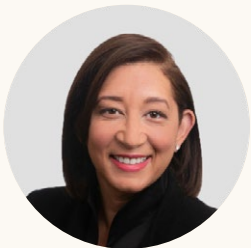


UnitedHealth Group breaks through noise on social media using LinkedIn Articles



UNITEDHEALTH GROUP*

Location: Minnetonka, MN | No. of Employees: 10,001+
Industry: Hospital & Health Care



“As an organization, we are helping to create a modern, high-performing health system. As a communications function, our goal is to share how we’re doing this through the use of compelling stories, and drive thought leadership within the health care industry as a whole.”

Jennifer Smoter

Senior Vice President and Chief Communications Officer, UnitedHealth Group



Challenge

- UnitedHealth Group is a global health care company sustaining a workforce of 330,000 employees, most of whom report into one of two major businesses: UnitedHealthcare and Optum. “With 330,000 employees ranging from clinicians to technologists to sales – among others – and a diverse stakeholder base that includes employees, consumers and providers, reaching each employee and stakeholder requires innovative communications approaches,” explains Lindsay Kurtin, manager of Social Media Strategy & Planning.
- With COVID-related burnout a real issue, particularly within health care, employers are increasingly looking to adopt data-driven approaches and human-centered messages as part of their strategy to ensure they are reaching their most valued assets: their employees. UnitedHealth Group did just that, recognizing LinkedIn as a trusted social media platform to engage their audiences at the right time and place. This innovative content strategy strengthened UnitedHealth Group’s employer brand, increasing their reach and creating an inviting space for both current and prospective employees.



Solution

- The constant evolution of digital capabilities has pushed companies to reinvent how they use social media to communicate with their audiences. “Capitalizing on new and dynamic content types and capabilities is how we can break through the noise, especially on social media,” says Adam Kmiec, Vice President of Digital Communications. For UnitedHealth Group, LinkedIn Articles was exactly the type of new, dynamic content they were looking for.
- UnitedHealth Group looked to offer human-led content that provided their audience with a deeper level of in-channel engagement. “Understanding the value of dynamic and human-centered storytelling, our social media team made the strategic decision to diversify our content mix to include longer-form stories,” says Jennifer Smoter, chief communications officer. “This enabled us to go beyond what exists on our website and share great employee stories with a wider audience,” says Kurtin.
- Leveraging the voices of health care experts from within its ranks in LinkedIn Articles also helped solidify organizational thought leadership within the industry. Kurtin emphasizes, “A lot of what we’re doing at UnitedHealth Group is driving transformative thinking in and around how we make the health system work better for everyone.”



Results

- Leaders are becoming more receptive to using LinkedIn as a thought leadership platform: “The success of Articles has given us a proof point for some executives who are now becoming more active in producing longer-form content on LinkedIn,” says Kurtin.
- In an analysis of Q2 content, a [LinkedIn Article](#) from Chief Human Resources Officer Patricia Lewis welcoming Joy Fitzgerald as Chief Diversity, Equity and Inclusion Officer was among the organization’s highest-performing content.

187k

impressions on first seven articles

5.5k+

engagements on first seven articles

3.2k

article views on first seven articles

800

views and 1.5k engagements on top-performing article



“Seeking out opportunities to evolve our content strategy is key to reaching and engaging our intended audiences. Social media is a rich and critical channel for experimenting and innovating new ways to tell compelling stories.”

Adam Kmiec

Vice President of Digital Strategy and Communications, UnitedHealth Group

Engaging professionals on meaningful topics

- UnitedHealth Group was able to connect with employees and other stakeholders through longer-format content that fostered engagement, including for a [National Minority Health Month campaign](#) in April 2021 that highlighted care issues affecting populations historically underserved by the health care industry.
- “We wanted to demonstrate progress that we’re making as an organization to advance health equity,” Kurtin explains. “We shared how we’re addressing disparities through a series of articles profiling employees and other stakeholders who are leading or contributing to these efforts.”
- LinkedIn Articles provided subsequent opportunities for UnitedHealth Group to produce relevant, timely content for diverse audience segments. In May 2021, UnitedHealth Group featured a series to spotlight [Asian American and Pacific Islander Heritage Month](#), and June provided the opportunity to highlight [LGBTQ+ health issues](#) during Pride month.

Solidifying thought leadership with LinkedIn Articles

- UnitedHealth Group positions itself as a leading-edge health care company, powered in part by thought leaders in the organization. With the spread of COVID-19, there has been a large audience for pandemic-related content that supports greater personal safety and public health awareness. But it has to come from the right sources.
- “Content related to topics like COVID-19 really does better when it’s driven by a thought leader,” Kurtin notes. UnitedHealth Group has relied on respected health care authorities to solidify brand credibility through publication of articles on the LinkedIn platform.
- “Enlisting leadership and getting them to use long-form content — and then being able to share it on our brand’s profile where company followers can engage with it — has been beneficial,” Kurtin says. With each click comes the opportunity to establish UnitedHealth Group entities as trusted experts across the topical areas within the health care space.

Leveraging the versatility of LinkedIn Articles

- LinkedIn Articles has opened up possibilities for diverse forms of storytelling at UnitedHealth Group. “We share different narratives in unique ways on the platform,” Kurtin notes. Some content is created by clinicians, some by executive-level professionals and some by a wide range of other contributors. The result: The aspirations and needs of a wide swath of individuals — reflecting UnitedHealth Group’s various audience segments — are represented in brand outreach.
- The platform functionality makes for positive consumer experiences and memorable content that can solidify brand messaging. Kurtin observes, “Being able to include pullout quotes and play around with article headers allowed us to make creative decisions with longer-form content.” These and other features in Articles can help marketing professionals produce impactful content that resonates with an audience as large and diverse as that of UnitedHealth Group.



“Being an early adopter to the new functionality of LinkedIn Articles allowed us to drive deeper engagement with our audience, giving people a broader sense of who we are as an organization and our values.”

Lindsay Kurtin

Manager of Social Media Strategy & Planning, UnitedHealth Group