**VITAL2015  
Staff Engagement Guidelines**

**OVERALL TIPS**

* Plug the Member Network and the Twitter hashtag (#VITAL2015) at the beginning and end of your sessions, as well as during networking breaks/events.
* Ask session speakers and any very engaged members during your sessions to post in the VITAL2015 group on the Member Network.
* Direct attendees to the kiosk for in-person help during breaks.

**TWITTER**

Conference hashtag is #VITAL2015

Please review attached for referencing speakers, member hospitals, etc. You can ALWAYS retweet @OurHospitals throughout.

Remember to update your Twitter profile bios if they detail your employer.

SAMPLE TWEETS TO BEGIN CONFERENCE: *(model, do not copy)*

Excited to engage at #VITAL2015 –Follow for updates from #SanDiego on topics critical to #essential hospitals

Greetings from sunny #CA! Looking forward to the keynotes from @zdoggmd and @erictopol #VITAL2015

SAMPLE TWEET DURING CONFERENCE:

Starting now: @erictopol discussing patient empowerment in the opening keynote #VITAL2014

.@zdoggmd: be bold, examine your health care delivery system with fresh eyes #VITAL2014

SAMPLE TWEETS TO END CONFERENCE:

Thought-provoking and exciting end to #VITAL2015 – Stay connected, keep discussing at http://essentialhospitals.org/groups/vital2015

*Reminder:* if you tweet on a professional level about or related to our organization, please review the social media policy (P drive). Your personal profile should state the views expressed are your own and not that of your employer.

**MEMBER NETWORK**

There is now a dedicated group for VITAL attendees on the Member Network - <http://essentialhospitals.org/groups/vital2015/>.

Each staff person responsible for a session should plan to post (or assign) a discussion to plug their session beforehand and follow up with a recap comment after the session. For a tutorial, ask any member of the communications team.

Possible content:

* pre-questions for attendees to consider
* teasers about an interesting story that will be shared
* encouragement to engage in person (a call to attendees to ask questions or share stories)
* enticements (i.e. delicious snacks during rapid fire presentations)

Below is a sample discussion post to use as a guide for writing your posts. Please keep the following points in mind:

* Takeaways should cover the major points made by a speaker, without too much detail.
* Writing style should be short, simple, and conversational.
* End with a call for action or a question that will provoke conversation or a contact for more information.

*Sample from a previous year:*

**Legislative** **update from the annual conference**

If you couldn't make this morning’s breakout session on legislative and regulatory news, here are some takeaways:

– We scored a win avoiding E&M cuts, but they will be back, along with cuts to DSH slated for 2014 – fighting these are a priority.

– Look for an exciting lame duck session of Congress later this year. From Bush tax cuts to SGR, everything is on the table.

– U.S. health care costs are the highest in the world. Innovative programs that boost quality and save money are the solution. As members of America’s Essential Hosptials, you provide these types of solutions despite unique challenges.

– From the Hill staffers: Keep looking to the association for greater discussion on solutions to health care challenges. Survey your populations. Will you have the resources to handle an influx of new patients? Keep finding new, efficient, sustainable ways to deliver care. And, as deficit reduction continues to be an issue, prove that the public dollars allocated to your programs are improving health outcomes.

Did you attend? Any other key takeaways important to you or your hospital? Please share below.

The last **key step** after posting the discussions is to tap members in person or via email and encourage them to reply.

**BLOG**

When composing a blog post, be sure to follow these guidelines to ensure your message provides the most value for readers:

1. Be concise.
2. Inject personality – write a blog post the way you might tell the story out loud.
3. Include “scannable” content like lists, bolded words or phrases, subheads, and short paragraphs.
4. Make titles search engine optimization-friendly by including words people might search for on the Web.
5. Embed links – both internal and external.
6. Proof read – ensure there are no typos or punctuation errors.

Blogging is very similar to posting in the group, however you need to provide more context and background for the general public than you would for a member, who will already have context from the conference.

Ask communications team staff for help or for a second set of eyes.