



DR. PABLO O. TORRE
MEMORIAL HOSPITAL

RIVERSIDE MEDICAL CENTER, INC.



METRO PACIFIC HEALTH
THE HEART OF FILIPINO HEALTHCARE

DEPARTMENT: OFFICE OF THE PRESIDENT		POLICY NUMBER: DPOTMH-MPP-CRCO-P004-(01)	
TITLE/DESCRIPTION: ONE SOCIAL MEDIA PROJECT			
EFFECTIVE DATE: March 5, 2024	REVISION DUE: March 4, 2027	REPLACES NUMBER: N/A	NO. OF PAGES: 1 of 4
APPLIES TO: Corporate Communications, Digital Marketing and all other areas with Social Media pages		POLICY TYPE: Multi Disciplinary	

PURPOSE:

Provide clients with a seamless experience the moment they enter Riverside. They have easy access to an office or unit that will handle or refer their concerns and respond or resolve the same in a timely manner.

DEFINITIONS:

Social Media Page – Mean any account, profile, page, feed or other presence operated by the RMCI under the Marks of any of its Client Properties on a Social Media Platform. Sample social media pages under the RMCI are Facebook, Instagram and Tiktok.

TAT- Turnaround time is the amount of time taken to complete a process or fulfill a request. The concept thus overlaps with lead time and can be contrasted with cycle time.

Like- A like is a form of engagement on social media. It's a quick way of showing that you like the content posted by simply clicking a button.

Leads- is a person or contact who is interested in the product or service you sell. While this is only prospective initially, proper engagement will potentially make the lead into a future client.

Posts - are content shared on social media through a user's profile. It can be as simple as a blurb of text, but can also include images, videos, and links to other content.

RESPONSIBILITY:

Corporate Communications, Digital Marketing and all other areas with Social Media pages

POLICY:

Project Summary:

To maintain uniformity and assured conformity to the RMCI MPH Brand, the Corporate Communications Office shall be consolidating the operations and management of the various social media pages of the RMCI. The Social Media Hub shall be responsible for overseeing incoming queries and concerns, and making the proper referrals when necessary. This will ensure that incoming concerns and queries, as well as page updates are done in a prompt and timely manner.

Need for One Social Media:

1. For uniformity;
2. Allows for the implementation of a coordinated digital marketing campaign;
3. Allows units to concentrate on their TAT rather than on the implementation of their ads or





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promotions;

4. More accurate tracking of digital TAT; and,
5. Focus shall be on the main hospital social media page.

Function:

1. All social media pages shall be turned over to the Corporate Communications Office with the exception of Pharmacy, Human Resources, and Una Konsulta.
2. Those social media pages with minimal or negligible "likes" or engagements, or those with no valid "leads" shall be subject for deletion.
3. Those pages that have similar or redundant posts, as well as redundant target audience, shall be subject for deletion.
4. Those areas with social media pages that are supposed to be for deletion but believe that this should not be the case, shall prepare a written justification addressed to the Corporate Communications Office who in turn shall prepare a recommendation, subject to approval by the Office of the President.
5. All remaining social media pages shall be monitored by the Social Media Hub and operates the same like the OC Hub.
6. Page postings shall be scheduled.

Personnel needed:

One personnel dedicated to man the Social Media Hub (from 9:00 am to 4:00 pm). This person needs to be knowledgeable in hospital operations so that he may make the proper referrals and follow-ups, as well as drive conversions and sales.

One person per area to act as contact person to the Social Media Hub operator.

Website

Targets:

- Lessen Bounce Rate
- Increase Number of Visitors

To Do:

- Enhance Doctors' List
- Revamp Pictures of Facilities, especially Centers of Excellence
- Add Chat Bot





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PROCEDURE (SOP): N/A
WORK INSTRUCTION: N/A
WORK FLOW: N/A
FORMS: N/A
EQUIPMENT: <ol style="list-style-type: none">1. One PC with internet connection to act as the Social Media Hub.2. A mobile phone for the Social Media Hub and a contact number for each contact person in the various areas.
REFERENCES: N/A





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APPROVAL:				
	Name/Title	Signature	Date	TQM Stamp
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	JOSE PEPITO B. MALAPITAN, MD Medical Director		MARCH 9, 2024	
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	SOCORRO VICTORIA L. DE LEON VP/ Chief Operating Officer		03/18/2024	
Final Approved by:	GENESIS GOLDI D. GOLINGAN President and Chief Executive Officer		03/19/24	

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