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WATERBURY HOSPITAL HOLDS FACEBOOK “FAN” CONTEST

Hospital exceeds goal of registering 500 fans

WATERBURY – Ruth Veneziano the office manager at Alliance Medical Group, an affiliate of Waterbury Hospital, recently became a “fan” of Waterbury Hospital on its brand new Facebook page – then encouraged her daughter Emily, 17, a senior at Sacred Heart High School, to do the same. Her timing couldn’t have been more perfect, because as Emily clicked the “*Become a Fan*” of Waterbury Hospital icon while logged onto Facebook, she became the hospital’s 500th fan.

Waterbury Hospital recently held a contest for its employees to register as “fans” on its Facebook page, offering a Valentine’s Day basket stuffed with thematic goodies to the winner.

“We developed a hospital Facebook page as a way for both our employees and our guests, visitors, patients and the general public to keep abreast of what is going on at Waterbury Hospital,” said Heather Tindall, Waterbury Hospital’s Director of Public Relations, Media Relations and Marketing. “Not only did we reach 500 “fans” with our contest, but we’ve now actually exceeded 600 “fans.”” Tindall credits this response to the fact that hospital employees encouraged their friends and family to sign up. She concluded, “We are just ecstatic! The response to this initiative and the enthusiasm of our employees has been phenomenal.”

Tindall said that the hospital’s Facebook page contains information on a wide array of topics ranging from the dates and times of upcoming free educational presentations, to registration information for the hospital’s upcoming *Pilates, Tai Chi* and weight lifting classes. Additionally, she said the page contains current hospital-related medical and technological updates, information on medical staff and clinical offerings, photos of hospital events like the hospital’s gala as well as photos of employees recognized for awards or accomplishments, job postings and much more.

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