

4 Most Engaging COVID-19 Topics on Hospital Twitter

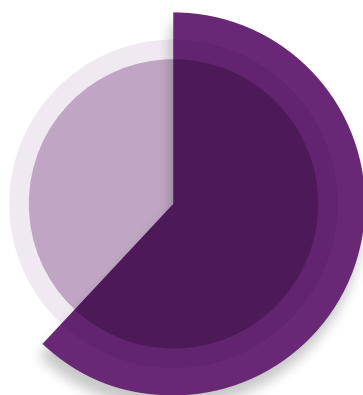
The social intelligence team at Healthcare Business Insights, Part of Clarivate, has analyzed hospital Twitter accounts in U.S. states with the biggest coronavirus outbreaks. Below is the most engaging content identified by our analysts.

Time Frame

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

States

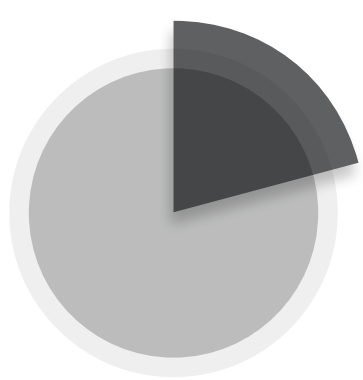
- California, Florida, New York, Washington



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**.

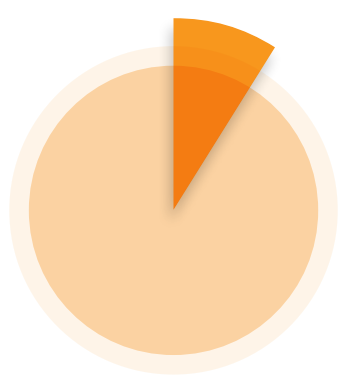
Topic of Tweet	Comments	Retweets	Likes
Updates on Clinical Research	235	1,404	2,432
Changes to Org Policies and Guidelines From Authorities	111	629	1,421
Updates on Events/Cancellations	17	233	406
Information on Visitor Restrictions	166	207	349
Reminders: Coronavirus Testing Is Free	7	68	118



21% of tweets Information on COVID-19

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.

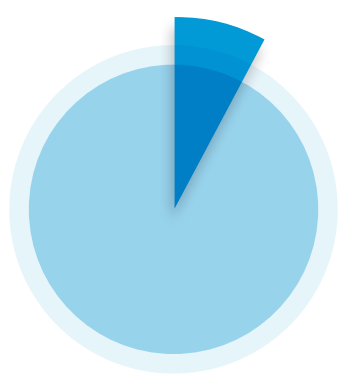
Topic of Tweet	Comments	Retweets	Likes
Tips on Prevention (Hand Hygiene, Social Distance)	185	1,077	2,185
Medical Experts Share Practical Advice	46	317	721
Symptoms: COVID-19 vs. Flu and Common Cold	10	252	318
How to Manage Anxiety During Quarantine	6	179	240
Progress on Treatments and Vaccines	2	60	110



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.

Topic of Tweet	Comments	Retweets	Likes
Thank You Notes for Healthcare Teams	563	3,761	28,656
Inspiring Stories of Healthcare Workers	79	511	3,390
Stories of Recovered Patients	2	19	82



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.

Topic of Tweet	Comments	Retweets	Likes
Where to Call for Help	528	6,932	20,001
Donations Needed	45	348	872
Volunteer Help Needed	3	61	135