



Mon Health[®]



Vandalia Health

Choose Mon Health. *Feel The Difference.*

Harnessing the Power of Employee Advocacy: The Value of Social Media Engagement and Media Release Forms

Marketing & Communications



The Role of Employees in Social Media Advocacy

- ✦ Employees are our organization's top brand ambassadors.
- ✦ YOUR advocacy can amplify the organization's message.
- ✦ How does this help?
 - ✦ Increased reach and visibility.
 - ✦ Improved brand credibility and authenticity.
 - ✦ Enhanced employee engagement and morale.
 - ✦ Assistance in recruiting methods.
 - ✦ Opportunities for networking and professional growth.
- ✦ A thorough Social Media Policy can be found on PolicyStat.



Mon Health System Social Media Accounts



All Mon Health accounts are managed and operated by the Marketing Team.

Should you be interested in following us to further our reach, search for **Mon Health** on YouTube, X (Twitter), Instagram, LinkedIn, Facebook, and TikTok

& The Village at Heritage Point on Facebook



Leveraging Employee Images in Marketing

- * Mon Health System uses authentic visuals in our marketing due to the following impact:
 - * Increased Credibility and Trust
 - * Enhanced Brand Personality
 - * Improved Engagement
 - * **Differentiation from Competitors**
 - * Storytelling Potential
 - * Positive Perception and Brand Loyalty
- * Brands that prioritize authenticity in their visual storytelling often enjoy a competitive advantage in today's consumer-centric landscape.



Employee Media Release Form

- ✦ A **media release form** is a legal document that grants permission for the use of an individual's likeness, image, or voice in various forms of media, such as photographs, videos, or audio recordings. The purpose of a media release form is to obtain the explicit consent of the person depicted in the media content, allowing the creator or the organization to use and distribute that content for specific purposes.
- ✦ They help **protect** both the individuals depicted in the media content and the organizations using the content from potential legal issues related to privacy, defamation, or unauthorized use. It ensures that individuals have given informed consent for the use of their images, helping maintain transparency and trust between all parties involved.



MHS Employee Media Release Form

Please [click here](#) to complete the MHS Employee Media Release Form.