

Engaging Audiences on Social Media: Glen Oaks' Success Story



Background

Glen Oaks Hospital in Greenville, TX, provides compassionate mental health care. To help more people, community engagement over social media is a priority.

In an effort to boost this engagement, Glen Oaks partnered with Cyrano Video in August 2023.

“Thanks to Cyrano, we’re not just sharing content; we’re sharing stories that *resonate deeply with our audience*, reinforcing our commitment to compassionate mental healthcare.”

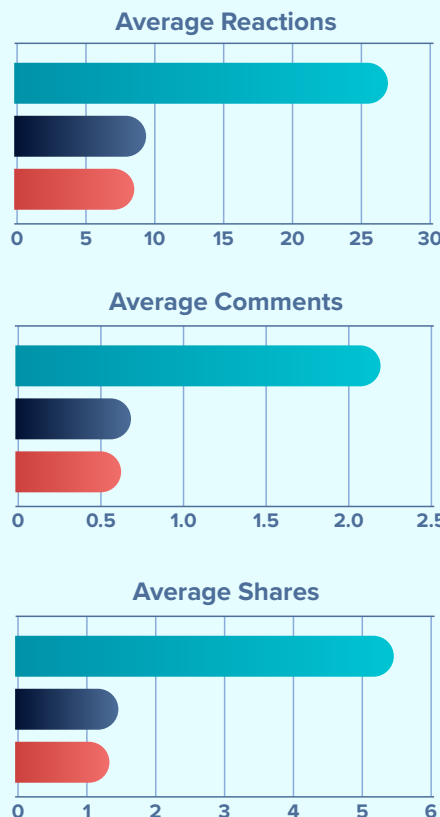
Noelle Carmen, Director
of Business Development



Average Engagement on Facebook by Post Type

Content produced by Cyrano Video performed **3x** better than other post types.

- Cyrano-Made Videos
- Static Image Posts
- Videos Not Made With Cyrano



Results

Over 5 months, Glen Oaks noticed higher engagement (shares, comments, and reactions) when posting **Cyrano-made content** versus **non-Cyrano content**. This boost is credited to the captivating power of quality video.

Cyrano Video’s mission is to enhance the storytelling potential of healthcare facilities like Glen Oaks.