**2021 HITMC Award Nomination Example**

**\*** = Mandatory Field

**Submitter Name\*:** Colin Hung

**Submitter Organization\*:** Healthcare Scene

**Submitter Email\*:** [c@healthcarescene.com](mailto:c@healthcarescene.com)

**Submitted Phone\*:** 101-555-1212

**Please sign me up for the weekly HITMC Newsletter:** Check (naturally)

**How did you learn about the HITMC Awards?\*:** HITMC Newsletter

**Award Category\*:** Social Media Use

**Nominee (Individual name, Organization name, podcast title, campaign name, etc)\*:** HITMC

**Nominee Contact Name\*:** Brittany Quemby

**Nominee Organization\*:** Healthcare Scene

**Nominee Organization Type\*:** Other

**Nominee Organization Website\*:** [www.hitmc.com](http://www.hitmc.com)

**Nominee Email\*:** [B@healthcarescene.com](mailto:B@healthcarescene.com)

**Nominee Phone\*:** 101-555-1111

**Nominee Address:** 1 Main Street, Suite 202

**Nominee City:** Henderson

**Nominee State/Province:** NV

**Nominee Zip/Postal Code:** 89074

**Nominee Country:** US

**Brief Summary of Nomination. This answer will be used to describe the nomination if named a finalist. (max 300 characters)\*:**

HITMC shares practical, educational content daily on Twitter and LinkedIn. In addition they interact with members of the community - answering questions, directing people to resources and providing advice. Through social media they bring the community together.

**Why does this nomination stand out? Why does it deserve to win? (max 300 characters)\*:**

Without conferences the HITMC team had limited ways to keep the community engaged. What they managed to achieve via social media with such a small team and near $0 was especially noteworthy. They somehow cut through the 24/7 COVID coverage and stayed connected with their community.

**Nomination Details (max 3,500 characters)**

HITMC is first and foremost a community – bound together by a passion for and a love of PR, communications and marketing in healthcare and Health IT. The central idea behind HITMC is to bring together all the smart, innovative and hard-working healthcare professionals so that we can learn from each other. We achieve this by creating a culture where sharing, mutual respect and lifting each other up is the norm. This is the essence of HITMC.

Social media is one of the key channels that the HITMC team uses to engage members of the community.

TWEETCHATS

On the 2nd Tuesday of every month, we host a 1hr tweetchat on a marketing/PR related topic. These tweetchats attract 20-50 participants and generate over 2M impressions. Most importantly are the many useful, practical and innovative ideas that are shared during that hour. Plus, there are numerous links to resources that the HITMC team shares during the chat. These link to articles, whitepapers, video, etc that are relevant to the topic being discussed.

The HITMC team prepares for each tweetchat by writing an article that provides background information about the topic as well as the 5 questions that will be posed to the community during the chat. During the chat, the HITMC team participates and moderates the discussion using the [@hitmarketingpr](https://twitter.com/HITMarketingPR) handle.

Here is an example of a tweetchat article: <https://www.hitmc.com/hitmc-chat/the-secrets-to-a-foolproof-sales-enablement-strategy-hitmc-tweet-chat/>

SHARING ARTICLES and KNOWLEDGE

Every day, we use the @hitmarketingpr handle to share articles on healthcare marketing. Some of those articles are on the HITMC.com site. Others are articles found by members of the community on other sites. Here are some recent examples:

<https://twitter.com/HITMarketingPR/status/1354504868342464513>

<https://twitter.com/MrDollyPat/status/1351546808892334082>

ENGAGEMENT

Whenever a member of the HITMC community shares a useful article via Twitter or LinkedIn, the HITMC team likes and reshares it.

The team also replies to fun/funny posts from the HITMC community, which helps foster engagement.

<https://twitter.com/Colin_Hung/status/1339617844724703234>

SUMMARY

Overall, the level of engagement and dedication to using social media as an engagement channel is outstanding. HITMC deserves to be recognized for all the work put in by their small team.

**Supporting Links (comma separated):**

<https://twitter.com/HITMarketingPR>, <https://www.linkedin.com/company/healthcare-it-marketing-and-pr-community/>, <https://www.hitmc.com/>

**Additional Supporting Documentation (upload 1):**

**Additional Supporting Documentation (upload 2):**

**Additional Supporting Documentation (upload 3):**