

Social Media in Health Organizations Checklist

- ▶ Blogs ▶ Wikis ▶ RSS ▶ Podcasts ▶ Discussion forums ▶ Search engines ▶ Social bookmarking
- ▶ Social network sites ▶ User review portals

Build the foundation:

- Existing internet and intranet sites create positive impressions
- Content management plan delivers current, relevant information

Enhance your strategy:

- Internal competence: More collaboration
- Readers: How do they want to interact with data?
- Environment: Understand and use the technology

Finetune management models:

- Governance model crosses silos
- Challenge team to embrace new models
- Identify and empower communities
- Understand generational change in staff

Engage Web 2.0 initiatives:

- Establish thought leadership with blogs
- Facilitate internal collaboration
- Give a community a wiki
- Stay up-to-date with trends, best practices, technological advancements and latest developments. Subscribe to newsletters from leaders such as CNET, eMarketer and Prescient Digital Media (www.prescientdigital.com)

About Prescient Digital Media

Prescient plans and builds highly effective websites and intranets that

- Are demonstrably better than the competition;
- Make CEOs and users happy; and
- Deliver measurable value by increasing sales and employee productivity.

Some of our clients include:



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