



Effective Social Media for Free and Charitable Clinics



**GRACE
CLINIC**

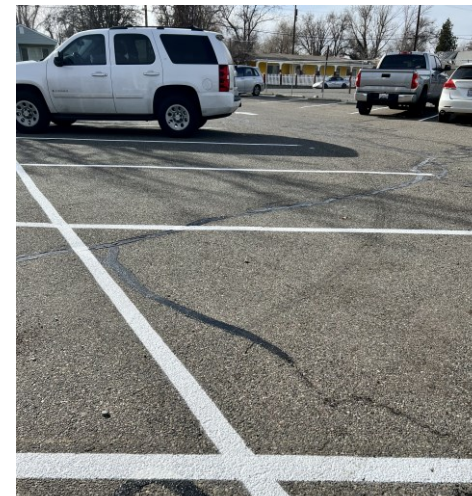
Andrea McMakin
Communications Coordinator

WHA Conference | August 31, 2023

SOCIAL MEDIA WORKS!

 results from social media

- \$6K donated to replace malfunctioning air conditioning system
- Selected for donations by various businesses and funders without soliciting them
- Added patients and volunteers
- Added credibility for grant applications
- Kraken hockey tickets donated for a fundraiser
- Medical and office supplies donated
- More people attended fundraising events



Parking lot resurfaced and striped at no cost



People voted:
Tri-Cities Best Nonprofit



Healthy food items donated



Donations to fix broken glass door, install cameras

THE GOOD ... AND THE BAD

Current Facebook content from free clinics in Washington state



Good

- Community events where the clinic is involved
- Thanking volunteers and inviting more
- Leadership and credibility
- Partner collaborations



Bad

- Overwhelming focus on fundraising, donations, and ticketed events
- Very few results (stats)
- Almost no patient stories showing the human impact
- Not enough focus on donors and in-kind services
- Too many designed-graphics pieces
- Infrequent posting



STRATEGY

- Design social media to support your clinic's goals
- Create and choose key messages
- Create channel content based on your key audiences

STRATEGY

Examples of goals > key messages – then reflect these in SM content

- **Increase support – financial and donated services**
 - We save healthcare dollars. Our donors save lives. [Pierce County Access Alliance]
- **Recruit volunteers**
 - Nearly 100% of our patients' health care is delivered by volunteers. [The Olympia Free Clinic]
- **Increase community awareness, correct misinformation**
 - In 2019, the name Lahai Health was adopted in an effort to ensure all under-served people know they are welcome regardless of ethnicity, religious background, or other barriers they may have encountered. [King and Snohomish Counties]
- **Differentiate from other community organizations**
 - The YUGM Medical Care Center is one of only a few clinics in the Yakima Valley devoted to caring for the primary medical needs of people experiencing financial restraints and homelessness. [Yakima Union Gospel Medical]
- **Be seen as a thought leader**
 - Our Clinic Director was appointed to the Board of the National Association for Free & Charitable Clinics. [Grace Clinic]



STRATEGY

Examples of channels and content for key audiences

Audience

2,498 Facebook followers

Age and Gender

Men 17.30%
Women 82.70%



Facebook – broadest audience. Widest reach, most flexibility of content. Good for “asks.”



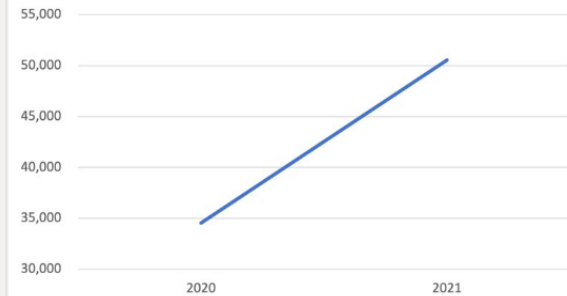
Instagram – younger audience, emphasizes visuals, video, entertainment

Washington Healthcare Access Alliance
127 followers
6mo •

Amid the pandemic, while helping get communities vaccinated, securing PPE, and with fewer volunteers due to COVID vulnerability, Washington State free clinic patient visits increased from 2020 to 2021.

So impressive.

Washington State Free Clinic Patient Visits



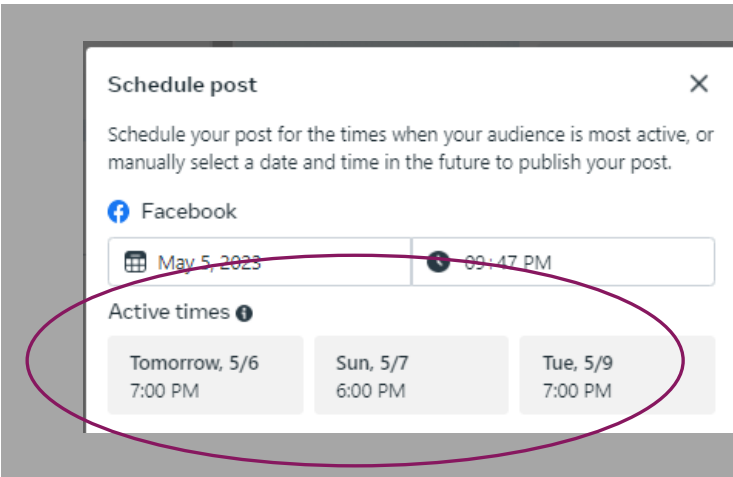
LinkedIn - business professionals. Jobs, business partners, value of your org to the business community



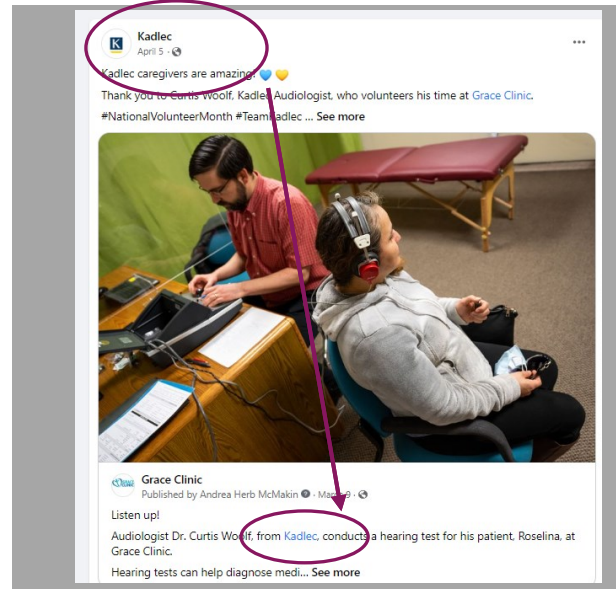
**MAXIMIZE REACH AND
ENGAGEMENT**

REACH AND ENGAGEMENT

To get more people seeing and interacting with your content



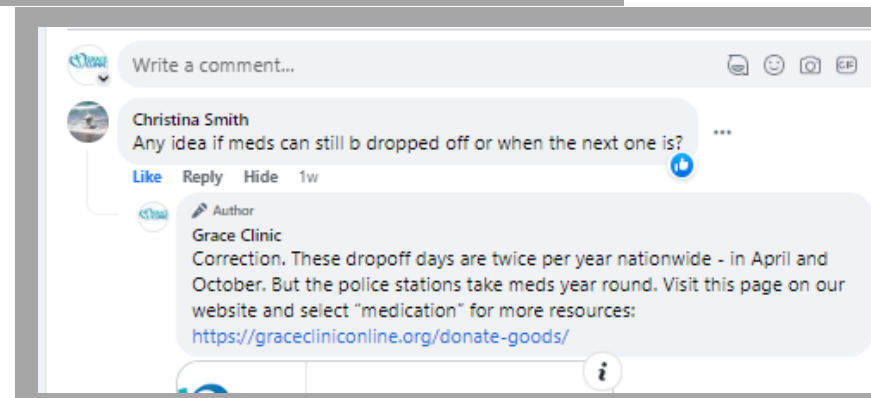
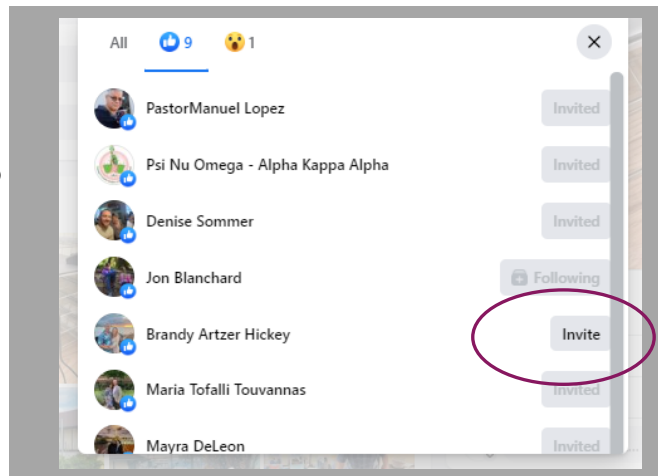
Consistency – a few times per week, when people are active in SM



Tag partner organizations ...

... so they will see your posts and share them

In FB, invite “likers” to follow you



Respond to Qs/comments

REACH AND ENGAGEMENT

What kind of content gets the most attention?

Real people, especially those known by others in the community



"As a volunteer at Grace Clinic, you get to work with people outside of your usual circle, from different cultures and nationalities.



- Dr. William Kalichman, MD, Internist at Kadlec Clinic and Volunteer at Grace Clinic for 14 years

It increases your pride in your community and ties you more strongly to it."



Shareable

Grace Clinic
Published by Andrea Herb McMakin · July 23 at 7:00 PM ·

Know someone who could use some extra food?
The Mobile Food Bank will give out FREE food items in the Grace Clinic parking lot on Saturday, August 5, 2023, from 9 am - 11 am. Address: 800 W. Canal Drive, Kennewick.
Fresh fruits and vegetables, dry goods, salt, sugar, spices. Also culturally appropriate foods. People can choose the items they want. Amounts are based on family size.... See more

Shared 89X,
reached 6,726
people. Result:
127+ people
received food.

Grace Clinic
Published by Andrea Herb McMakin · January 21 ·

EXCITING UPDATE: Pavement Surface Control, Kennewick, has generously agreed to restore order to our parking lots. We'll post photos of the finished product.
Thank you to PSC and all 65+ of you who shared the original post, bringing it to 7,000 people. You rocked this.
..... See more

CTA: Shared 65X,
reached 7K
people. Result:
service donated

Touches heart strings



"Someone called me a toothless old woman."

REACH AND ENGAGEMENT

Tips

Make first phrase short and grabby

- Great news!
- Thanks to you, our "Fill the Fridge" campaign is in full force.
- Guess what -- This generous gentleman from [Cuevas carpet cleaning](#) offered to clean our carpets in gratitude for the care we provide him and his wife.
- Q: How does a former master sergeant in the Air Force end up as a mental health counselor at Grace Clinic?
A: That's Amy's story. We're sharing it, with her permission.

Include the WHY

Kadlec's third-year residents from the Family Medicine Program rotate through Grace Clinic.

This helps us see more patients and gives Kadlec doctors more experience with our uninsured, limited-income patient population.



Address misconceptions directly

Fact or Myth?

The Affordable Care Act gives healthcare insurance subsidies to low-income people, so now everyone can be covered.

FACT | MYTH

Answer: MYTH

Fact: Even with subsidies, some people can't afford the premiums or out-of-pocket expenses.

~32,000 Tri-Citians are uninsured. Most are adults who are working, or caring for family members.

GRACE CLINIC 20th ANNIVERSARY

The graphic features a man in a white shirt pointing at a green background in a photo. Below it is a section titled 'Fact or Myth?' with text about the Affordable Care Act. A 'FACT | MYTH' label is present. Below that, 'Answer: MYTH' is written. Further down, 'Fact:' is followed by text stating that some people can't afford premiums or out-of-pocket expenses, and that ~32,000 Tri-Citians are uninsured, many of whom are working or caring for family members. The graphic also includes illustrations of a woman with a shopping bag and a man painting a wall, and a logo for Grace Clinic's 20th anniversary.

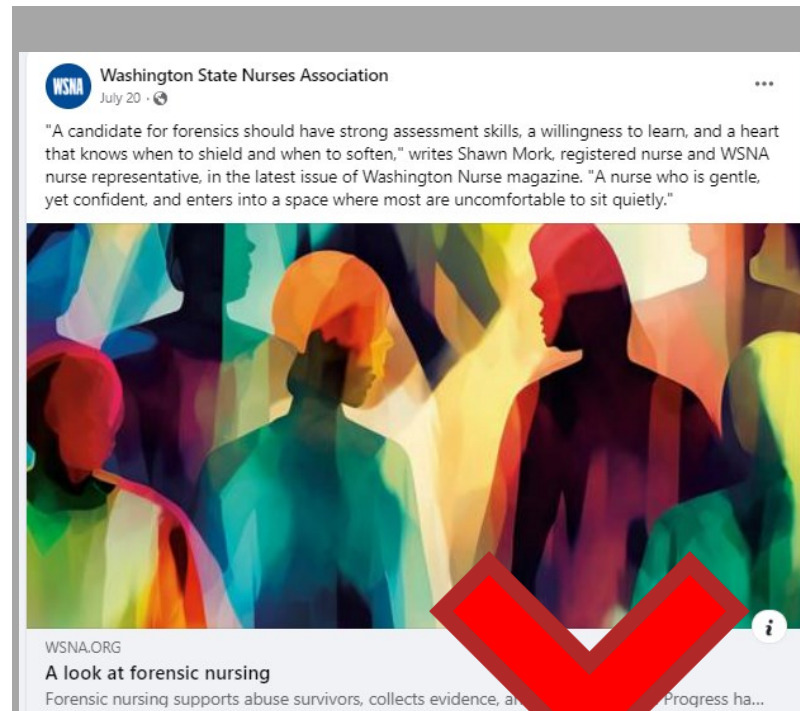
REACH AND ENGAGEMENT

What content DOESN'T get as much attention?

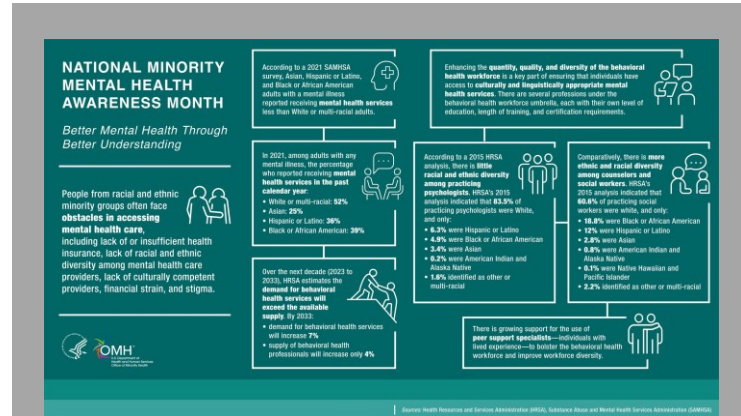
Designed graphics



Links to videos or other publications



Overly wordy posts or graphics (exception: heartfelt stories)



REACH AND ENGAGEMENT

Ways to show impact and value to the community

Individual stories/testimonials



Debbie's Story

4 years ago · 2.7K views

Stretching donor dollars =
multiplication of value



Testimonial quotes from partners

“Without Grace Clinic, the **chronic disease burden** in our community would be extremely high.

Grace Clinic is a place where people with limited resources are able to get the care, medication, and lab work they need to manage chronic illnesses such as high blood pressure, diabetes, and even mental health.

FARION WILLIAMS, M.D.
Associate Dean of Clinical Education
Washington State University,
Tri-Cities Campus




Patient survey results

“In a survey, we asked our patients where they would go if Grace Clinic wasn't here. More than half of them said 'nowhere.'

Grace Clinic clearly fills a need in our community that would otherwise go unmet.

Mark Brault
Volunteer CEO, Grace Clinic
2022 Tri-Cities of the Year



GRACE CLINIC 20th ANNIVERSARY

Funding awarded and how it will be used



Stats added to captions (e.g., # of clients helped)

Grace Clinic
★ Favorites · August 5 at 7:18 PM · 🌐

Yum. The Mobile Food Bank was at Grace Clinic today. 127 people will benefit from the fresh produce and other health today.

Many thanks to [The Family Resource Center of the Tri-Cities](#) for organizing this event.



Professional honors/awards





VIDEO

Content: Short, informative, how-to, entertaining

Stories/testimonials from clients, volunteers, donors



Alex at Grace Clinic 2021
2 years ago · 861 views

Meet the team



Jon, RN volunteer at Grace Clinic
3 years ago · 925 views

Action/fun



Cool! (literally) We are so thankful to Lowe's Home Improvement in Pasco fo...
6 weeks ago · 622 views

How to/Educational



Cervical cancer prevention
2 years ago · 536 views

Asks



It's Getting Hot in Here!
4 years ago · 961 views

Events/Fundraising

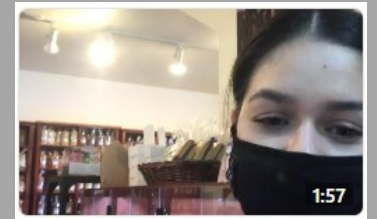


Tracci Dial announces first day of Give2Grace
2 years ago · 623 views



Dental team dance!
2 years ago · 381 views

Announcements & reveals



Grace clinic contest winner -- announced by Addie from Country...
2 years ago · 194 views



**LOGISTICS, PRIVACY,
HIRING**

How and where to get content

Places to Get Content – use a phone with high-quality photo/video features

- Clinic operations – especially with patients and providers
- Service providers working at or outside the clinic
- Speaking in the community
- Special events: fundraising, open houses, award ceremonies, mobile clinic visits, etc.
- Receiving donations from grantees or community members (the “giant check”)
- Quotes from donors/partners
- Partner events, such as medical graduations
- Staged shoots – “Dr. Barbie” at the clinic

Assign people to get photos at events they’re attending or speaking at

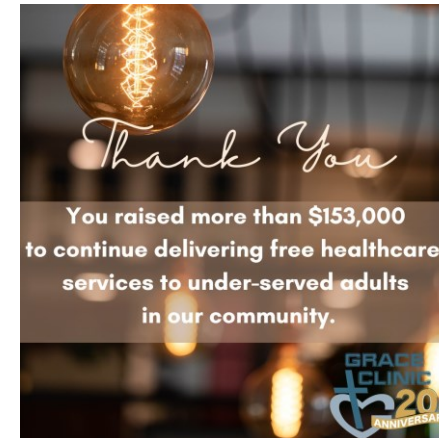


Our mission, vision, and values at Kadlec and Providence align seamlessly with the mission of Grace Clinic, and we're grateful for our continued partnership in serving the needs of our community.

Reza Kaleel
Chief Executive
Southeast Washington Service Area



KADLEC



April 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4 April 3-9 National Public Health week – # of uninsured in TCs – WSU Martin Stadium	5 New logo (and banner on FB) Thx Jennifer Sorn	6 April 7 – closed for Good Friday	7	8 National Volunteer Month – Amalia from Charter
9 Happy Easter (FB and IG only)	10 Lunchroom treats for workers 2-shared Jessica Almaguer's food drive	11 Thank you to Mustang Signs for building sign	12 Invite to BAH tomorrow – poster with Kennia	13 Come see us - Business After Hours 4 – 6 pm + “getting ready” photos + Jeff’s lawncare winner	14 Sarbjit (pt) with phone interpreter service – Punjabi	15 Counseling Awareness Month – Amy's story
16 Photos from Business After Hours	17 April 17-21 Nat'l Volunteer Week – group dental photo	18 Nat'l Volunteer week – Thomas from WSU	19 Volunteer Week – Brisa, board member	20 Nat' Volunteer week - Batteries for Dr. Woolf	21 Nat Volunteer Week – Martha, nurse – going to Kadlec ED next	22 1 - Drug takeback day is April 22 2- cookies from Kadlec
23 Pasco Christian Church- and offer to visit other orgs	24 Daffodils and Bessy	25 Nat Volunteer Month – Grace with food	26 1- Preview of Community Resource Fair 2 – Dr. Ed Berretta obituary	27 NAFC gold standard rating for 2023	28 Resource Fair – United Family Center	29
30 Tree cut down and removal – thank Jeff’s Lawn Service and Top Tree	X	X	X	X	X	X

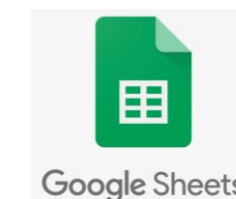
Color coding:

Green = ask/invitation

Yellow = patient story

Blue = volunteer highlight

Other calendar tools



Using planners and schedulers

Directly in FB and Instagram

The screenshot shows the Facebook 'Planner' interface. At the top, the word 'Planner' is circled in purple. Below it, a subtitle reads 'Plan your marketing calendar by creating, scheduling, and managing your content.' The interface includes a navigation bar with 'Week', 'Month', and 'Today' options, and a date range of 'Apr - May 2023'. The main area displays a calendar grid with content scheduled for various dates. Each content card shows a preview image, a time slot (e.g., 7:00 PM), and engagement metrics like likes and comments. The planner is designed to help users visualize and manage their social media content calendar directly within the platform.

Directly in LinkedIn

The screenshot shows the LinkedIn post creation interface. At the top, it identifies the user as 'Grace Clinic' and the audience as 'Post to Anyone'. Below this is a text input field with the placeholder 'What do you want to talk about?'. A row of media options is displayed: Photo, Video, Event, Celebrate, Job, and Poll. At the bottom right, the 'Post' button is circled in purple, indicating the final step in creating and scheduling the post.

Some commercially available SM management tools



Analytics

Facebook

Insights

View performance metrics and more.

Ad account: Andrea Herb McMakin 6010854628314

Export data

Last 90 days: May 31, 2023 - Aug 28, 2023

- Overview
- Results
- Audience
- Benchmarking
- Content
 - Overview
 - Content**
 - Messaging
 - Overview
 - Video
 - Performance
 - Benchmarking
 - Audience
 - Loyalty
 - Retention
 - Earnings
 - Videos

All content

Posts and Stories Media type Filter Clear Search by ID or ca... Columns

Title	Type	Date published	Reach
Know someone who could use some ... Grace Clinic	Post	Sun Jul 23, 7:00pm	6.8K Accounts Center acco...
Aaaaaack! Imagine coming to work a... Grace Clinic	Post	Tue Aug 8, 7:00pm	2.8K Accounts Center acco...
Reminder: The Mobile Food Bank will ... Grace Clinic	Post	Thu Aug 3, 7:00pm	2.3K Accounts Center acco...
Yum. The Mobile Food Bank was at Gr... Grace Clinic	Post	Sat Aug 5, 7:18pm	2.1K Accounts Center acco...
Yesterday we honored Cindy Kirkbride... Grace Clinic	Post	Fri Jun 2, 7:00pm	1.8K Accounts Center acco...
We caught up with Jesus and Parker, ... Grace Clinic	Post	Wed Jul 12, 7:00pm	1.6K Accounts Center acco...
Healthcare Barbies took a break from ... Grace Clinic	Post	Fri Aug 11, 7:00pm	1.5K Accounts Center acco...
We are happy to announce that Kadle... Grace Clinic	Post	Thu Jul 6, 7:00pm	1.5K Accounts Center acco...
Volunteer with our dental team! We p... Grace Clinic	Post	Wed Jun 28, 7:00pm	1.4K Accounts Center acco...

LinkedIn

Home My Network Jobs Messaging Notifications Me For Business Post a job for free



Grace Clinic

408 followers

+ Create

View as member

Feed

Activity

Analytics

Edit page

Settings

Analytics

Visitors Followers Leads Content Competitors Employee advocacy

Jul 23, 2023 - Aug 21, 2023

Export

Highlights

Data for 7/23/2023 - 8/21/2023

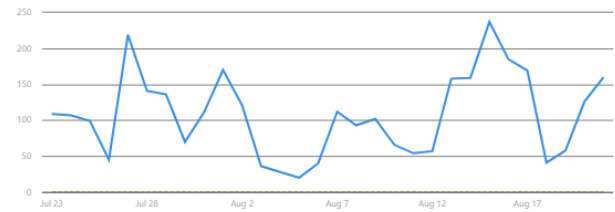
193 Reactions
+18.9%

12 Comments
+0%

13 Reposts
+27.8%

Metrics

Impressions



Organic 3,229

Sponsored 0

Content engagement

Time range: Aug 9, 2023 - Aug 23, 2023

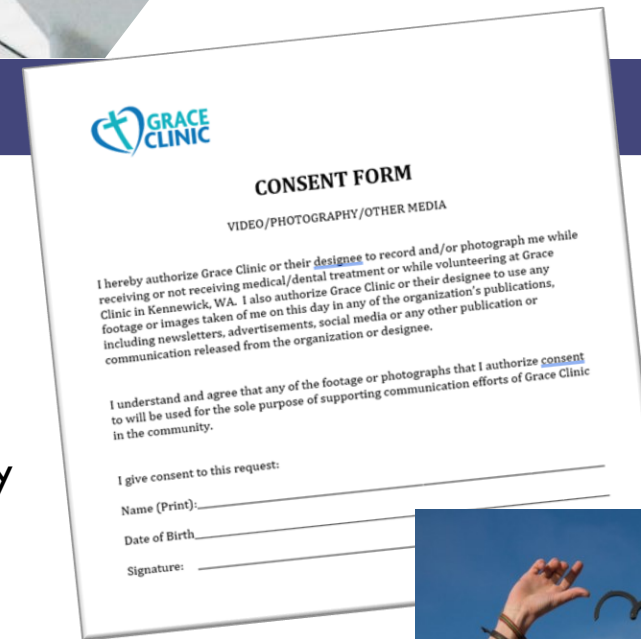
Show: 10

Post title	Post type	Audience	Impressions	Views	Clicks	CTR	Reactions
So grateful. Battelle gave Grace Clinic a grant to purchase supplies for our... Posted by Andrea McMakin, MA 8/23/2023	Image	All followers	14	-	0	0%	3
We thank HAPO Community Credit Union for coming on board as a Friend of Grace... Posted by Andrea McMakin, MA 8/22/2023	Image	All followers	30	-	0	0%	2

Patient privacy and ethical storytelling

Patient Privacy

- Use informed consent forms, which say how the content can be used
- First names; can use pseudonyms
- Don't share personal info like age, city, name of workplace, other family member names
- Option: Don't show the patient's face
- Ask if there's anything they've mentioned that they don't want shared
- Special considerations for mental health services/counseling patients
- Public group situation: give people an "out" before photo



GRACE CLINIC

CONSENT FORM

VIDEO/PHOTOGRAPHY/OTHER MEDIA

I hereby authorize Grace Clinic or their designee to record and/or photograph me while receiving or not receiving medical/dental treatment or while volunteering at Grace Clinic in Kennewick, WA. I also authorize Grace Clinic or their designee to use any footage or images taken of me on this day in any of the organization's publications, including newsletters, advertisements, social media or any other publication or communication released from the organization or designee.

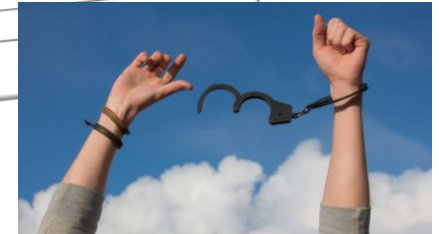
I understand and agree that any of the footage or photographs that I authorize consent to will be used for the sole purpose of supporting communication efforts of Grace Clinic in the community.

I give consent to this request:

Name (Print): _____

Date of Birth: _____

Signature: _____



Ethical Storytelling - <https://ethicalstorytelling.com>

- Ask first; assure them it's ok to say no
- The patient is the hero of the story; not passive recipient
- No "savior complex"
- Don't reinforce stereotypes about patients
- Non-English content is accurately interpreted/translated



Hiring a social media manager – as of summer 2023

Costs

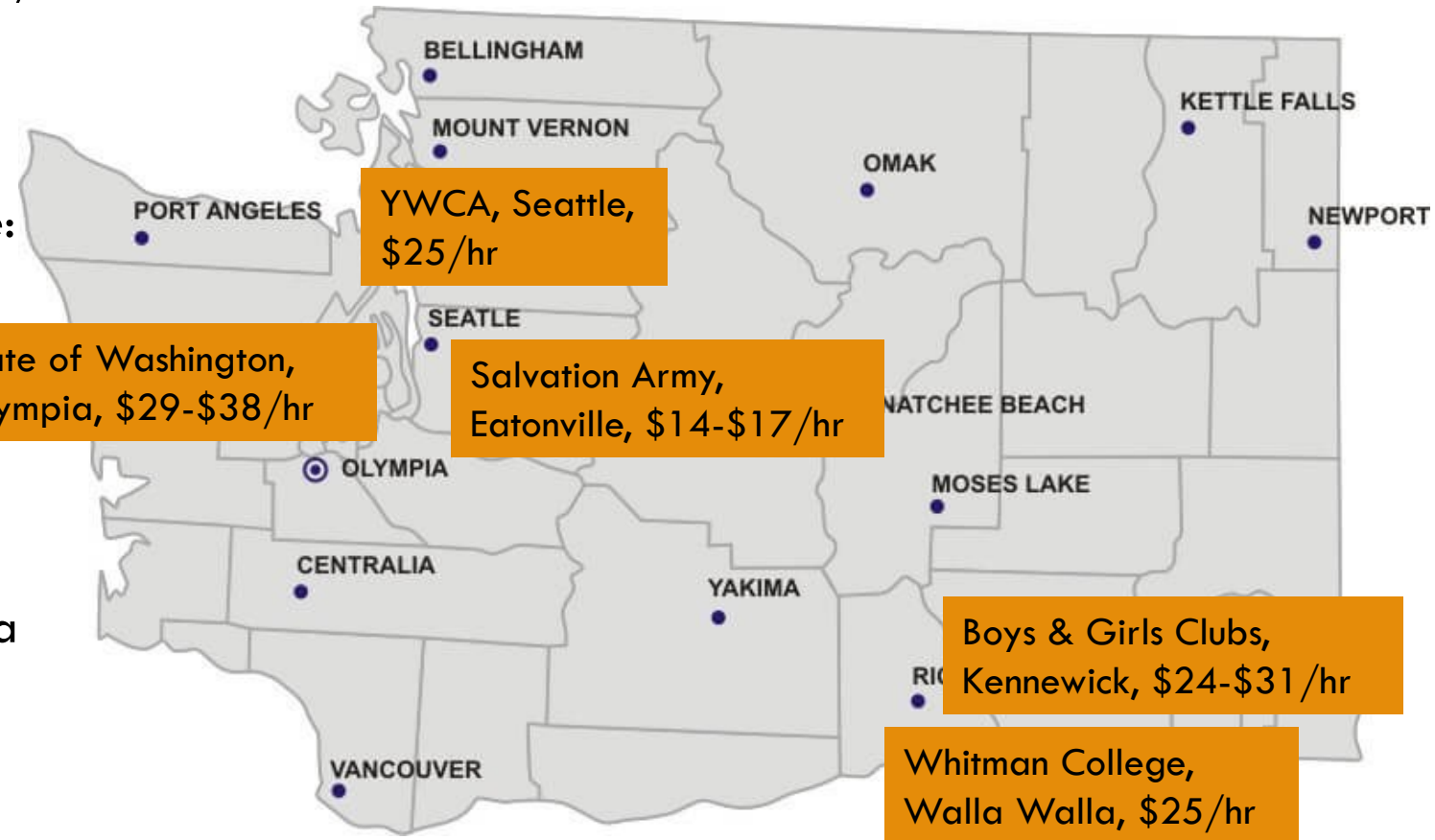
- Average among 16 states: \$20 - \$24/hr
= \$42K - \$50K/yr if full time
- Washington state higher than other states?
 - Washington state minimum wage: \$15.74/hr

Time

- For me at Grace Clinic: 7-15 hr/wk

Other considerations

- SM experts typically do more than just the social media. Many also do other outreach, speaking, media relations, web site management, fundraising comms, and more.



Social media checklist/template



- ✓ We've identified **key goals/messages** and our content supports them – including Calls to Action
- ✓ We use **channels** where our key stakeholders are
- ✓ We get **photos** every time we can, inside and outside the clinic – people!
- ✓ We share **impact** creatively through numbers, stats
- ✓ We tap into **emotion**, especially **patient and volunteer stories**
- ✓ We use **video** for action, fun, reveals
- ✓ We post on a regular **schedule**
- ✓ We always **tag partner organizations**; we solicit **testimonial quotes** from them
- ✓ We use **calendars and management tools** to plan content for specific days
- ✓ We use **analytics** to understand and fine-tune engagement
- ✓ We have processes in place to ensure **patient privacy** and **ethical storytelling**

THANK YOU

Andrea McMakin

- *Communications Coordinator, Grace Clinic*
AndreaM@gracecliniconline.org
- *Program Chair, Public Relations Society of America,*
Mid-Columbia Chapter

PRSA
Mid-Columbia

