4 Most Engaging COVID-19 Topics on Hospital Twitter

The social intelligence team at Healthcare Business Insights, Part of Clarivate, has analyzed hospital Twitter accounts in U.S. states with the biggest coronavirus outbreaks. Below is the most engaging content identified by our analysts.

62% of tweets

Institutional/Industry Updates

These tweets are focused on keeping the public updated, reducing panic, and building trust in real time. This content caters to a public that is interested in developing research and anxious about COVID-19. Key themes are transparency and sending the message healthcare providers are ready to help.

- Healthcare providers share information on COVID-19: symptoms, prevention tips, and clinical advice. In particular, organizations in hard-hit areas direct patients with symptoms away from the hospital and to coronavirus-specific care sites. Notably, videos are especially engaging for keeping the public informed.

- Although a smaller share of tweets, they are highly engaging. Not only do these stories build public confidence, but they may also motivate front-line healthcare workers who are risking their lives. They project images of healthcare workers maintaining their composure even under duress. Videos of inspiring stories show a high level of engagement.

- These tweets explain where to call for help, and emphasize they do not want patients to come to the hospital with symptoms because of crowding—virtual communication is best. The message is that even if we cannot meet face-to-face, the hospital is available 24/7 to offer assistance. For those interested in volunteering, sending food and supplies is best.

Time Frame
- March 1 to March 31, 2020 (n=451)

States
- California, Florida, New York, Washington

21% of tweets

Information on COVID-19

These tweets are focused on keeping the public updated, reducing panic, and building trust in real time. This content caters to a public that is interested in developing research and anxious about COVID-19. Key themes are transparency and sending the message healthcare providers are ready to help.

9% of tweets

Gratitude and Inspiring Stories

Although a smaller share of tweets, they are highly engaging. Not only do these stories build public confidence, but they may also motivate front-line healthcare workers who are risking their lives. They project images of healthcare workers maintaining their composure even under duress. Videos of inspiring stories show a high level of engagement.

8% of tweets

How to Connect With the Hospital

These tweets explain where to call for help, and emphasize they do not want patients to come to the hospital with symptoms because of crowding—virtual communication is best. The message is that even if we cannot meet face-to-face, the hospital is available 24/7 to offer assistance. For those interested in volunteering, sending food and supplies is best.

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