



Facebook & Instagram

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Goals



brand awareness



relationships

Social Media Notes

- Your content appears next to family & friends
- All channels are now algorithm driven
 - A little paid goes a long way
- Nobody follows a brand to be “sold” all the time
 - Don’t shout at them
 - Limit CTA’s – delight & excite your audience
 - Build relationships and experiences



**Define a
strategy.**

Stick to it.

Content strategy

Engage users in daily conversation
using health, wellness and clinical content
that is **unique to Cleveland Clinic.**

Make Customers Your Universe

KNOW THEM

personify
them

HELP THEM

solve
problems
and make
decisions

PROVIDE VALUE

whether they
buy your
product or not

LISTEN TO THEM

data tells you
EVERYTHING

Our Audience

- Women 30+
- Health caretakers/worriers
- Savvy & motivated
- Google addicts
- Very close to her family
- Large circle of friends



Create. Distribute. Measure. Optimize.



Topics & Types

- Articles
- Videos
- Slideshows
- Infographics
- Recipes
- True & False
- Short Answers



Can 'Healthy' Ice Creams Help You Lose Weight?

The Short Answer on Halo Top®, Arctic Zero® and other brands

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Q: Can eating 'healthy' ice cream help you lose weight?

A: Popular new ice creams (like Halo Top®, Arctic Zero® and Breyer's Delights®) are advertised as "healthy." They claim to be low in calories and sugar, and high in protein.

However, healthy foods — like [fruits](#), [vegetables](#), [beans](#) and [whole grains](#) — actually *improve* your health. Because these new, lower calorie ice cream products don't better your health, I wouldn't call them healthy.

That said, if you regularly eat [ice cream](#), then replacing it with a product that is lower in calories, lower saturated fat and lower in sugar would likely improve your diet. But I would consider two major things:

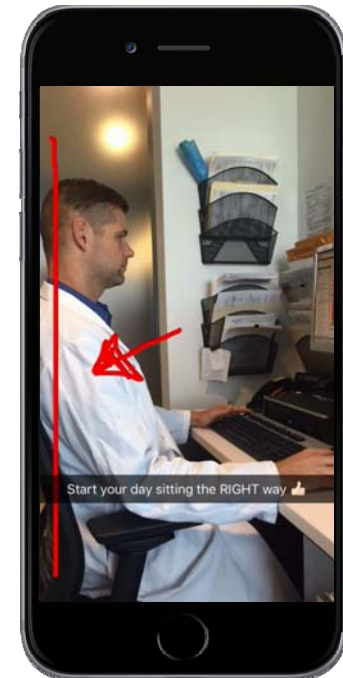
- **GI distress.** These new products often contain ingredients such as [sugar alcohols](#), chicory root or inulin, which can cause bloating, gas and even diarrhea in some people.
- **Portions matter.** The recommended portion for these lower calorie ice cream products is typically ½ cup, not one pint (2 cups). If you eat a pint a day, which contains 150 to 360 calories, you could gain as much as 15 to 36 pounds in one year! Also, one pint contains up to 20 to 40 grams of sugar. The American Heart Association recommends [limiting daily added sugars](#) to 25 grams for women and 36 grams for men. Stick to ½ cup as a serving size for these products.

Bottom line: If using a lower calorie ice cream product helps you decrease the excess calories, saturated fat and added sugar in your diet, then it's fine to enjoy in moderation — meaning occasionally! Another option is to control the portions of another sweet treat that you enjoy.

As always, read the [Nutrition Facts label](#) on each product to guide you in making healthier choices.

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in



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Focus on better NOT more



Don't just LOOK at data.


LISTEN

to data.


Facebook

- 2M+ Likes (Enterprise)
 - Less than 10% in Ohio
- Cleveland Clinic In Your Community
- Cleveland Clinic Children's
- Cleveland Clinic For Medical Professionals



**Cleveland Clinic**
February 16 at 12:58am · 🌐




It's not the fat in your food that's going to give you a heart attack.







Your Diet and Heart Disease: Rethinking Butter, Beef and Bacon

Roundup of the latest developments


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**Viberzi**
(eluxadiprone hydrochloride)

Important Risk Information
is increased if you do not have a gallbladder. This spasm usually happens within the first week of treatment and usually goes away when treatment is stopped.
[Full Prescribing Information >](#) [Medication Guide >](#)

ADVERTISING POLICY

Your Diet and Heart Disease: Rethinking Butter, Beef and Bacon


Roundup of the latest developments

SHARE    

Is it okay to eat butter now? "It's not a sin," says [Steven Nissen, MD](#), chair of Cardiovascular Medicine at Cleveland Clinic. Dr. Nissen and other top cardiologists want you to know that things are changing in our view of diet and heart disease.


Indeed, the new federal government-commissioned *Scientific Report of the 2015 Dietary Guidelines Advisory Committee* includes some surprising departures from previous advice. Old beliefs have been overturned and new research avenues opened. Some controversies have heated up. Things are moving fast.

In case you missed something, *Health Hub* shares this roundup of the latest developments in our understanding of diet and heart disease.



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Important Risk Information
caused by a spasm of the bowels, which may cause new or worsening abdominal pain. Your risk of having a spasm is increased if you do not have a gallbladder. This spasm usually happens within the first week of treatment and usually goes away when treatment is stopped.
[Full Prescribing Information >](#) [Medication Guide >](#)

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Most Popular

 **Don't Let Foot Cramps and Charley Horses Slow You Down**

 **Do You Have a Stiff Neck? Try These Simple Remedies**

 **Kids' Fevers: When to Worry, When to Relax**

**1 picture can save your life:
Your mammogram.**

Video

- No sound
- Text & graphics
- Short – link to more
- Build suspense to drive continued attention/engagement

Facebook LIVE

- Q&A's with experts
- Events
- Cooking demos
- Facility tours



Instagram

- Not just for fabulous photography
 - Video
 - Stories
 - Information/content
- Younger demographic
- Verified account
 - “Swipe up” capabilities



How **HEALTHY**
is **Halo Top®**?



 Cleveland Clinic

What about
Arctic Zero®
and **Breyer's
Delights®**?



LOW in
calories
& sugar.

HIGH in
protein.



It's tempting
to eat the
WHOLE PINT.



But will it
improve
YOUR HEALTH?



Swipe up.



Every life deserves world class care.