



Surviving Social Media

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- The media landscape today
- Developing your messages
- Interview refresher




Surviving Social Media

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Pandemic news reporting

- Interest and concern
- Need for PPE and vaccinations
- 2021 return to normal



Surviving Social Media

LETTER FROM L.A.

At Jewish Home, a coronavirus success story

By Michael Janofsky
May 14, 2020 | LOS ANGELES



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Surviving Social Media

AP

Science Technology Business U.S. News World News Politics Entertainment Sports Odds/Ins Lifestyle Health

Focus on nursing home workers amid continued virus outbreaks

By JAMIE TAYLOR May 9, 2020



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Surviving Social Media

Finally some good news for California nursing home residents

BY BARBARA FEDER OSTROV, APRIL 1, 2021 | UPDATED SEPTEMBER 27, 2021



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Surviving Social Media

Southern Humboldt nurse honored as health care 'hero'



Eureka Times Standard

Rolling with the pandemic punches: Local nurse has fought COVID from many angles –



Lodi News Sentinel



Media Landscape Negative Coverage



Maggots, Rape and Yet Five Stars: How U.S. Ratings of Nursing Homes Mislead the Public

Nursing homes have manipulated the influential star system in ways that have masked deep problems — and left them unprepared for Covid-19.



Media Landscape Negative Coverage



"To Lift Ratings, Nursing Home Shroud Neglect"



Media Landscape
Negative Coverage

Headline examples

'It's been a nightmare.' Inside a California nursing home's struggle to contain its coronavirus outbreak

'They killed my dad': Glendale nursing home sued after resident contracts COVID-19 and dies

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AARP
California Health Report
CalMatters
inewssource
Kaiser Health News
NPR affiliates

Rise of the non-profit newsroom

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Media Landscape
Negative Coverage Amplified

NPR and California Public Radio Stations Collaborate on a Statewide Regional Newsroom.

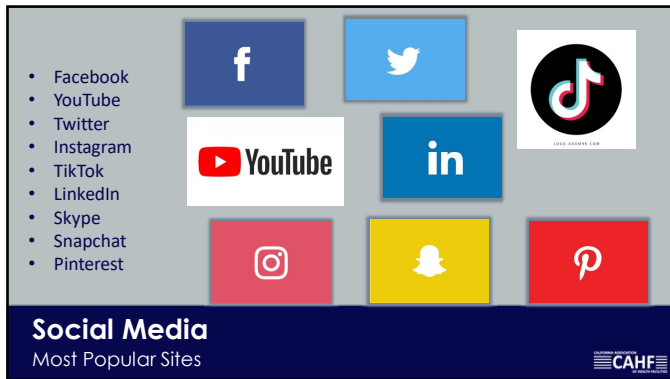
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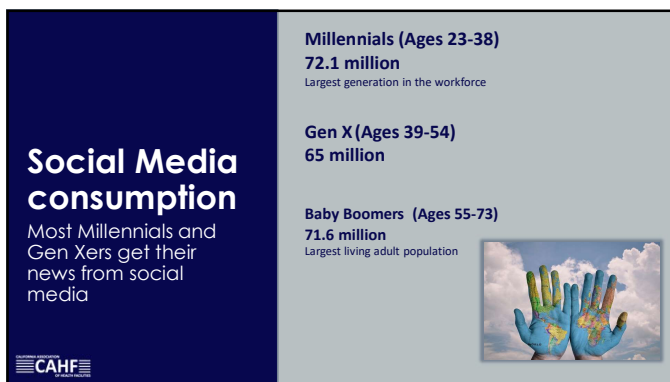
Immediate Jeopardy: Death And Neglect Inside A Troubled California Nursing Home Chain

Members of Congress React To LAist Nursing Home Investigation: 'Appalled,' 'Horrificed,' 'Gravest Of Crimes'

California oversight of nursing homes called 'befuddling,' 'broken' (CalMatters)

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CAHFTV on YouTube

Facebook

Twitter @CAHFupdates


LinkedIn
California Association of
Health Facilities



DELTA COLLEGE OFFERS 9-WEEK CNA COURSE

KCRA.COM
Delta College creates accelerated program for certified nursing assistants

CAHF on Social Media





**ILLEGAL
RISKS MEDICARE
FUNDING
HURTS SENIOR
CARE**

SB 311

SeniorCareCA.org



TRIAL LAWYERS WIN

AB 849

SENIORS LOSE




CAHF on Social Media – Legislative targets




Online Strategies for Providers

Surviving Social Media



Social Media

Online Searches



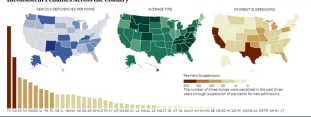
Consumer Search Options

- Google
- Nursing Home Inspect – ProPublica
- Nursing Home Compare – CMS
- CAL Health Find Database – CDPH
- Yelp

Nursing Home Inspect


By state (orange) and inspection frequency (red) as of April 2018. Use the tool to compare nursing homes to states based on the data shown (red for inspection and the penalties imposed in the past three years). You can also search for nursing home inspection reports to look for trends or patterns. Search our report page to reading the rest of the tool. **Related Topics:** California, Long-Term Care Facilities, The Top 100 in California, Nursing Home Quality

Inconsistent Penalties Across the Country









Online Reviews

Monitor Top Sites



Monitor Top Social Media Sites

Online Reviews

Contractors




Hire An Outside Contractor

- Reputation.com
- Social Mention
- Reputology
- Review Push
- Reputation Health

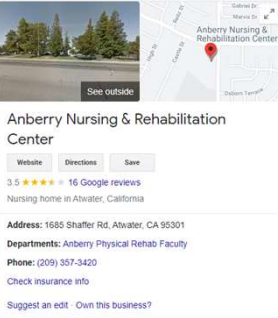



Online Reviews

Google Yourself





Review Your Site!



Online Reviews

Google Alerts





Set Up a Google Alert

- 1) Go to Google.com
- 2) Type in "Google Alerts"
- 3) Insert key words
- 4) Create an alert

Online Reviews

Check Out the Competition




Monitor Other Online Reviews

- A Place for Mom
- Caring.com
- SeniorAdvisor.com
- Yelp.com



Online Reviews

Company Reviews



Monitor employee reviews of you!

Eskaton Reviews

Find Reviews

To filter reviews, Sign In or Register.

Found 87 reviews
Sort: Popular

4.2 ★★★★☆ Rating Trends

82% Recommend to a Friend

88% Approve of CEO

90% Todd Murch (3 ratings)

Your trust is our top concern, so companies can't alter or remove reviews.

Pros

"Stable company with good benefits, non-profit is nice to know you support seniors" (in 5 reviews)


Cons

"Stress level, low pay, unorganized" (in 7 reviews)

From Glassdoor

Positive Online Reviews

Best Practices






Im an employee but i also have and had family members in this facility for rehab and they were awesome. My family and friends were really pleased. I would recommend this facility to anyone that i know.
Oct 23, 2016 5:01 PM

Thank you for sharing your thoughts with us!
We appreciate your review.

Delete


Consultate Health

Hi (name). Thank you for your feedback about your experience. Your concerns are a priority for us and we would like to discuss them further. Please call me directly at (phone) so I can address the experience you had regarding (resident/staff).



Negative Online Review

Best Practices



- Threats / Harassment
- Former disgruntled employees
- Vulgar / Offensive Language / Slander
- Possible violation of HIPAA or PHI



Online Reviews

When NOT to Respond



Risks

- Negative comments on public forum
- Complaints
- Possible reportable events
- HIPAA breach

Benefits

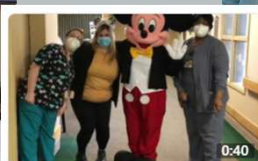
- Real time info to act on
- Address/improve processes
- Employee recognition
- Caring company, listening, engaged and working to improve

Consulate Health

Online Presence

Risks and Benefits






Happy Birthday Mickey Mouse!
50 weeks ago · 274 views




Horizon Health & Subacute, Fresno



<p>Message Development Your Elevator Speech</p> <p><small>CAHF</small></p>	<p>What is your elevator speech?</p>
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<p>Message Development Your Elevator Speech</p> <p><small>CAHF</small></p>	<p>What is your elevator speech?</p> <p>High staff vaccination rate</p> <p>Low COVID infection rate</p> <p>Five-star rating</p> <p>Employee longevity</p> <p>Chamber "Best place to work" winner</p> <p>National quality award winner</p> 
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<p>Message Development Your Elevator Speech</p> <p><small>CAHF</small></p>	<p>What is the staff's elevator speech?</p> <p>I get to help people</p> <p>In my job, I make people comfortable and happy</p> <p>I like to help people; they are like family to me</p> 
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CALIFORNIA
**Alzheimer's patient was
 sexually abused, attorneys
 allege**



Message Development
 Case Study



**Message
 Development**
 Your Elevator Speech

- Develop a statement
- Call the newspaper and request a correction/equal time
- Reach out to employees, families and community partners
- Messages for staff
- Give the statement to receptionist – have her direct calls/questions to leadership
- Expect the story to be repeated in other online publications and social media
- Monitor census



Develop a Statement

"We are shocked by this news, not just because we found out about it in the same way the general public did, but also because this type of act has never occurred in our of our facilities and we would never tolerate a scenario where that could occur.

For the safety of our residents, all employees undergo criminal background checks and are mandated reporters, trained to report any and all allegations of mistreatment of an elder adult in our care.

Our entire company, employees and residents are both sickened and concerned by these allegations. We have never been contacted by the resident of the family about anything of this nature. We are cooperating fully with the Department of Public Health and local police department."

Message Development
 Release a Statement



Message Development
Talking Points for Staff

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This would never happen in our facility

I was shocked to hear about this

All of us have background checks and are fingerprinted

We love our residents; we are like family



Should you let the media in your building?



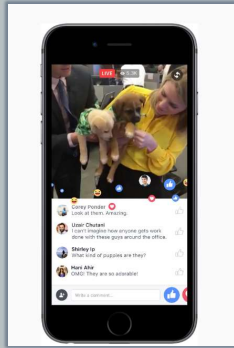
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Social Media
Social Media Policy

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Social Media Facebook Live



Interview Tips



- Be authentic
- Use the three "C's"
- Respond privately and de-escalate the situation
- If you don't talk, others will – release a statement
- Make your response about the victims



Interview Tips



- Saying "no comment" is the same as saying "we're guilty"
- It's not just about facts – *perception matters*
- Give your employees "talking points" and an elevator speech
- Be proactive about good news
- You will suffer in the short-term
- Tomorrow, you will be old news

