Open Advanced MRI NW
Social Media Strategy

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1. Audience Profile_____Open Advanced MRI NW

Part 1: Organizational Goals

Element	Your Response
Organizational History	

History of the organization (include everything that seems relevant)	Unique answer
	   a. "Several years ago"
	   b. Branched off from Chicago-based corporation

● When did it start?	Owner purchased these three clinics in June 2013, from current parent company
● Goals/Mission of the organization	"Provide grassroots medical services w/ personalized boutique medicine feel." "Selling sunglasses and lattes at the same time".

● Services provided	1. Out-patient imaging clinic
	   a. Have a variety of equipment in all the clinics (MRI, CT, x-ray, ultrasound, CT-guided injections/interventional pain management)
	   b. Some of the three clinics have all equipment, others have only MRI.
	2. Right now using a lot of direct marketing
	   a. Trust through personal outreach/face-to-face
	   b. Word-of-mouth
	   3. Like to include more pediatrics

Goals for social media (e.g. to attract 100 new customers over 3 months)	1. Improve customer relations 2. Rebranding 3. 1-2 out of 10 referrals in a week to directly relate to our social media 4. Complete social media footprint via FB, Twitter, Yelp, LinkedIn 5. YouTube videos to educate customers on procedures.
Description of current social media usage and how it relates to organizational goals	"No online major presence, at all." Currently has a website that is not useful in marketing the 3 clinics to customers, and not useful to current/potential customers

● Name of outlet 1, general description of posts/content
● How outlet 1 aligns with organizational goals
● Name of outlet 2, general
	1. Website:
	   a. For providers and for patients
	   b. Wants website to become a one-stop shop
	   c. Doctor Portal
	   d. Patient Portal
	2. Facebook:

description of posts/content
● How outlet 2 aligns with organizational goals
	a. Communicates new services and clinical updates as well as video content to Facebook users.
	3. Yelp:
	   a. Negative reviews converted to positive reviews
	   b. Linked to social media

Persona of client's online presence per social media outlet identified above (your assessment; give an example or explain your claims)	1. Website- abundance of information, hard to navigate, disorganized, photos don't match content. Wants tone to have 'Casual Friday' feel 2. None

Part 2: Audience Analysis

Element	Your Response

General Audience Analysis
● Age(s)
● Needs/Goals for using the client's services
● Relevant Defining Features
● Technology Literacy (this is your call based on communication theory/client knowledge)
	1.Self-referral patients
	2. Doctor-referrals
	3. Physicians
	Audience of each clinic
	       • Vancouver: E.European
	       • Gresham:Cauca./Afr-Amer /Asian-Amer
	       • Tigard/PDX: Hispanic/ Afr-Amer/Cauca.
	Age range: 1-99
	Wide range of tech literacy
	Wide range of internal medical issues

Targeted Audience Analysis (This comes from YOUR assessment of possible target audiences of your client) ● Age(s) ● Needs/Goals for using the client's services ● Relevant Defining Features ● Technology Literacy (this is your call based on communication theory)	Age range: 1-99 Needs: obtain imagery of injury/illness for diagnosis purposes Patients referred by their physician, some have insurance and some pay cash, some seek images only and some receive pain treatment. Tech savvy: assuming general knowledge, the majority of target audience has average tech literacy but could improve Patients utilize the clinic based on self referral, cost conscious, insurance coverage and physician recommendations Literacy is based on location, ethnicity and educational background.

Persona 1 ● Name ● Age ● Gender ● Network (what types of people might the persona be connected to) ● Problems that need to be solved ● Self-concept (e.g. Health Conscious) ● Hobbies/Activities ● Current social media use (Data from Pew as well as communication theory)	**Doctor referral patients**: Age: 1-99 (some children) Gender: All Networks: Sports, laborers, Problems: injury or pain that needs diagnosis and/or treatment Self-concept: knowledgeable, health awareness Activities: variety of activities Social Media: mixed, mostly novice users (smart phones, tablets, etc) The doctor referrals of patients to the clinic could be based on the open barrel for larger size populations, cost savings, flexible schedules compared to hospitals and pain management procedures.
Persona 2 ● Name ● Age ● Gender ● Network (what types of people might the persona be connected to) ● Problems that need to be solved ● Self-concept (e.g. Health Conscious) ● Hobbies/Activities ● Current social media use (Data from Pew as well as communication theory)	**Self-referral patients**: Age: 18-99 Gender: All Networks: Students, sports, laborers, Problems: injury or pain that needs diagnosis and/or treatment Self-concept: knowledgeable, health awareness, budget conscious Activities: active, variety of activities Social Media: mixed, mostly novice users (smart phones, tablets, etc) Illnesses related to disease process and injuries that need treatments. The patients need to feel safe and trust the clinic which provide excellent services.
Persona 3 ● Name ● Age ● Gender ● Network (what types of people might the persona be connected to) ● Problems that need to be solved ● Self-concept (e.g. Health Conscious) ● Hobbies/Activities ● Current social media use (Data from Pew as well as communication theory)	**Physicians** recommending the patients to the clinic for the scan and procedure: Age: All ages 35-75 Gender: All Dictated by insurance and providers, i.e. Kaiser Networks: professionals, other physicians, sports, medical organizations, professional organizations. Social Media: mixed, some novice (don't have time for technology), some have advanced (use tech during procedures), most use smartphones, tablets, etc. daily Activities: Flexible schedules, active in networks.

Target audience/ Persona for each social media outlet you suggest to be used in this project
 ● Outlet 1, 2, 3 – Target
    o Rationale (link to business goals & media & audience needs)
	1. Facebook
	    a. Word of mouth and community recommendations.
	 2. Twitter
	    a. Blog and feedback.
	 3. Yelp
	    a. Community recommendations that can attract more physicians and patients to use the facility.
	 4. LinkedIn
	    a. Professional recommendation is vital for success

Part 3: Individual Contributions & Responses Not Included

Name	*Responses*
Jessica	**Individual Contributions** Organizer for email communication with group and with community partner, wrote initial email and provided pre-meeting questions to community partner, coordinated and confirmed first conference call, reserved meeting room for group to make call, created documents to track team ideas and efforts, took notes during call, participated in questioning community partner, contributed content and editing to assignment document, some online research, coordinated and delegated tasks to ensure completion. **Responses Not Included** The community partner wants the website to be the hub for all their social media, a "one-stop-shop" but for this project's purpose, we will only have time to suggest the changes and improvements to be made. We talked as a group about the community partner doing an e-newsletter, but didn't mention it on the call because it appears that it's a project that will need more development, and doesn't align with the goals for this project (though it could be successful if targeting the referring doctors).
Stephanie	**Individual Contributions** Led conference call, wrote "minutes" during and after the conference call, contributed to tables with input from the conference call. **Responses Not Included** I would have liked to have gained more thorough information as to what type of information is considered confidential vs what type of information is considered okay to use. Additionally, seeking more information about their current social media footprint (ie how often they update their website or post to certain places) would have been nice.
Trevor	**Individual Contributions** Recorded conference call via Soundcloud app on iPhone, distributed radio podcast to the group and Dr. Mastarone, and posted on the group shared folder. Looked for a conference call website, but didn't use. I volunteered to do the photography and video production of the project.

	Responses Not Included The website has to be fixed, actually redone because it is missing that trustworthy, happiness and casual feeling of an MRI office. On one of the pages, it has two girls that are sitting with their elbows in the machine and that is not an appropriate picture . The website developer could have added a picture of someone inside the MRI machine or actually a radiologists with the patient in the MRI room. The portal and patient portal pages did not have any information. The main page has two sections where it labels how you can contact the office, which is redundant. The community partner expressed dissatisfaction with the current website. I know that we are not responsible for changing the website, but offer suggestions on what to fix for this company.
Brent	**Individual Contributions** Detailed notes taken at introductory meeting with client. Introduced ideas for simple social media marketing strategies and encouraged dialogue after the conference call. Discussed coordination of a new Facebook and Twitter feed to simplify posts and advertising spots. I am collecting data from local healthcare facilities and organizations to outline what social media tactics work well with encouraging public connections and new client bases. Will work on language within PR and social media campaign to ensure a cohesive and positive message is being delivered to the appropriate audience. **Responses Not Included** Integrating a few, strong social media outlets within the website and cleaning up the dialogue throughout the site were key points our client is interested in, and I think that making sure Open Advanced MRI NW pops up at the top of a web search is key to drawing more eyes to this site. Optimizing and tagging will work hand in hand by making this business more accessible and visible to those online.
Romain	**Individual Contributions** So far, I've devoted most of my attention to brainstorming and notetaking. Through both our group meetings and our shared online documents, I focused on our list of potential ideas/projects through which the client could benefit from social media. During the conference call, I sat with the rest of the team and followed closely the assignment document shared on Google Drive. While I chose not to be very verbal on the call, I listened attentively and filled out the boxes with raw notes and quotes from the client. Finally, I worked on polishing and submitting the final document you are now reading. **Responses Not Included** One of the things I had suggested during group meetings was using a mass e-mail platform such as MailChimp to distribute e-mail updates (e-newsletters) to people wishing to keep in touch with the client. Through further discussion with the team before and after the conference call, I now see little reason to

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	focus on such a project, for several reasons. First, an e-newsletter is more a long-term project than a one-time fix; when Spring term comes to an end and our group disbands, the client may find the responsibility of an e-newsletter may be more inconvenient than helpful. Second, the client conveyed that most patients would have little benefit in subscribing to such a newsletter.
Steven	**Individual Contributions** I contributed the least to this phase of the project due to a severe illness. I kept updated with the group through email and provided a small amount of brainstorming. My main function was to simply "double-check" the work of others during this phase. Now that I am well, I have agreed with the group to "make-up" my share of the effort in our future projects. **Responses Not Included** Specific (beyond-the-scope) suggestions regarding updating and modernizing the website. Unfortunately, the website is a major social media buzz-kill.
Shale	**Individual Contributions** My individual responsibility for this specific assignment was to provide support to Stephanie during the call to the client. This included conversational analysis with the client, to work through and articulate what is needed to complete this assignment, and project as a whole. I also reviewed and added minor contributions to the Audience Profile tables. I have volunteered to do all graphical work if necessary, including presentational visual aids. I also can do writing of documents for example press releases. I will also contribute to overall brainstorming and strategy for the client, as well as execution of creation of social media framework. **Responses Not Included** In terms of updating the website, for the purposes of the assignment, web design will be minimal. Also graphical work and photography is no longer necessarily needed.

Strengths

- Experience and knowledge
- Locations
- Unique technology

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W

Weaknesses

- Lack of social media footprint
- Website isn't user friendly
- Workflow challenges

Opportunities

- Alliance with local sports teams
- Educate under-informed audience
- Social media networking with other professionals

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T

Threats

- Competitors have an existing social media footprint
- Loss of referrals
- Negative exposure is damaging

S **Strengths**

- Advantages
- Experience, knowledge
- Unique caracteristics
- Resources
- Geographical advantage, location
- Competence, capabilities
- Quality, reputation

W **Weaknesses**

- Disadvantages
- Gap in experience, knowledge
- Financial aspects
- Reliability and trust
- Loss of key staff
- Geographical factors

O **Opportunities**

- Strategic alliances, partnerships
- Product development
- Import, export
- Innovation an technology development

T **Threats**

- Loss af alliances and partners
- Price infaltion/deflation
- Strong competition
- Competitors new products and innovation

Strengths

Current strengths

- Experience and knowledge of the doctors
- Three convenient locations
- Unique technology

Goals and project plan: Strengths

- Messages for Facebook and Twitter linking to doctor's expertise, ie: daily health tips, links to articles online
- Complete LinkedIn and link to social media profiles
- Emphasize geographical convenience with Twitter: #Gresham, #PDX-Tigard or #Portland, #Vancouver
- Emphasize open MRI and CT guided injections in posts on Twitter and Facebook

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Weaknesses

Current weaknesses

- No social media presence
- Website is overburdened with information and lacks cohesive structure, confuses and overwhelms viewers
- Workflow challenges due to staffing and procedural issues

Goals and project plan: Weaknesses

- Create profiles on Facebook, Twitter and LinkedIn
- Offer plan to give existing website an improved format with links to social media
- Suggest mitigation and contingencies for negative feedback

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Opportunities

Current opportunities

- Partnership with Portland Thunder sports team
- Educate users on how Imaging Systems work
- Network with other doctors and professionals through social media presence

Goals and project plan: Opportunities

- Connect through social media to bolster relationship, and cross-promote sports-related medicine
- Frequent posts explaining MRI, CT and other technologies used
- Connect to other doctors through their existing social media on LinkedIn, Twitter and Facebook

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Threats

Current threats

- Referrals from other doctors decrease or cease
- Negative exposure in media and by word of mouth damages professional image

Goals and project plan: Threats

- Emphasize through posts on Twitter and Facebook about unique technologies (Open MRI) and services (CT guided injections)
- Suggest incentivizing referring doctors via social media posts on Facebook and Twitter
- Suggest contingency plan for responding to negative feedback

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Summary

SWOT summary

- Create a social media footprint
- Network with professionals through online persona
- Educate potential client base through informative posts
- Offer suggestions for improving website
- Suggest contingency plans for challenges and negative feedback

Interview Protocol

Introduction:
Thank you for taking time out of your day to meet and help with our project. I am consulting on behalf of Open Advanced MRI Northwest- a group of medical imaging clinics in the greater Portland area, who are trying to increase their social media footprint. Because Open Advanced MRI Northwest is a newer company they yet to have a social media footprint. Our goal is to gauge information that could be beneficial to a social media footprint for Open Advanced MRI Northwest. I would like to have you take a look at Open Advanced MRI Northwest's current website to see what you think of it, and then show you some sample messages our group came up with to get your feedback.

We will be using the think aloud protocol which I will demonstrate for you. Afterward, there will be a brief 12 question survey that should only take a few minutes.

Do you have any questions about anything so far? Great! If you're willing to participate in our survey, please sign this Informed Consent Form.

The think aloud protocol allows for us to understand what you're thinking as you use the technology. We would like you to talk aloud whatever you're thinking and doing as you are doing it. I'll show you what I mean first.

Think Aloud Protocol Demonstration: [interviewer demonstrates]
Task- Find who is the president of Portland State University
On the computer I move the mouse to the task bar to find the internet program. I scroll through to find the internet program. I click on the icon for Safari. When the window opens, I type in "google" in the address bar, and as I'm typing I see that the pop up menu completed the address, so I click on it. The page is loading something, then the google page opens. I see a logo and a place to type in my search term. I click in the search bar and type "Portland State University President." Lots of different web pages show up in the results. I see a few that seem to go to the PSU website, but I selected the first link, because in reading the text, it's describing a message from the Portland State University President, so it seems like it will take me to a page that might have the name of the president. When I click the link, the page loads, and it has a photograph at the top that looked like it might be the president, because he appears older and he's wearing a graduation cap and gown and has scholar tassels. Then the article below reads "Message from president Jim Wiwel." So I see that the current president of PSU is Jim Wiwel.

Think Aloud Protocol Practice:
To practice what I showed you, please go to Portland State's website and find the Director of Communication Studies. As you do so, walk us through how you would go about completing this task starting from the beginning.

Ok great! Do you have any questions so far?

Interview:
Now that you feel comfortable with the think aloud protocol, let's proceed.
Please open the web browser and go to "OpenAdvancedMRINW.com," and take a few minutes to explore the features on the website using the think aloud protocol, saying what you're thinking as you go along. [let person complete this task]

Now I'd like to show you a couple of sample messages for an upcoming campaign for Open Advanced MRI NW and get your feedback, and I will record your response. Currently they don't have a social media footprint, and this example will help show our community partner how important this type of media message is to their audience.

Take a look at this sample message and tell me what you are thinking as you read it: [start with first facebook message, and follow with two more]

Probes [ask during message viewing]**:**
       1) Do you feel this message was personable?
       2) Does this message make you want to click the link to find out more about Open Advanced MRI NW?
       3) What were you feeling while you read this?
       4) How would you describe the tone of the messages? Do they seem consistent?
       5) What do you think "open MRI" means?

Complete Survey:
Thank you so much for your feedback. Now there is an 11 question survey that should only take you a few minutes. [open window with survey link and let them complete]

Closing:
Thank you so much for helping us with our project. Your input will be helpful in our research for the social media strategy of our community partner, Open Advanced MRI Northwest.

Social Media Consent Form

Students: Brent Eller, Jessica Stirling, Romain Bonilla, Shale Laietmark, Steven Marcus, Stephanie King, Trevor Lee

Purpose

This study will provide information to improve the social media content of our community partner, Open Advanced MRI, NW. The goal of this study is to gather information about potential social media messages as well as the preferences of users.

Procedures

Participants will be asked to look at media messages and follow the talk aloud protocol while they are using the computer.

Participants will be observed and notes will be recorded.

Participants will be asked to spend a short time at the end completing a survey about technology use. The entire procedure will take no more than 1 hour.

Risk, Stress or Discomfort

This study will not expose its participants to risk, stress, or discomfort beyond that normally encountered in using a computer or taking a test.

Other Information

Once the results of this study has been tabulated and reported, the names of individual participants will be destroyed in order to ensure confidentiality. The principal investigators will retain data for no more than one year following the date on which the study is administered.

You are free to refuse to participate in the study and may withdraw at any time without penalty.

_____
Signature of Participant   Date

_____
Signature of Student Investigator   Date

Open Advanced MRI NW Group Survey

*required answers

Name *   **Age ***   **Gender ***

_____   _____   ▶❚❚ Male ▶❚❚ Female

Educational level *

    ▶❚❚ Elementary

    ▶❚❚ High School

    ▶❚❚ College

    ▶❚❚ Graduate School or higher

1. What type of devices do you use for Internet access? *
Check all that apply:

    ▶❚❚ Computer

    ▶❚❚ Smartphone

    ▶❚❚ Tablet

    ▶❚❚ Public Computer (i.e. Library)

2. What social media sites do you currently use? *
Check all that apply:

    ▶❚❚ Facebook   ▶❚❚ YouTube

    ▶❚❚ Google+   ▶❚❚ Instagram

    ▶❚❚ Twitter   ▶❚❚ Other

    ▶❚❚ LinkedIn

3. Do you seek health and medical information online? *
    ▶❚❚ Yes ▶❚❚ No

4. Using the scale below, rate your impression on how personal you feel the website is for Open Advanced MRI NW: *

Impersonal   Somewhat impersonal   Somewhat personal   Very personal

5. How many friends do you have on your preferred social media site? *

- ▶‖ 99 or less
- ▶‖ 100-399
- ▶‖ 400-699
- ▶‖ 700-699
- ▶‖ 1000 or more

6. How influenced are you by positive reviews on websites? *
Choose the most relevant answer to you:

I never make decisions based on online reviews.

I sometimes make decisions based on online reviews.

I often make decisions based on online reviews.

I always make decisions based on online reviews.

7. What type of Facebook post do you find most interesting? *

▶‖ Informative article links	▶‖ Inspirational quotes
▶‖ Photographs	▶‖ Videos
▶‖ Infographics	▶‖ Events
▶‖ New product information	▶‖ General updates

8. How comfortable are you using each of the following?

	Completely Uncomfortable				Completely Comfortable
Twitter	▶‖	▶‖	▶‖	▶‖	▶‖
LinkedIn	▶‖	▶‖	▶‖	▶‖	▶‖
Yelp	▶‖	▶‖	▶‖	▶‖	▶‖
YouTube	▶‖	▶‖	▶‖	▶‖	▶‖

Facebook	▶❙❙	▶❙❙	▶❙❙	▶❙❙	▶❙❙
Instagram	▶❙❙	▶❙❙	▶❙❙	▶❙❙	▶❙❙

9. How do you feel about using the Internet to find a new doctor? *

10. Please rate your impression of the Open Advanced MRI NW website: *

Not Useful   Very Useful

1	2	3	4	5	6	7

11. How much do you agree or disagree with the following statement? *

My choice in selecting a new medical clinic or doctor is influenced by recommendations of people I know.

Strongly disagree   Somewhat disagree   Somewhat agree   Strongly agree

—————————————————

4. Sample Messages _____ Open Advanced MRI NW

Facebook
Utilizing the latest in Facebook profile features, capabilities, and modules. Brief company and facilities information, including contact information and various company branding information.

Above: Facebook profile mock-up
Left: Potential Facebook message post

Other potential message categories:
• Informative articles
• Event information
• Video links
• Procedures available
• Insurance info/money saving ideas

YouTube
Landing page for all clinic informational videos. Usual YouTube page layout with profile photo of Open Advanced MRI NW logo.

Above: YouTube profile mockup
Left: Potential video message

Twitter
With a simple design using the logo as the profile pic and background photo of the main clinic, profile will convey informative messages and news to users, stimulating conversation, and respond to feedback.

Yelp

The profile will include logo, operating hours, locations, services, links, and campaigns of the client. Responding to questions and negative reviews should take first priority, and be done in a timely manner (24 hrs at the most), and positive feedback should be acknowledged and potentially rewarded somehow. This could be where a Starbucks card or other incentive can be sent after a positive review is given. (It also worth noting that when responding to online posts one should avoid acknowledging "negative" keywords. We want searches to yield positive results. e.g. "negative experience" is reworded to "less than positive experience." This way a search for "negative open mri" or "bad mri" does not yield results for Advanced Open MRI NW.)

1.　　**Response to Positive Review** - "Thank you so much for your feedback! We're glad to hear your recent visit went well. We're always looking to improve, so please don't hesitate to get in touch with us should you have any questions or comments!

2.　　**Response to Inquisitive Comment** - Thanks for your question! You can read more about this topic by following this link: [link]. You can also view our informative video here: [link]. If you still need more information we'd love to respond to your questions or concerns directly, so please feel free to contact us at (888) 659-6600. Thank you for sharing your question.

3.　　**Response to Negative Review** - "I'm so sorry you had a less than positive experience at Open Advanced MRI NW. We take all of our clients' concerns very seriously. We would like to offer to improve your experience, so please feel free to contact us at (888) 659-6600 so we can try to help resolve this and any other issues you may have. Thanks for getting in touch!"

LinkedIn
Utilized to build connections both with patients as well as referring providers, with a special focus on past networking and potential future relationships. Profile will provide clinic information and services offered, accompanied by a photo of the logo or a beauty shot of the clinic.

1. **Virtual connections:** Connecting with members of the community is one of the keys to success for Open Advanced MRI.

   Connecting with professionals such as: **orthopedists** (ie. Dr. XYZ at "The Sports Hospital"), **physical therapists** (ie. ABC at "Physical Therapists of Oregon"), **physicians/chiropractors** (ie. Dr. EFG at "The General Practice Doctors Office"), **community organizations** (ie. professional or community sports teams, elementary/middle/high schools, colleges, large businesses, etc.), and anyone who could be a potential client.

   Timely follow-up with messages to new connections is also key. Whenever receiving a new connection send a brief note stating, "Hi there! Thank you for connecting to us at Open Advanced MRI NW. We are a local company striving to provide the best imaging services to the greater Portland Metro area. We hope to connect with you further!"

2.   **Informative posts:**
      "We are excited to announce that Open Advanced MRI NW will be installing their first GE Silent MRI Scanning Machines at all 3 locations! Please stay tuned for further developments and read this article about the difference between louder machines and this new technology here: http://www.popsci.com/technology/article/2013-09/silent-mri"

3.   **Endorsements:**
      As LinkedIn strives for endorsing people, it is important to choose the best buzzwords that come to mind when thinking about Open Advanced MRI. Getting endorsements for customer service, imaging services (MRI, CT, XRAY, Ultrasound, injections, etc.), and any other **keywords** that describe Open Advanced MRI NW to people in the community. It is important to let your clients know you would like to stay connected on LinkedIn, that you value their endorsements and their reviews (this is where a possibility of raffles or prizes for positive reviews could come into play). This is also an opportunity to feature any special organizations and certifications that may be pertinent to the identity.

5. Website Text Analysis   Open Advanced MRI NW

**Front Page**

     (121 words) https://openadvancedmrinw.com/
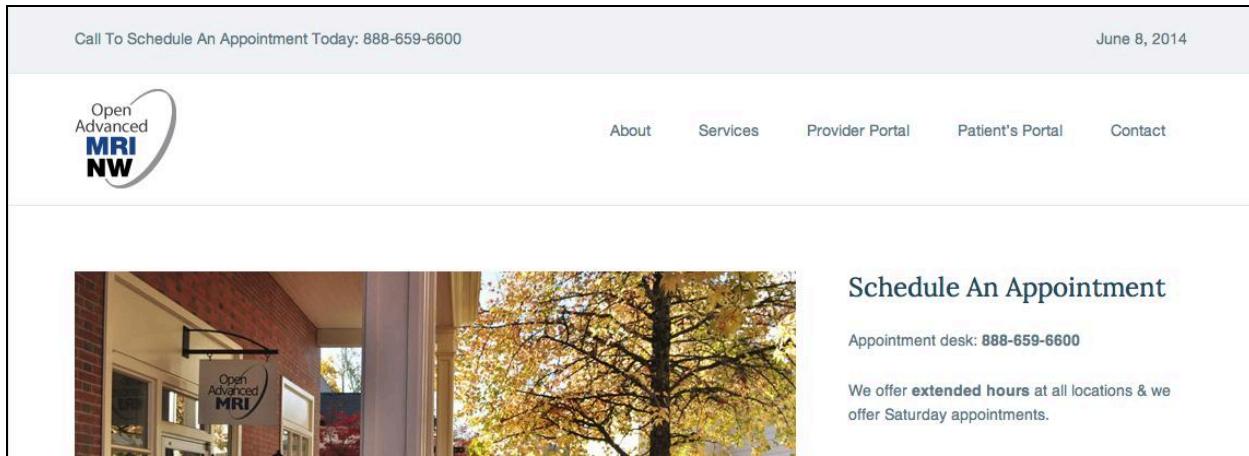
LIWC: Linguistic Inquiry and Word Count

Dimension	Your data	Personal texts	Formal texts
Self-references (I, me, my)	3.31	11.4	4.2
Social words	7.44	9.5	8.0
Positive emotions	4.13	2.7	2.6
Negative emotions	0.00	2.6	1.6
Overall cognitive words	2.48	7.8	5.4
Articles (a, an, the)	7.44	5.0	7.2
Big words (>6 letters)	37.19	13.1	19.6

Textaliser Analytics

Number of different words	133
Complexity (Lexical Density)	62.7%
Readability *(6- easy, 20- hard)*	5.7
Average syllable per word	2.01
Average words per sentence	7.65
Longest sentence (in words)	36
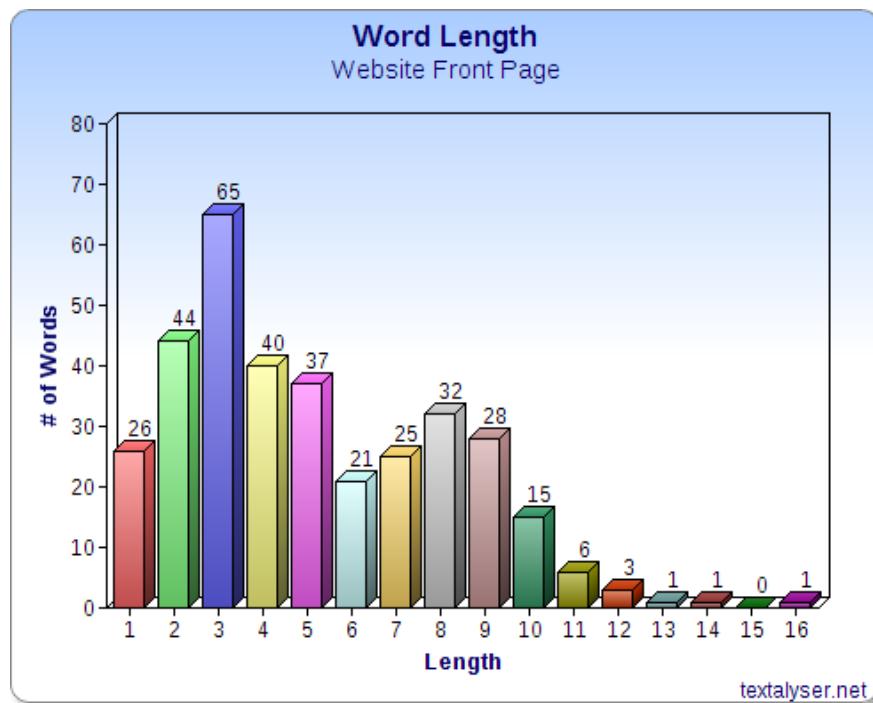
Word Length
Website Front Page

This graph shows the make-up of words by their length (in characters). The first bell curve is natural since the most-commonly used words in the English language are 2-4 characters long. The second bell curve represents the abundance of technical vocabulary featured in the text of the web page.

About Us Page
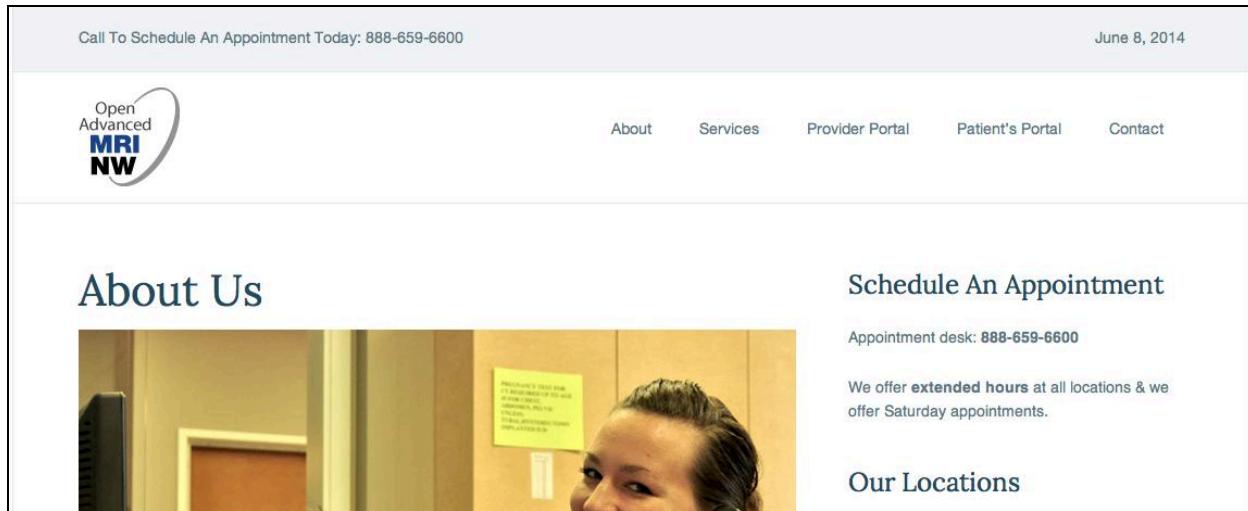
(870 words) https://openadvancedmrinw.com/about-us/

LIWC: Linguistic Inquiry and Word Count

Dimension	Your data	Personal texts	Formal texts
Self-references (I, me, my)	7.24	11.4	4.2
Social words	14.94	9.5	8.0
Positive emotions	3.68	2.7	2.6
Negative emotions	0.69	2.6	1.6
Overall cognitive words	7.93	7.8	5.4
Articles (a, an, the)	4.71	5.0	7.2
Big words (>6 letters)	22.99	13.1	19.6

Textaliser Analytics

Number of different words	328
Complexity (Lexical Density)	64.7%
Readability *(6- easy, 20- hard)*	10.2
Average syllable per word	1.76
Average words per sentence	16.94
Longest sentence (in words)	52
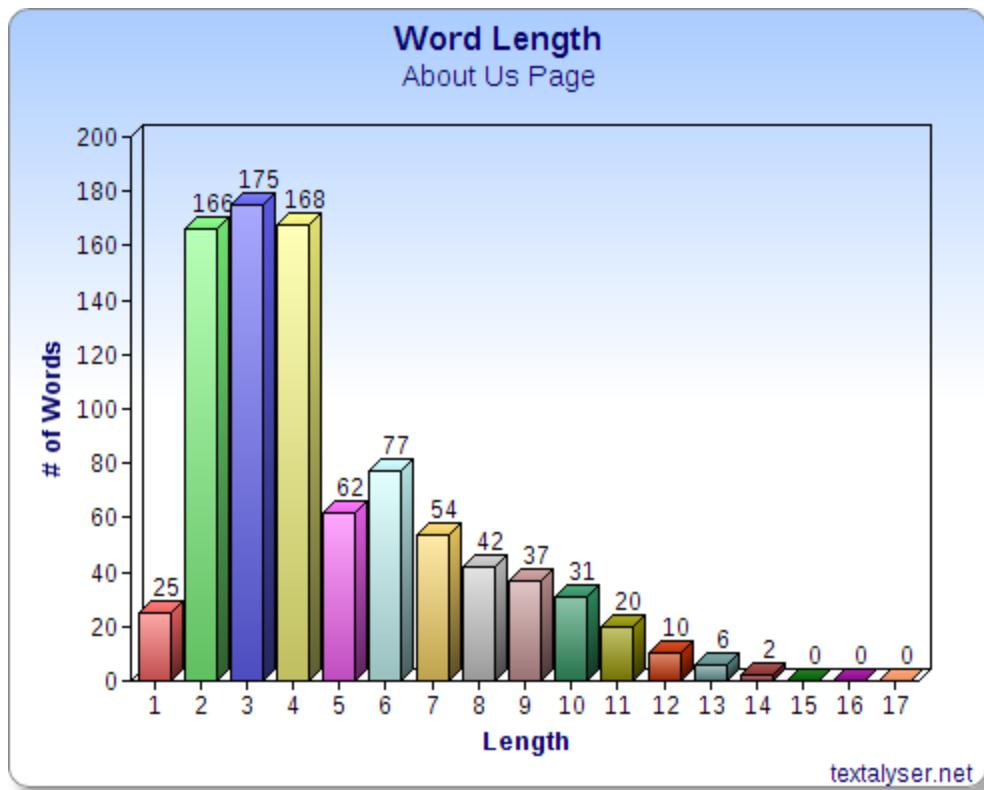
Word Length
About Us Page

# of Words vs Length

Length	# of Words
1	25
2	166
3	175
4	168
5	62
6	77
7	54
8	42
9	37
10	31
11	20
12	10
13	6
14	2
15	0
16	0
17	0

textalyser.net

This graph shows the make-up of words by their length (in characters). The first bell curve is natural since the most-commonly used words in the English language are 2-4 characters long. The second bell curve represents the abundance of technical vocabulary featured in the text of the web page.

MRI Services Page

(1,718 words) https://openadvancedmrinw.com/services/mri/

LIWC: Linguistic Inquiry and Word Count

Dimension	Your data	Personal texts	Formal texts
Self-references (I, me, my)	**1.69**	11.4	4.2
Social words	9.37	9.5	8.0
Positive emotions	**1.51**	2.7	2.6
Negative emotions	**0.99**	2.6	1.6
Overall cognitive words	**5.18**	7.8	5.4
Articles (a, an, the)	**8.32**	5.0	7.2
Big words (>6 letters)	**23.40**	13.1	19.6

Textaliser Analytics

Number of different words	510
Complexity (Lexical Density)	49.8%
Readability *(6- easy, 20- hard)*	8.5
Average syllable per word	1.73
Average words per sentence	14.71
Longest sentence (in words)	42
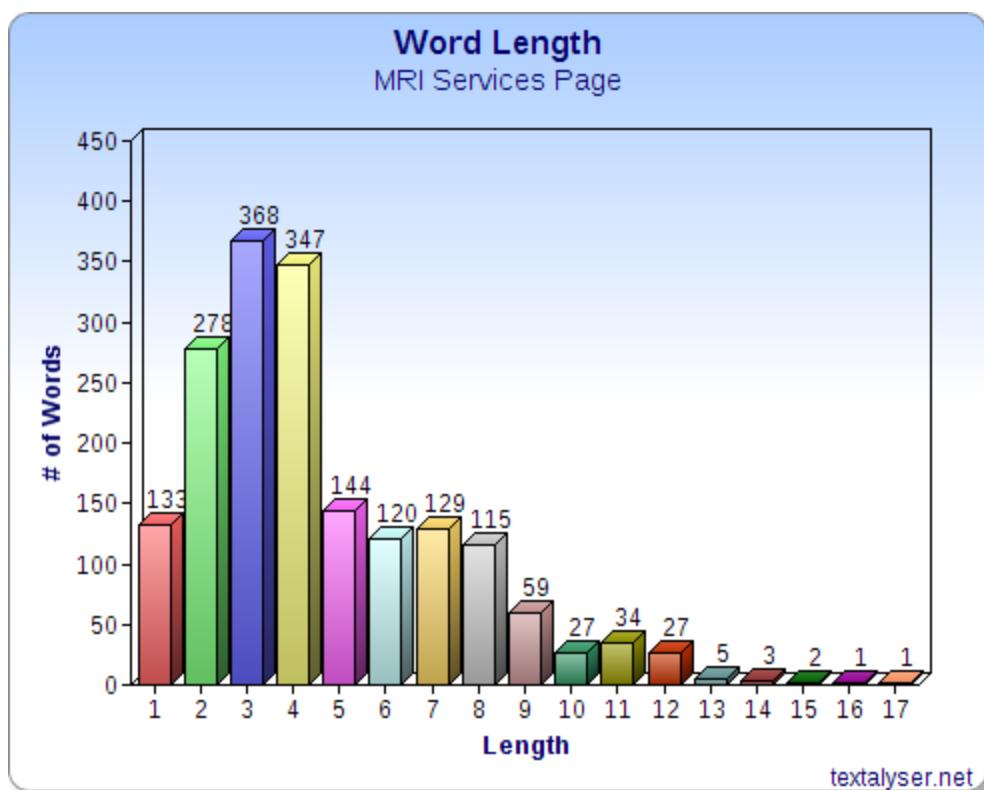
Word Length
MRI Services Page

# of Words vs Length

Length	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
# of Words	133	278	368	347	144	120	129	115	59	27	34	27	5	3	2	1	1

textalyser.net

This graph shows the make-up of words by their length (in characters). The first bell curve is natural since the most-commonly used words in the English language are 2-4 characters long. The second bell curve represents the abundance of technical vocabulary featured in the text of the web page.

Word Cloud
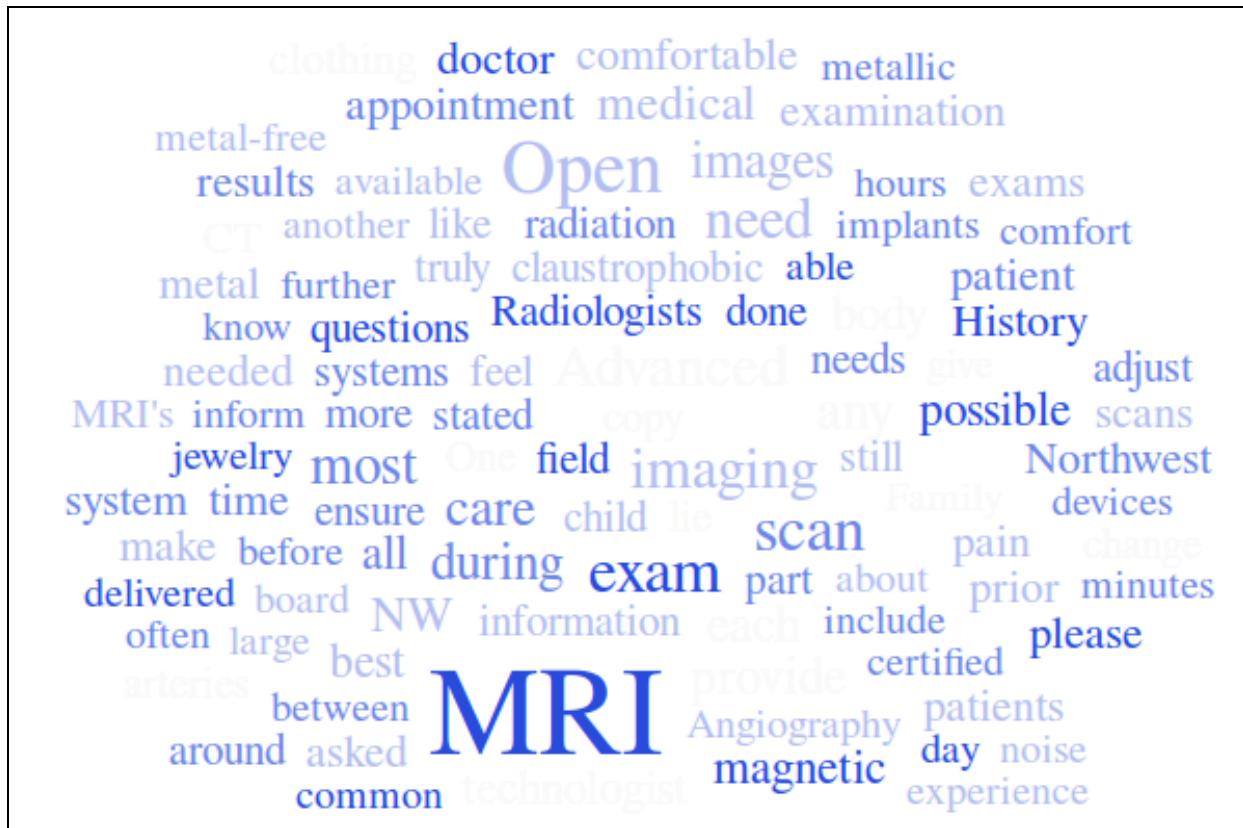
This word cloud reflects the most-frequently used words in the text of the website's Front Page, About Us Page, and MRI Services Page. Word cloud created with *Word It Out* (http://worditout.com/about).

Educational level
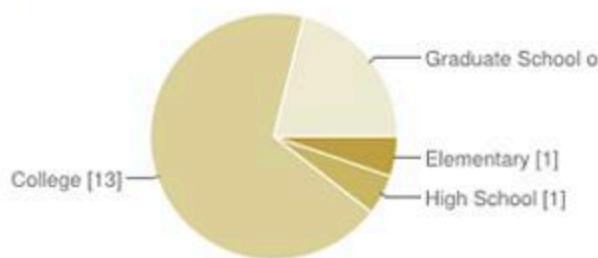
Elementary	1	5%
High School	1	5%
College	13	65%
Graduate School or higher	4	20%

1. What type of devices do you use for Internet access?
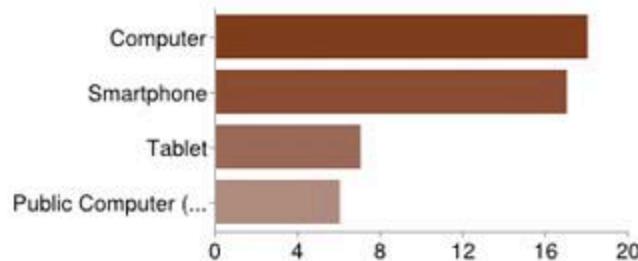
Computer	18	90%
Smartphone	17	85%
Tablet	7	35%
Public Computer (i.e. Library)	6	30%

People may select more than one checkbox, so percentages may add up to more than 100%.

2. What social media sites do you currently use?
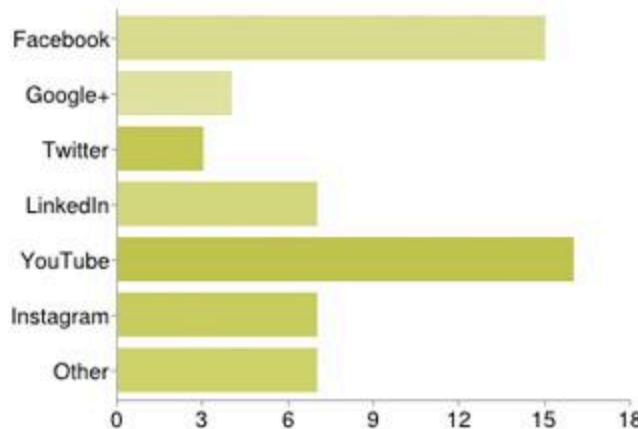
Facebook	15	75%
Google+	4	20%
Twitter	3	15%
LinkedIn	7	35%
YouTube	16	80%
Instagram	7	35%
Other	7	35%

People may select more than one checkbox, so percentages may add up to more than 100%.

3. Do you seek health and medical information online?
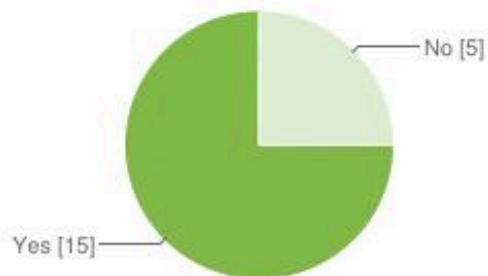
Yes [15]

No [5]

4. Using the scale below, rate your impression on how personal you feel the website is for Open Advanced MRI NW:

Somewhat personal [11]

Very personal [1]

Impersonal [3]

Somewhat impersonal [5]

Impersonal	3	15%
Somewhat impersonal	5	25%
Somewhat personal	11	55%
Very personal	1	5%

5. How many friends do you have on your preferred social media site?

99 or less

100-399

400-699

700-699

1000 or more

0 2 4 6 8 10

99 or less	7	35%
100-399	9	45%
400-699	1	5%
700-699	2	10%
1000 or more	1	5%

6. How influenced are you by positive reviews on websites?
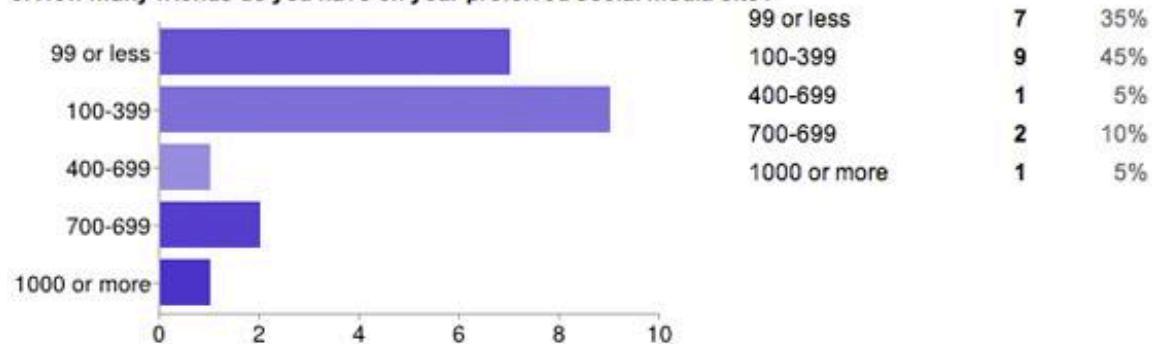
online reviews. [8]

I always make deci

I never make decis
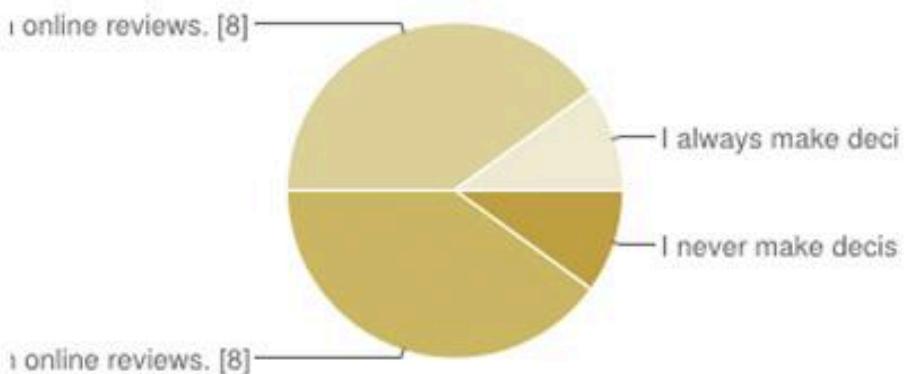
online reviews. [8]

I never make decisions based on online reviews.	**2**	10%
I sometimes make decisions based on online reviews.	**8**	40%
I often make decisions based on online reviews.	**8**	40%
I always make decisions based on online reviews.	**2**	10%

7. What type of Facebook post do you find most interesting?

Informative article links	7	35%
Photographs	13	65%
Infographics	6	30%
New product information	3	15%
Inspirational quotes	5	25%
Videos	8	40%
Events	8	40%
General updates	8	40%

People may select more than one checkbox, so percentages may add up to more than 100%.
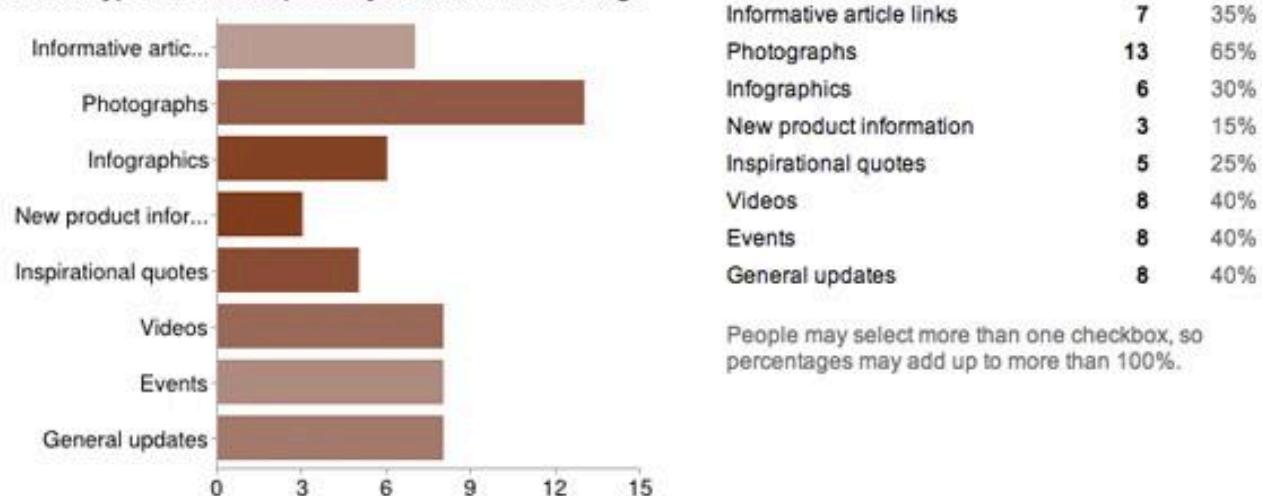
During the course of this project, our group focused our attention on Open Advanced MRI NW in several aspects. First, we carefully established the client's audience profile. To gather additional information on how to best improve the social media needs of our client, our group conducted a SWOT analysis, a cognitive interview, and a survey. Finally, our group analyzed the client's website and the results of our survey.

Audience Profile

In our examination of the audience profile, we looked at the client's organizational goals and established multiple personas of interest. In regards to social media, we oriented our work to improve customer relations, facilitate a rebranding process, and increased weekly referrals from online profiles. We also aimed to help the client achieve full presence on social media platforms such as Facebook, Twitter, Yelp, and LinkedIn. In researching the audiences relevant to our project, we identified doctor-referral patients, self-referral patients, and referring physicians as three personae of interest to the client.

SWOT Analysis

In the SWOT analysis, our group identified the client's strengths, weaknesses, opportunities, and threats in relation to social media. The client's unique technology, convenient locations, and knowledgeable doctors were identified as strengths, while its website and lack of a social media presence were diagnosed as weaknesses. As a prognosis, our group offered several recommendations, including building a social media footprint, featuring the doctors' medical expertise in social media messages, emphasizing the geographical convenience, and improving the format of the client's website.

Our group also identified several opportunities and threats pertaining to the client's use of social media. For instance, sites such as LinkedIn or Facebook make it possible for the client to connect to other doctors. Social media also allows the client to cross-promote sports-related remedies and educate the public about the technologies it uses. One of the main threats identified in the client's use of social media was the possibility of publicly visible negative feedback; our portfolio includes suggestions for responding to such feedback so as to minimize harm to the client's reputation.

In its conclusions, our SWOT analysis makes five recommendations: creating a social media footprint, networking with professionals via online profiles, educating potential clients through informative posts, improving the structure and format of the client's website, and responding diplomatically to challenging or negative online feedback.

Sample Messages

As part of building this portfolio, our group created sample messages for the client to use on social media platforms. This included the design for the client's public profiles as well as platform-specific strategies for sites like Facebook, LinkedIn, Twitter, and Yelp.

Facebook sample messages featured potential posts and a complete profile design, including a cover photo and a short description of the client. For Twitter, our group opted for a simpler design to more effectively convey informative messages, stimulate conversation, and respond to feedback. The group also created sample Tweets to connect followers to the client's website and Facebook profile. YouTube samples consisted of an optimized design for the channel page as well as a mock-up of a potential informational video titled "What is Open MRI?"

Three sample messages were created for Yelp: a response to a positive review, a response to a question, and a response to a negative review. Strategies were also outlined to make the best out of the LinkedIn platform, particularly when it comes to connecting healthcare professionals with Open Advanced MRI NW.

Text Analysis

In our examination of the client's website, our group conducted a text analysis of three key web pages: the Front Page, the About Us page, and the MRI Services page. We used three tools to perform this text analysis: Linguistic Inquiry and Word Count (LIWC, liwc.net), Textalyser (textalyser.net), and Word It Out (worditout.com).

Using LIWC, our group analysed the texts of the three web pages separately. Our examination suggests that the three texts studied contain less "overall cognitive words" than the tool's benchmark for both personal and formal texts. In the LIWC documentation pages (liwc.net/descriptiontable1.php), cognitive words are defined as words which refer to cognitive processes, including insight (e.g. consider), causation (e.g. because), and discrepancy (e.g. should). The instrument also suggested that big words (i.e. those with more than six letters) were used too generously. Of the three pages studied, the Front Page suffered most from an abundance of long words. One way to address this discrepancy could be to reorganize the content of the site so as to migrate long words to more specialized pages.

Our second tool, Textalyser, was also used to analyze the three texts independently. It provided insights on the lexical density, readability, and length of the website's texts. For instance, the text featured on the MRI Services page was identified as significantly less complex than the other two pages. This finding is echoed by the patterns of word length presented as graphs in this portfolio. As can be seen in the first of such graphs, the text featured on the website's Front Page exhibits two distinct Bell curves. The first, peaking at three characters, represents the inherent tendency of English texts to include many two- or three-letter words. The second, smaller curve illustrates the technical vocabulary featured in the field of healthcare in which the client operates. Though this second curve can be noted in both the first and second graphs, it does not present itself as clearly in the third graph, which concerns the MRI Services page. This suggests that long words could be further spread out between the website's pages so as to improve the readability of the client's Front Page, as it is likely to be the first page that new users visit.

Lastly, our group analyzed a combined sample of all three texts using the Word It Out tool, which compiled data into a word cloud. Key terms such as "Open" and "MRI" are prominently featured in the word cloud and are surrounded by a cluster of supporting words (e.g. "radiologists," "imaging," "exam"). Many words found in the word cloud pertain to the types of services offered by the client, including "metal-free," "appointment," or "comfort." Of all the words

that made it into the word cloud, the only ones which carry negative connotations are "claustrophobic" and "radiation," both of which are relevant to the client's unique healthcare services. This word cloud suggests the website's word choice is relevant to the interests of the personae identified in our audience analysis.

Survey

After familiarizing ourselves with the client's needs and goals, our group conducted a survey (n = 18) aimed to collect data on users' preferences and their thoughts on the website and social media messages.

The respondents to this 11-question survey, 90% of whom described their educational level as either "college" or "graduate school or higher," provided several insights relevant to the client's social media strategies. When asked how they usually accessed the Internet, respondents overwhelmingly identified the personal computer (90%) and the smartphone (85%) as their preferred devices.

Survey respondents also described their use of social media platforms. Responses seem to suggest the most-widely used sites are YouTube (80%) and Facebook (75%), while the least popular networks appear to be Google+ (20%) and Twitter (15%).

Our sample was also asked how many "friends" (i.e. connections) they had on their preferred social media site. Based on their self-reports, we determined that most respondents (80%) had less than 400 connections on their preferred social network, with 45% of all respondents having somewhere between 100 and 400 such connections. When asked about how they sought medical information, three fourths of our sample (15 respondents) indicated they used the Internet.

As a part of the survey, respondents provided input about the client's current website. Specifically, a question asks respondents to rate how "personal" the website feels to them. Most respondents reported the website felt more personal than not, with eleven respondents (55%) describing the website as "somewhat personal." The remaining respondents described it as either "impersonal" (15%) or "somewhat impersonal" (25%).

Respondents were also asked about how often they made decisions based on online reviews. The survey results on this question feature a normal distribution (i.e. Bell curve), where 80% of respondents indicating they based their decisions on online reviews either "sometimes" or "often." Although only 10% of survey respondents claimed to "always" make decisions based on online reviews, only 10% indicated they "never" took such information into account. In other words, 90% of respondents identified online reviews as an item they consider (at least "sometimes") when making decisions.

The survey also focused on the type of content sought and preferred by respondents. Responses from Facebook users identified "photographs" as the "most interesting" type of post, with 65% of respondents selecting this category as a preferred type of content. In regards to the popularity of post types, photographs were followed by "videos," "events," and "general updates," each of which were selected by 40% of respondents. Sitting at the lower end of the

ranking were: links to informative articles (35%), infographics (30%), inspirational quotes (25%), and information about new products (15%).

Implications of Survey Results

The responses highlighted in the above section are relevant to strategizing the client's messages on social media platforms.

First, responses to the survey suggest that an examination of the client's social media messages is warranted: three-out-of-four respondents reported using the Internet to seek health and medical information, and 90% of those surveyed took online reviews into consideration when making decisions. In fact, 10% percent of respondents claimed they "always" based their decisions on online reviews.

Second, the survey results pertaining to users' preferred devices when accessing the Internet indicate that almost all potential customers prefer using personal computers and smartphones, with 85% of respondents reporting using both smartphones and personal computers. This suggests that one way to improve to the website would be to cater to smartphone users in terms of page layout and web design. Meanwhile, only 35% of respondents reported using "tablet" computers. This suggests that optimizing display for tablets may be useful, but less so than tailoring the site to computers and smartphones.

Third, the results have implications regarding the client's use of social media platforms. The results also show Facebook and YouTube to be the only platforms used by most respondents, highlighting the importance of establishing a presence on these two sites. When it comes to the types of posts found most interesting by Facebook users, the only category selected by a majority of respondents was photographs, indicating that image posts are most likely to incite engagement. However, less than a third of respondents reported interest in infographics, which suggests that content-rich images are best used sparingly. Posts discussing new products were least likely to be found interesting, which may suggest that potential customers prefer being shown the product through more meta posts such as videos and general updates rather than being directly marketed to.

Those who don't jump
Will never fly.

-Leena Ahmad Almashat