



User Generated Content (UGC)

The Power of Authenticity

Introductions



Megan Augustyniak has been with Northwestern Medicine for over five years, currently serving as the Social Media Manager. During this time, she has championed the health system’s mission of “Patients First.” In 2016, she launched their HIPAA-compliant user generated content (UGC) strategy — a pioneer concept within the healthcare industry — and recently expanded it to include patient takeovers and physician highlights. Throughout her career, she’s also rolled out online patient support Facebook Groups, and has been the lead for all consumer-facing content across the brand channels.

When she’s not busy working, Megan enjoys renovating her historic Lincoln Park three-flat with her husband, exploring small businesses in and around Chicago, and running outside along the Lakeshore Path.

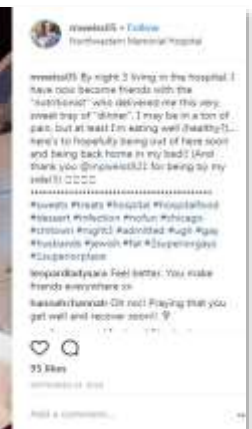


Shari Williams is an advertising and marketing professional with 16 years of experience that spans art direction/production, web development, strategy and social media. She has done social media content and strategy work for a variety of brands, including Toyota and YMCA of the USA. She has contributed to Northwestern Medicine's social media presence both on consumer and reputation (physician-to-physician) initiatives on Facebook, Instagram and Twitter. Shari also runs an ecommerce shop at www.wearbonbonvie.com.

In her spare time, Shari counts wrangling a 6-year-old, mentoring, and mastering the art of decluttering among her hobbies.

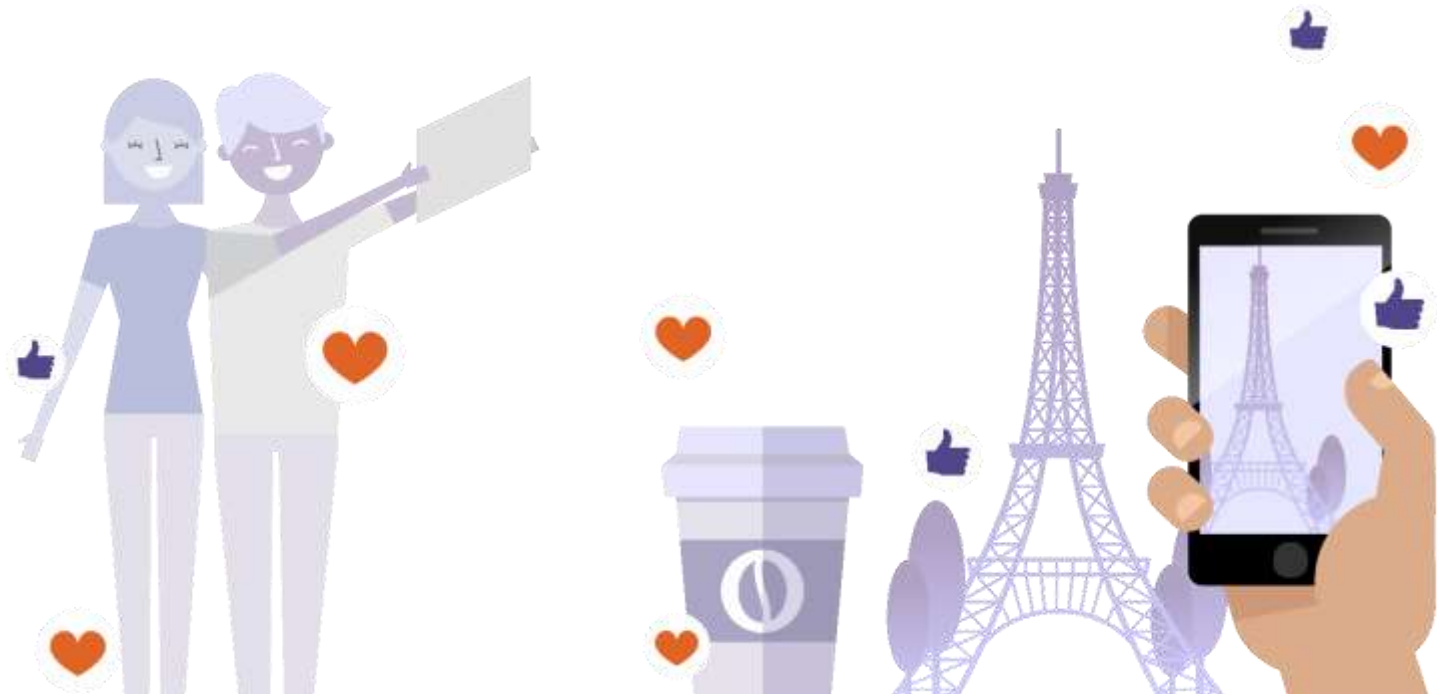
What is UGC?

- User generated content, commonly referred to as **UGC**, is anything:
 - Crafted by a **consumer**
 - Lives under a brand's **digital properties** *
 - Shared across **social media** channels
 - Created by a passionate **third-party user**



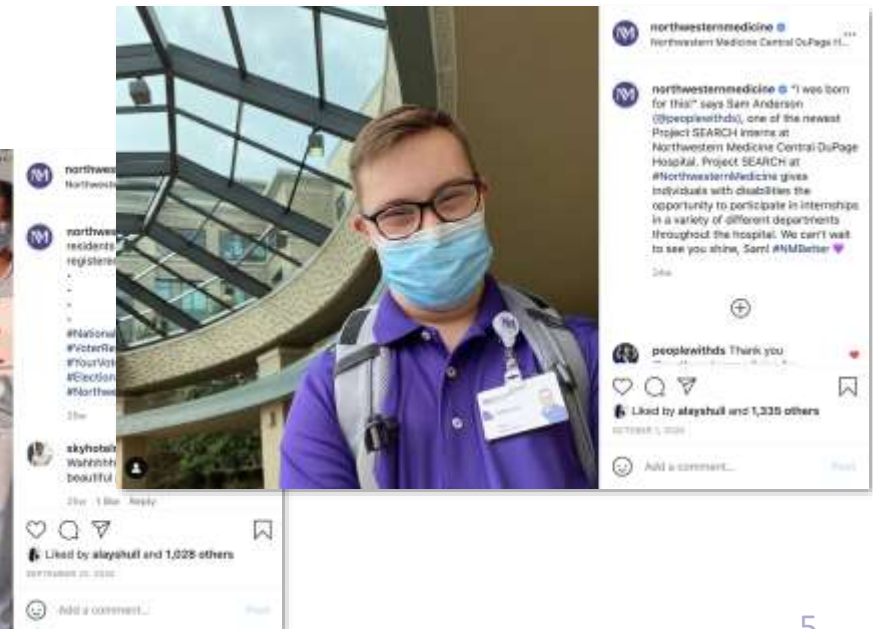
Why is it so influential?

- 85% of consumers find UGC **more influential** than brand photos or videos *
- Across all ages, 55% of consumers **trust** UGC over other forms of marketing
- UGC posts shared to social media channels see a 28% **higher engagement** rate than standard brand posts



How does it help brands?

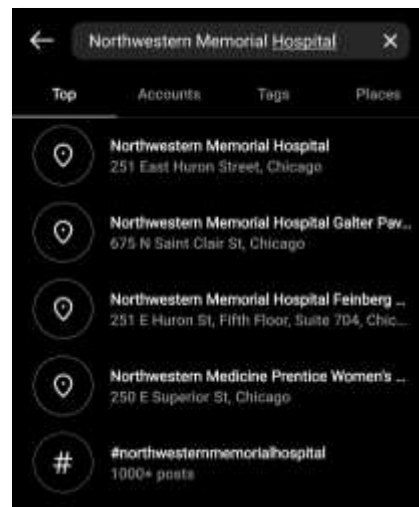
- UGC builds:
 - Trust
 - Advocacy
 - Human connections
 - Authentic engagement



What low-cost tools are available?



- Most of our UGC comes from searching natively on **Instagram**
 - Occasionally, we find UGC on **Twitter**
- We search by accounts we follow in our feed, hashtags, and locations
 - **Followed accounts** (Lurie Cancer Center, Feinberg School of Medicine)
 - **Hashtags** (#NMBetter, #NorthwesternMedicine)
 - **Locations** (Northwestern Memorial Hospital, Prentice Women's Hospital, Delnor, etc.)



Is there a user-friendly way to obtain consent?

Northwestern Medicine

Using the Hashtags #NMBETTER and #NMCONSENT

#NMBETTER

PATIENTS: AUTHORIZATION TO DEFINE, USE AND DISCLOSE HEALTH INFORMATION
I hereby authorize Northwestern Memorial Healthcare (NMMC), its current and future affiliates and subsidiaries (Northwestern Medicine) to create, store, use and disclose online photography and/or video recordings, as well as health information, across the branded social media channels for use and disclosure to the general public by Northwestern Medicine (including without limitation:

- Posting on Northwestern Medicine websites (internal and external) or any Northwestern Medicine use of social media (Facebook, Twitter, Instagram, LinkedIn, YouTube, Pinterest, etc.)

The term "health information" in this form refers to protected health information concerning my diagnosis, care and treatment, including medical or surgical services performed or administered to me by Northwestern Medicine, its employees, agents, members of the medical staff, and/or my personal physician/practice. I understand the images and other media and health information disclosed may identify me. My treatment is not considered as using the hashtag #NMBetter for this Authorization.

I understand I have the right to refuse to use the hashtag #NMBETTER for this Authorization and that this Authorization is valid unless I cancel or revoke it in writing. I also understand that once information, images and other media is disclosed pursuant to this authorization, it is possible that such material will no longer be protected by federal and state privacy laws and could be re-disclosed by the person or entity receiving such material. I further understand that if I choose to revoke this Authorization at any time in the future, I will send my revocation to NMMC Marketing, Communications and Media Relations at: 541 North Dearborn Court, Suite 1000, Chicago, Illinois, 60611. My written revocation will not affect any disclosure made before the receipt of my revocation by Northwestern Medicine. This authorization is valid for ten (10) years from the date of signature or until withdrawn in writing.

#NMCONSENT

PATIENTS AND NON-PATIENTS: AUTHORIZATION TO OBTAIN, USE AND DISCLOSE IMAGES AND OTHER MEDIA
I hereby authorize Northwestern Medicine to create, obtain, record, use and disclose photography and/or video recordings across the branded social media channels. I acknowledge the images and media to be used by Northwestern Medicine were previously posted in a public forum. I further consent to the information, images and other media being stored and managed within Northwestern Medicine for future use, in text or video or otherwise. The permitted use and disclosure of this information is as follows:

- Submitted **formal request**
- Met regularly with members from our **legal, risk, and compliance** department
- Aimed to provide **positive user experience**
- Drafted **“snackable”** language that could be easily accessed through a link
- Required to **track UGC** for up to **six years**



How do you archive and route internally?



- Once we've received **consent**, we take several steps to ensure **HIPAA compliance**, keep **thorough records**, and make things generally **easier for the team**
 - Take **screenshots**
 - Put information about the consented photos and/or videos in our **tracker**
 - Send to our **consumer communications** team for review and to **write copy**

Next week **UGC fun!**

Williams, Shari <Shari.Williams@nm.org>
To: Altimari, Emily; Cc: Augustyniak, Megan

Hi Emily,

Here are the consented photos I have so far this week (SO MANY):

- Post #1: [Adorable baby in a star swaddle](#) (Prentice)
- Post #2: [Hospital employee gets vaccine](#) (LFH)
- Post #3: [Another employee gets the vaccine](#) (NMH)
- Post #4: [NM Executive Assistant gets 2nd vaccine dose](#) (NMH)
- Post #5: [Cute baby in camo onesie](#) (Prentice)
- Post #6: [Marianjoy employee gets vaccine](#) (Marianjoy)
- Post #7: [Quarantine & chill baby board / Hospital views](#) (Prentice)
- Post #8: [Cute baby catching a nap with daddy](#) (Prentice)
- Post #9: [CRNA week OR aerial view](#) (NMH)
- Post #10: [Preemie cutie](#) (Prentice)
- Post #11: [CRNA week grid \(?\)](#)
- Post #12: ['23 MD candidate gets 2nd vaccine dose](#) (Huntley)
- Post #13: [Another cute baby](#) (Prentice)

Instagram UGC Consent Tracker								
User	Post Da	Handle	Followers	Location	Consent?	NM Post Da	Link to original post	Notes
	8/14/2020	marcasilverman	5.3K	LFH	Yes	9/2/2020	https://www.instagram.com/p/CD4s5xKj0Bc/	
	1/18/2021	inovo87		598 NMH	Yes	2/1/2021	https://www.instagram.com/p/CK0MH2a0B5XP/	
	1/18/2021	alexisashley	2.1K	NMH	Yes	Pending	https://www.instagram.com/alexisashley/	
	1/15/2021	peoplewithds	1.8K	CDH	Yes	Pending	https://www.instagram.com/p/CKE1hclVpshR/	
	1/21/2021	bridgchambers	939	Prentice	Yes	Pending	https://www.instagram.com/p/CKW1Y3e8AAW/	
	1/22/2021	warren_english_sole	855	Prentice	Yes	Pending	https://www.instagram.com/p/CKU9HdcD7WZ/	
	1/23/2021	loudngorgeous	463	Prentice	Yes	Pending	https://www.instagram.com/p/CKK25e0Qp83T/	
	1/21/2021	loudngorgeous	463	Prentice	Yes	Pending	https://www.instagram.com/p/CKS24Ujg0G/	
	1/22/2021	laurhofmann	417	CDH	Yes	Pending	https://www.instagram.com/p/CKKukh_RjAUX/	
	1/23/2021	lkrause	9.7K	Prentice	Yes	1/22/2021	https://www.instagram.com/p/CK00upCpajp/	
	1/26/2021	willrunfordunkin	729	NMH	Yes	Pending	https://www.instagram.com/p/CKhC2znnbX/	
	1/22/2021	dolriocarola	86	NMH	Yes	Pending	https://www.instagram.com/p/CKU50NHhLUT/	
	1/12/2021	ellyse.corbell	261	LFH	Yes	Pending	https://www.instagram.com/p/CJ9Emje5QOT/	
	1/27/2021	nmh_apps	629	NMH	Yes	2/4/2021	https://www.instagram.com/p/CK7Ut8hr1/	
	1/26/2021	runbecksrn	419	Prentice	Yes	Pending	https://www.instagram.com/p/CK9QgcOr0LW/	
	1/27/2021	nm_anesthesiology	881	Multiple	Yes	Pending	https://www.instagram.com/p/CK3sn7hy6f/	
	1/27/2021	barre.and.brunch	2.1K	Huntley	Yes	Pending	https://www.instagram.com/p/CKk8fwz8Mcn/	
	1/26/2021	joelcaswell	281	Prentice	Yes	Pending	https://www.instagram.com/p/CKe0USagrc/	
	1/27/2021	rainbowbaby_16	1.1K	Delnor	Yes	2/16/2021	https://www.instagram.com/p/CK0o-e9H-g2/	

Is it important to schedule in advance?

- After receiving copy, we **schedule** it in our social media management tool, **Sprinklr**.

The screenshot shows the Sprinklr Editorial Calendar interface. The top navigation bar includes the account name 'Northwestern Medicine', the current date 'February 2021', and various filters like 'Campaign', 'Account', 'Status', and 'Channel'. The main area is a calendar grid with columns for each day of the week. Posts are scheduled at specific times on various days. A pop-up window on the right shows a social media post for 'Northwestern Medicine' featuring a baby in a stroller. The post text reads: 'Baby Lincoln is doing some thinkin'. Congratulations on your beautiful baby boy, @Unknown - - - #Baby #Newborn #Bo #Baby #Mama #Dad #NorthwesternMedicine #MAMA'. The post has 728 likes and is from 'Unknown'.

Does leadership support UGC efforts?



- UGC has been a **key component** of our COVID-19 **vaccine rollout**
 - When vaccines first became available, our UGC was mostly from physicians and NM employees
 - Currently, patient UGC is dominant, as more people get vaccinated

How can you expand your strategy?



- 21-year-old patient
- Crowned Miss Illinois USA 2018
- Diagnosed with melanoma in her nail bed after having repetitive gel manicures
- Underwent several procedures to remove the skin cancer, resulting in her losing her right thumbnail entirely
- Spreads awareness about sun protection



- 43-year-old patient
- Married with two young children
- Competed on American Ninja Warrior
- Diagnosed with Parkinson's in his late 20s
- Uses diet, fitness, and exercise to combat the symptoms of his neurological disease



- 26-year-old patient
- Lost her aunt, grandmother, and mother to an aggressive form of breast cancer
- Diagnosed with the same BRCA2 gene
- Preserved her fertility through egg freezing and underwent a prophylactic mastectomy
- Encourages women to understand their family medical history, be more in tune with their bodies and take charge of their health

And are there ways to repurpose UGC?



northwesternmedicine
Northwestern Lake Forest Hospital

northwesternmedicine
@marcsilverman, one of the hosts of Chicago sports radio show @waddleandsilvy, is no stranger to rooting for the home team through ups and downs. When he was diagnosed with non-Hodgkin lymphoma, his friends, family, @wespn_chicago colleagues and the City of Chicago never stopped rooting for him. We're honored to be a part of your team, Silvy! Stay strong and keep fighting. #Chicago #nonHodgkinLymphoma #Cancer #Chicago #NorthwesternMedicine @Milester



Yes!

Northwestern Medicine
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You may know Marc "Silvy" Silverman from ESPN sports radio. On World Cancer Day, meet him as a cancer survivor.



NM.ORG
Chicago Sports Personality in Remission After Cancer Treatment

Northwestern Medicine @NorthwesternMed · Feb 4
Silvy: 1. Cancer: 0.

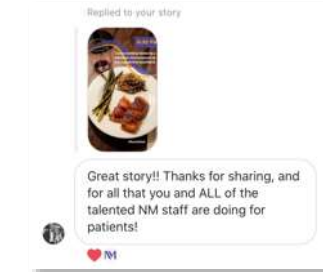
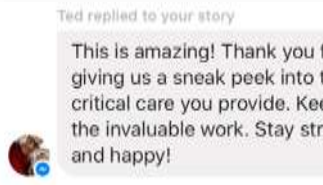
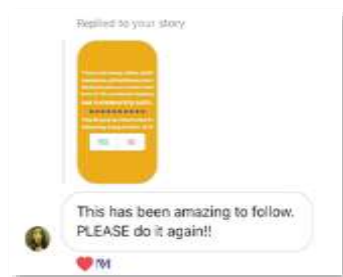
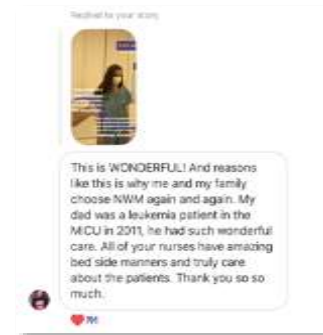
@WaddleandSilvy @DeanTsarwhas #WorldCancerDay
#NonHodgkinLymphoma #CancerSurvivor #cancer



Chicago Sports Personality in Remission After Cancer Treatment
Facing diffuse large B-cell non-Hodgkin lymphoma, Marc "Silvy" Silverman benefits from a clinical trial at Northwestern Medicine.
📍 nm.org

🗨️ 22 🔄 99 ❤️ 1K 📌

What do people have to say about UGC?



Questions?

Thank You!