
13-15	211	393	N/A	N/A

Post Format

Post Format	Mayo Clinic	Cleveland Clinic	IU Health	Peyton Manning Children's Hospital
Image	96%	92%	88%	78%
Video	4%	8%	12%	22%

Average Engagement Per Post Format

For the top 25 performing posts in each healthcare system, TrendyMinds separated posts based on format (image or video). Total engagement (likes and comments) for each format was combined and divided by the number of posts in that format to determine the average amount of engagement for each format.

	Mayo Clinic	Cleveland Clinic	IU Health	Peyton Manning Children's Hospital	TOTALS
Image	230.33	311.69	37.77	48.28	**628.07**
Video	169	317	35	36	**557**

Cross Linkage

TrendyMinds identified links used in posts that lead to other social media channels and/or websites.

Mayo Clinic	Cleveland Clinic	IU Health	Peyton Manning Children's Hospital
● Other Instagram accounts ● External websites	● Other Instagram accounts	● Other Instagram accounts ● Facebook Pages ● IU Health Website	● Other Instagram accounts

Key Findings from Top Instagram Posts

Below, TrendyMinds has outlined key findings from auditing all four healthcare systems top 25 Instagram posts.

- **Content Themes**

  Mayo Clinic saw the most engagement per post with the Hospital Team theme. Cleveland Clinic saw the most engagement per post with Education posts. IU Health saw the most engagement per post with Community posts. Peyton Manning Children's Hospital saw the most engagement with Community posts.

  Across all four healthcare systems, Community saw the most overall average engagement per post. It is particularly interesting that no Research topics landed in the top 25 posts for any of the healthcare systems in the past six month which leads us to wonder how relevant these post are to the Instagram audience.

- **Engagement**

  Cleveland Clinic and Peyton Manning Children's Hospital saw the most average engagement with posts that used 1-3 hashtags. Mayo Clinic saw the most average engagement with posts that used 4-6 hashtags, and IU Health saw the most average engagement with posts that used 7-9 hashtags.

- **Formats**

  Posts with an image saw the most overall engagement for all four healthcare systems. This is to be expected as all four healthcare systems posted more images than videos over the past six months. Average engagement per video post was also quite high. This leads us to believe that post format may not affect engagement as much as other factors, such as topic and frequency.

- **Frequency**

  Peyton Manning Children's Hospital is the least active of the four healthcare systems on Instagram. Of the most active three, Cleveland Clinic has the most Instagram followers but publishes the least often overall. Mayo Clinic and IU Health post about the same per week and per month; however, Mayo Clinic has considerably more overall followers than IU Health.

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Instagram Recommendations

Content Themes

IU Health published the most posts in Community; however, average engagement per post in Conditions & Treatments, Hospital Team and Patient Stories is also quite high. Cleveland Clinic continues to see high average engagement per post with Conditions & Treatments, and Mayo Clinic sees an average high engagement per post with Hospital Team content.

- ***Recommendation:*** Consider including more posts and content about Conditions & Treatments and Hospital Team to Instagram to leverage the audiences who want to interact with these content themes. An increase in audience interactions will lead to an increase in overall post and channel engagement.

Engagement

Mayo Clinic has established several location-based hashtags which seemingly resonate with their followers. Additionally, the Community content theme garnered 438 likes and 7 comments. The Conditions & Treatments content theme garnered 68 likes and 2 comments. It takes less than 5 seconds to double tap the image and like a post but it takes more time, and thus more engagement, to write a comment.

- ***Recommendation:*** Consider exploring IU Health hashtags that receive the most engagement and start using these more frequently. By using similar hashtags and proactively commenting on posts containing these hashtags, a new line of communication between IU Health and their audiences opens up and thus garners an increase in overall post and channel engagement.
- ***Recommendation:*** Consider more active engagement such as commenting and replying to users posts on Instagram images. More comments versus more likes would not only increase community engagement and conversation but also continue to allow the social media audience to see IU Health as an educational resource as well as a friendly community face.

Formats

Video posts do well with a relatively high number of views per post. Well-produced, short (3 to 60 seconds) informational and educational topics do well with engagement. On average, Cleveland Clinic's video posts received the most average engagement per post. These video posts included hospital-related news and an actual video of a heart surgery procedure.

- ***Recommendation:*** Consider adding more video posts to Instagram which focus on high engagement topics such as Conditions & Treatments, the Hospital Team and Patient Stories. Keeping the tone of these posts light-hearted will align with the tone of this social channel.