

Community Connections



External Relationships Project

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Introduction

American Lutheran Homes –Menomonie is a 37-bed skilled nursing facility located in Menomonie, Wisconsin. The facility has a management contract with Grace Lutheran Communities, LLC. This company oversees the marketing of the facility, including the Facebook page. Facebook is the facility's main source of community connection. Due to turnover at our corporate office, our Facebook page has been neglected and community engagement has declined.

Importance of Issue

Marketing is an essential function of a business, especially not-for-profits. In the health care sector, organizations need to have a solid approach to marketing. As a small-town nursing facility, it is important to have a positive image in the community and to engage with community members since they will be your main clients.

Objective

The objective of increasing our community involvement and promoting it on social media is to build strong relationships with the community. This is accomplished through broadening our reach and increasing engagement.

Methodology

Through initial staff surveys, the results showed that staff did not have a strong view on the facility's community involvement. As staff are the one's living in the community, they act as a direct referral source for the facility. Oftentimes we admit residents that are referred to us by staff members looking for care. If staff do not have a positive view on the facility's community involvement, then this can be damaging to the facility's image. Therefore, the staff survey was used to help develop this program and decide which events to direct our attention to.

Measures

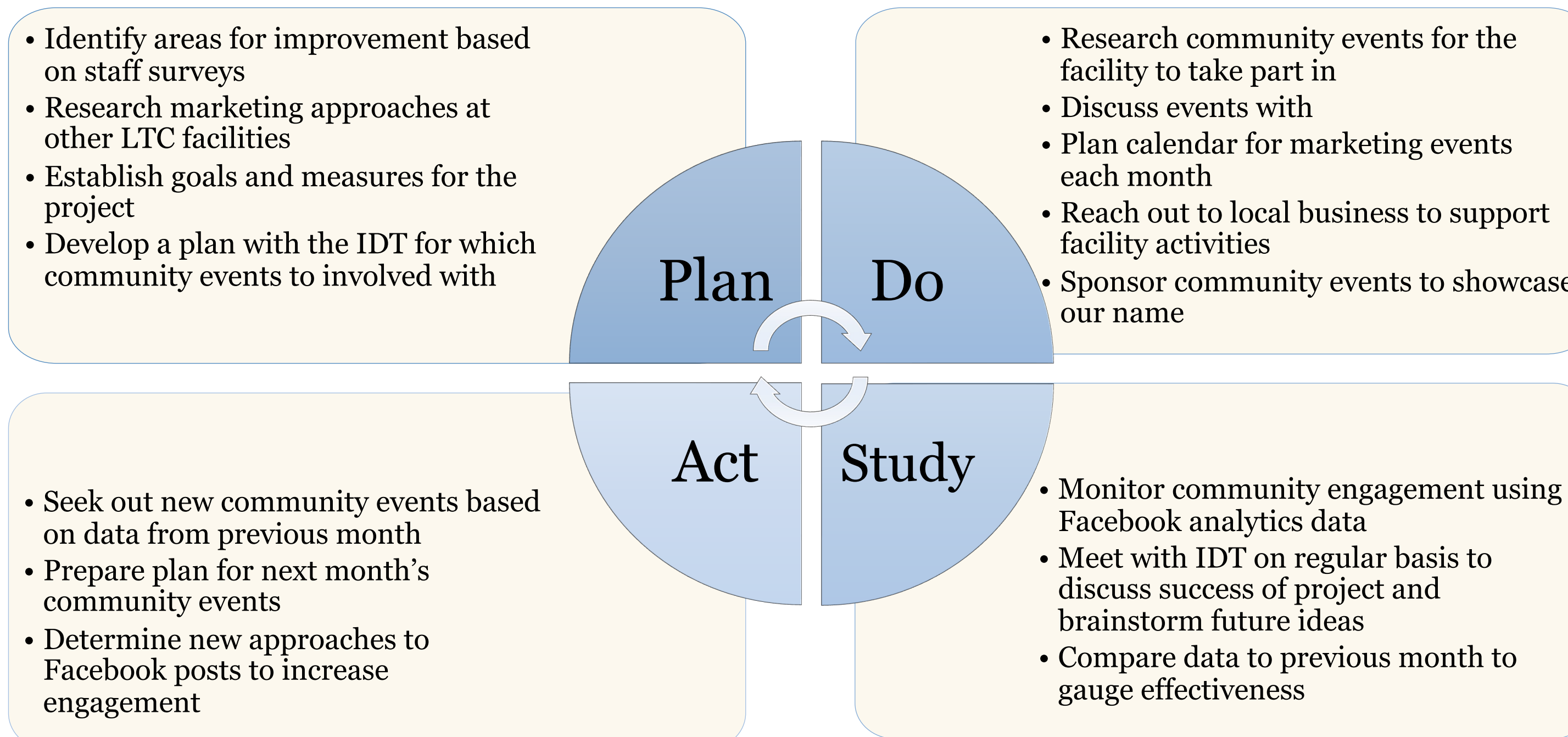
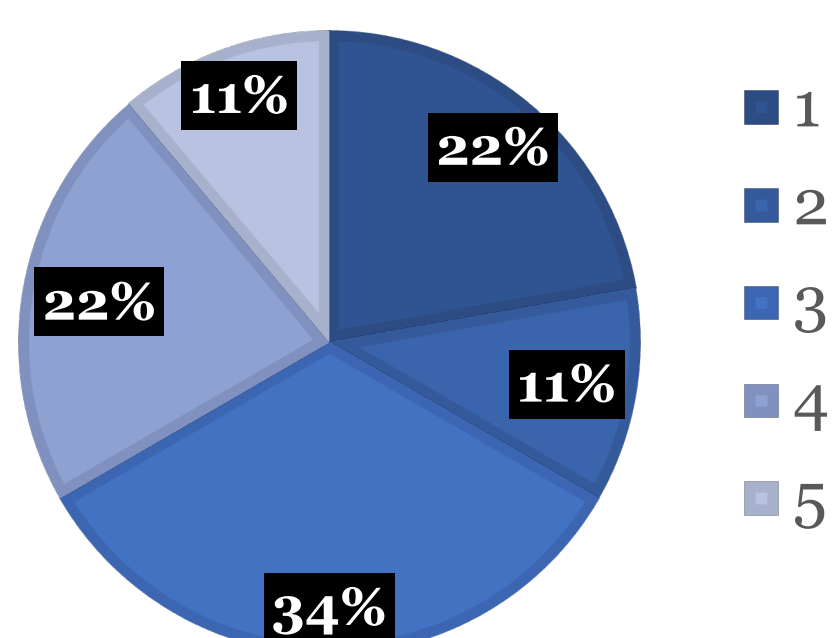
Quantitative

- ❖ Number of people reached each month from our Facebook page.
 - Data was gathered for three months before, during, and after the project.
- ❖ Amount of likes on the Facebook page per month
 - Data used to track community engagement with the facility
- ❖ Staff survey
 - Likert-scale questions (1 meaning *no involvement* to 5 meaning *a lot of involvement*)

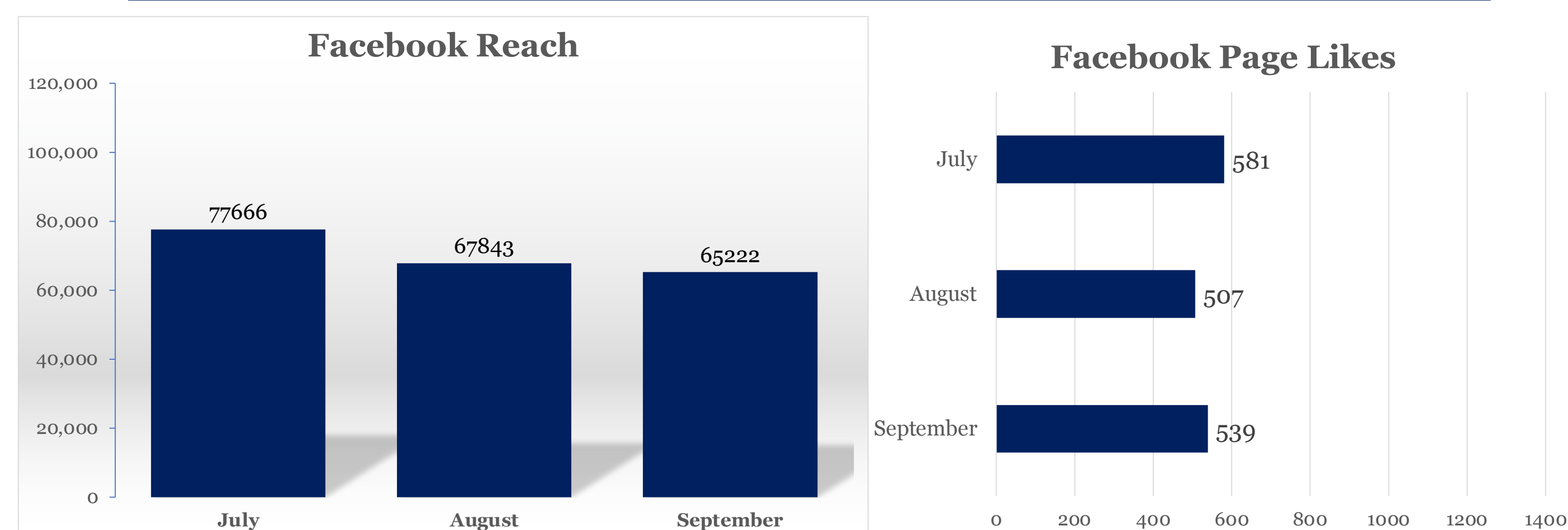
Qualitative

- ❖ Staff survey to highlight their opinion on the facility's relationship, reach and involvement within the community
 - Ask open-ended survey questions

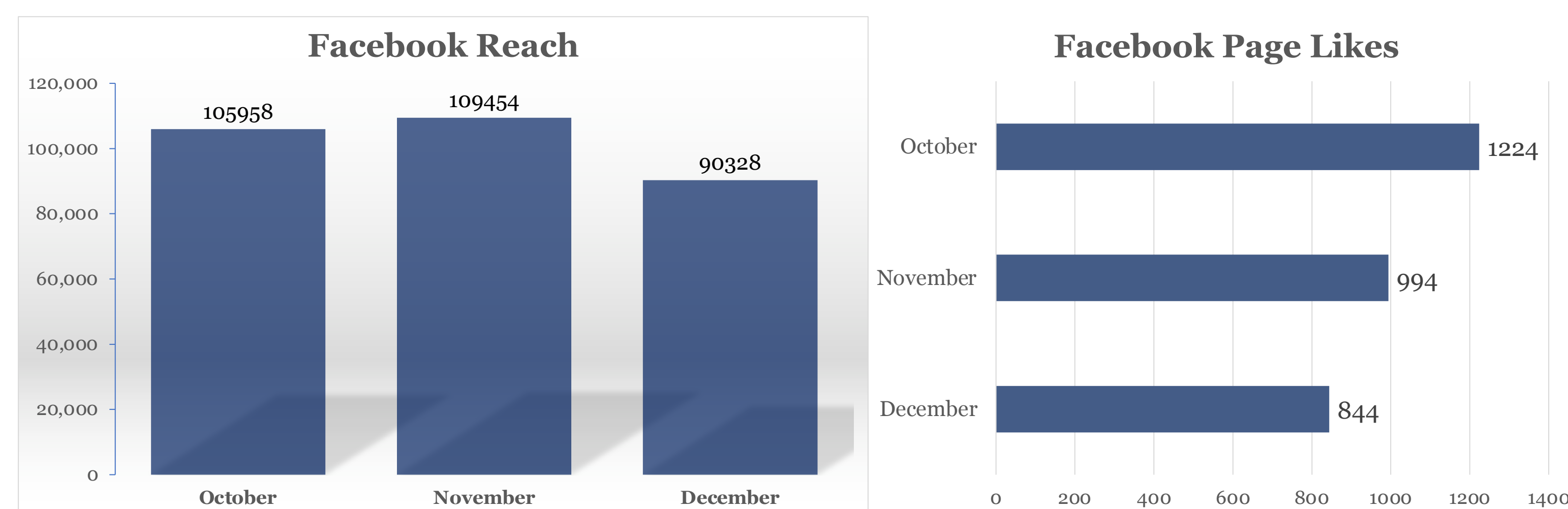
ON A SCALE OF 1 TO 5, HOW MUCH COMMUNITY INVOLVEMENT DOES ALH HAVE?



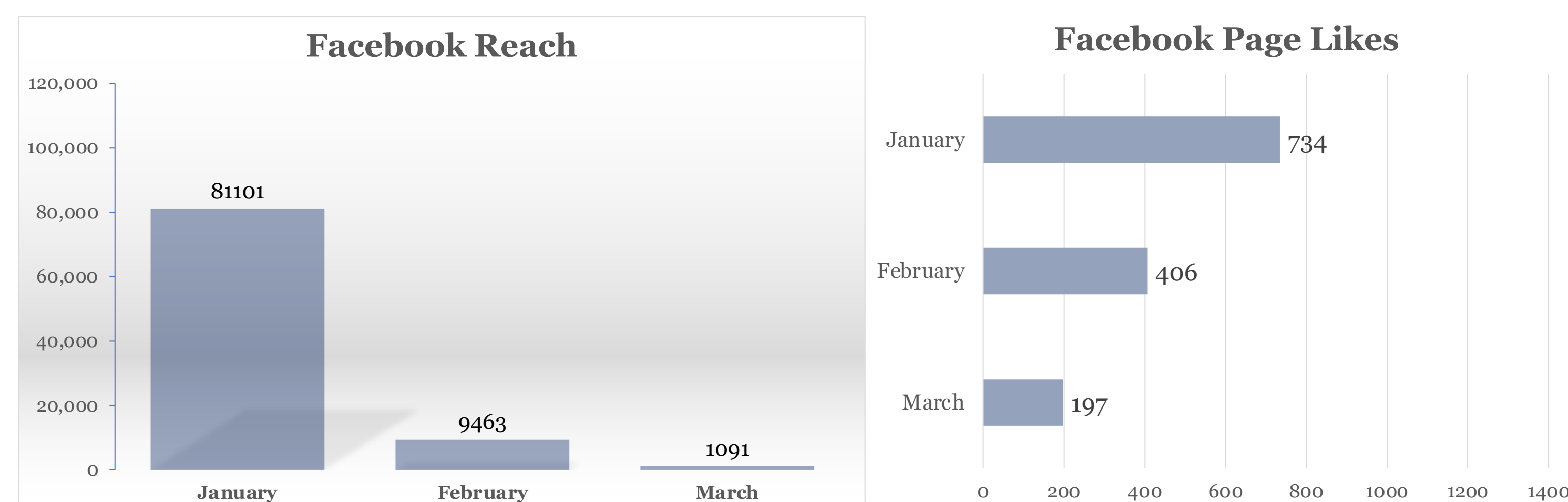
Prior Implementation



Implementation



Post Implementation



Summary of Success

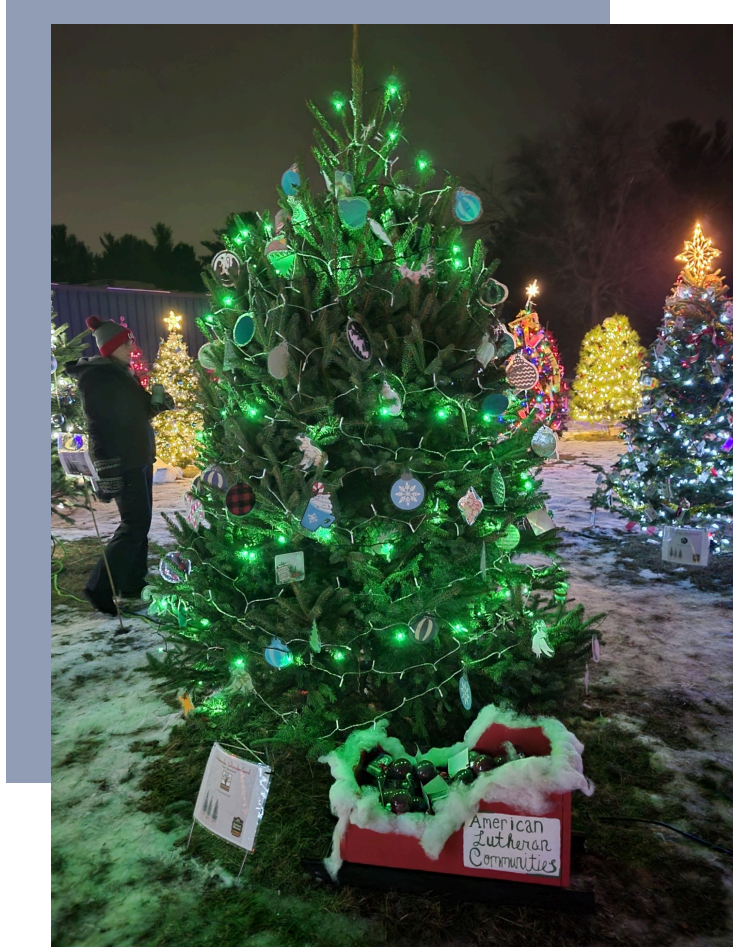
Community Connections proved to be an effective method for increasing our community engagement through social media. Before implementation, the facility was not hosting community events or promoting them on our Facebook page. With the introduction of Community Connections, we were able to create connections with local business, promote the facility through sponsored events, and foster a positive work culture. These outcomes were not the set measures for the project but are arguably just as important for a facility's external relationships with the community.

The results section of the poster displays the measurable outcomes of the project. The highlights of these outcomes include:

- Community reach of Facebook posts increased by 45%
- Increased average reach of posts each month by 31,670 people
- Elevation in the number of likes each month on the Facebook page

Barriers to Success

As seen from the data, there was a sharp decline in Facebook engagement post implementation. This was due to a large outbreak of COVID that happened in the facility. To limit the spread, the facility increased social distancing and limited group events both within the facility and in the community. These restrictions caused our social media engagement to trend downwards. Even with this barrier, the project did show great success during the period it was functioning.



Recommendations

Community Connections proved to be successful in reaching the project's goals and increasing the facility's community involvement. I believe this project does have the potential to improve marketing year-round at the facility and become a permanent program that is maintained by the staff. It is recommended that:

- A marketing committee is established at the facility with staff who will plan, promote, and organize events within the community.
- IDT members obtain access to the Facebook page to allow for quicker posting and increased engagement with followers
- Collect feedback from event attendees to gauge their opinions on the facility's involvement

Acknowledgements: Thank you to all the employees at American Lutheran Homes - Menomonie, including my preceptor Randy Rennock (NHA), for their involvement in this project and continued support throughout my administrative residency. Additional thanks to the HCAD professors who continue to encourage every day and to UWEC Learning and Technology Services for making this poster available for the CHAASE Banquet.