

Supporting UH Research through Social Media

As the world becomes more involved with digital mediums and initiatives, the UH Research Community has an opportunity to build greater presence and awareness. There are easy ways everyone can support research on digital platforms. Through consistent content posting, sharing, and engagement - from events to news articles featuring research breakthroughs - our collective efforts will position UH as a top and trusted research institution.

Definitions

- > **Reach:** Amount of people who see a piece of content or a post.
- > **Impressions:** Number of times your content was seen or exposed to people.
- > **Recognition:** When a person can identify your company or brand as familiar.
- > **Recall or Recollection:** If or how well people remember your company or brand when prompted.
- > **Awareness:** Level of familiarity and knowledge people have about a company or brand.

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*The more people your content **reaches**, the more **impressions** it can make (exposure). This means more opportunities for people to start to **recognize** and **recall** your company/brand/work which helps to build **awareness** of your company and services.*

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Our Goal: Top-of-Mind Awareness

Soda/Pop:



Tissues:



Research:



When people think of research, we want them to associate it with University hospitals and vice versa.

Similarly, when you think of soda/pop you associate it with Coke or Pepsi products.






How You Can Support

- > Follow, like, and connect with all UH main and research accounts
- > Like and comment on posts
- > Share content:
 - Re-share activity and posts **from** CRC or UH Main Accounts
 - Share or post content **about** UH Research from outside sources
- > Use hashtags to categorize UH Research content (#ResearchinCLE, #DiscoverwithUH, etc.)

Websites

- > Research for Patients: www.UHhospitals.org/Research
- > Clinical Research Center: www.UHhospitals.org/Clinical-Research
- > UH Research & Education Institute: www.UHhospitals.org/UH-Research

Social Media Accounts

	UH Clinical Research Center	UH Research & Education Institute	University Hospitals Main	UH Rainbow Babies & Children's Main
	University Hospitals Clinical Research Center	UH Research & Education Institute	University Hospitals	
	UH Clinical Research	UH Research & Education Institute	University Hospitals	University Hospitals Rainbow Babies & Children's Hospital
	@UHClinicalResearch	@UH_RE_Institute	@UHhospitals_Cle	@UHRainbow
	@UH_CRC	@UH_RE_Institute	@UHhospitals	@UHRainbowBabies
	UH Clinical Research Center	UH R&E Institute	University Hospitals	UH Rainbow Babies & Children's