

One Health Organic Social Media



Brand Awareness Campaign Case Study

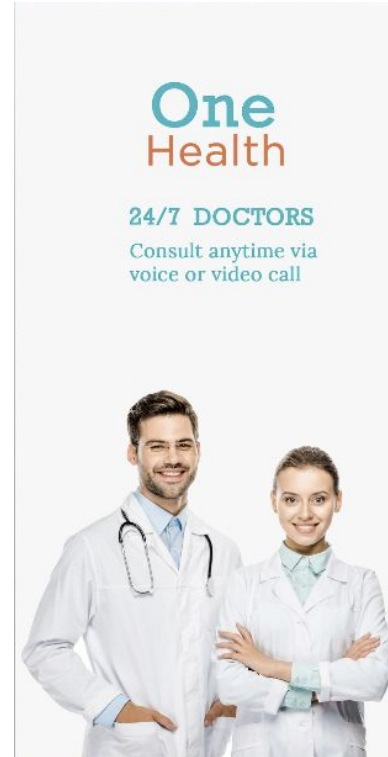
The Client & Our Role

The Client

One Health is a general hospital in New York City trying to freshen its image. They came to Neworks for help raising brand awareness of their digital health offering - an app offering subscriptions for virtual doctor's appointments.

The Role

We were tasked with coming up with a social media campaign aimed at our target markets and focused on the digital healthcare app. We would launch this on 3 social media platforms that best fit One Health's audience.



The Target Audience



- We want to communicate the message to a broad audience and appeal to anyone who might want or need digital healthcare services.
- They should be 25-65, have healthcare questions, be short on time and be tech savvy.

The Solutions

Expanded Branding

Moodboard

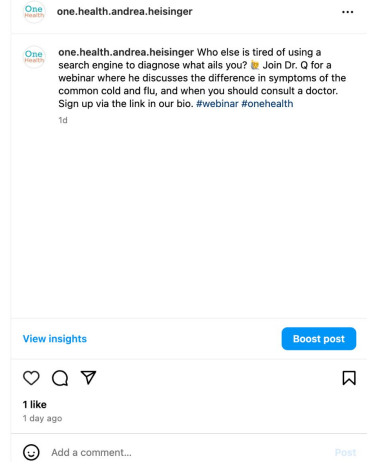
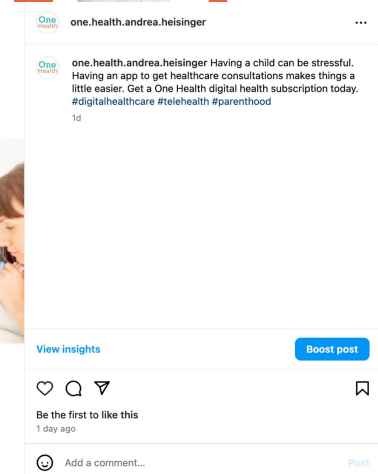
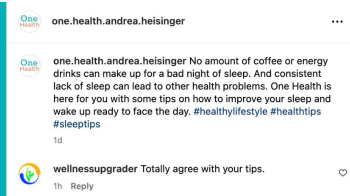


I made a moodboard to convey the kinds of images we would use in the social media posts.

Organic Social Media Posts

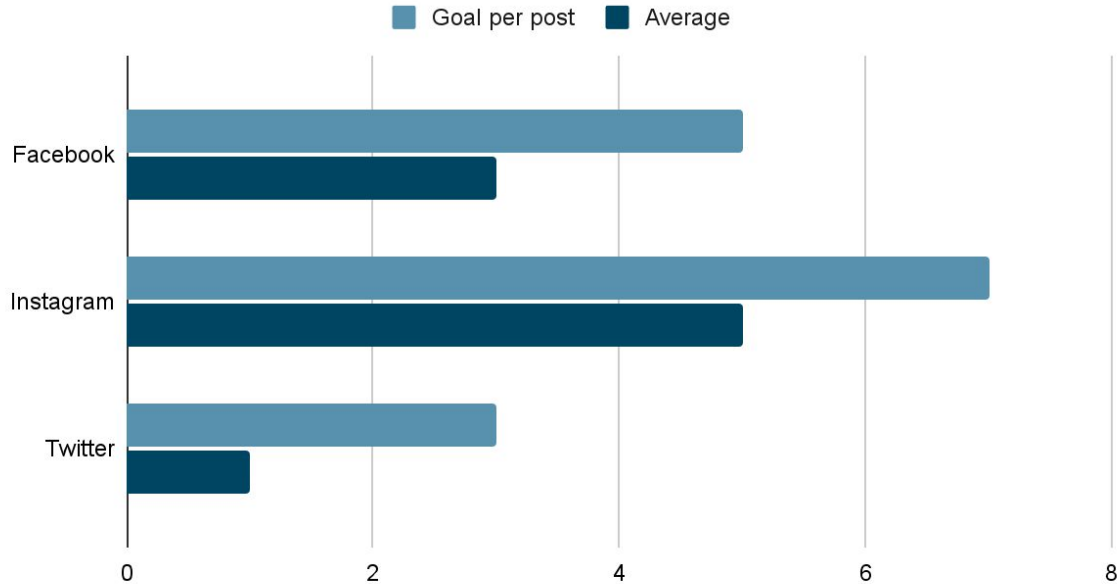
- I used 3 content pillars: Health Tips, Digital Healthcare and Get to Know One Health.
- I made templates for each pillar so it would be clear the posts belonged to the same campaign.
- I made a total of 8 posts on Facebook, Instagram and Twitter.
- The metrics measured were likes, comments and shares.

The Posts



The Results

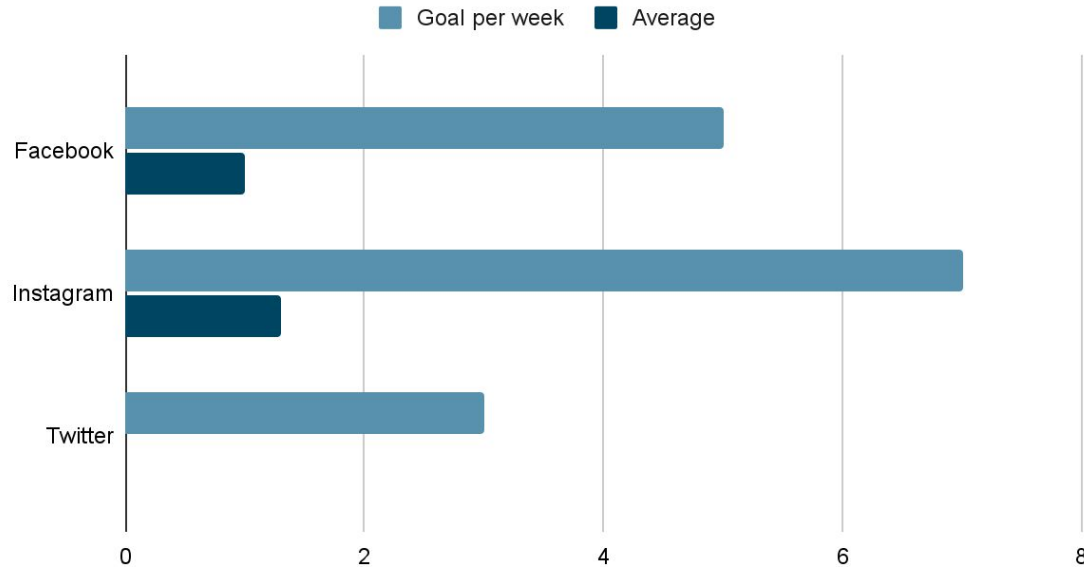
Likes



- The main form of engagement for the campaign was likes.
- Instagram came the closest to hitting the goal, getting an average of 5 likes per post.
- Twitter had the worst performance with 1 like per post.

The Results

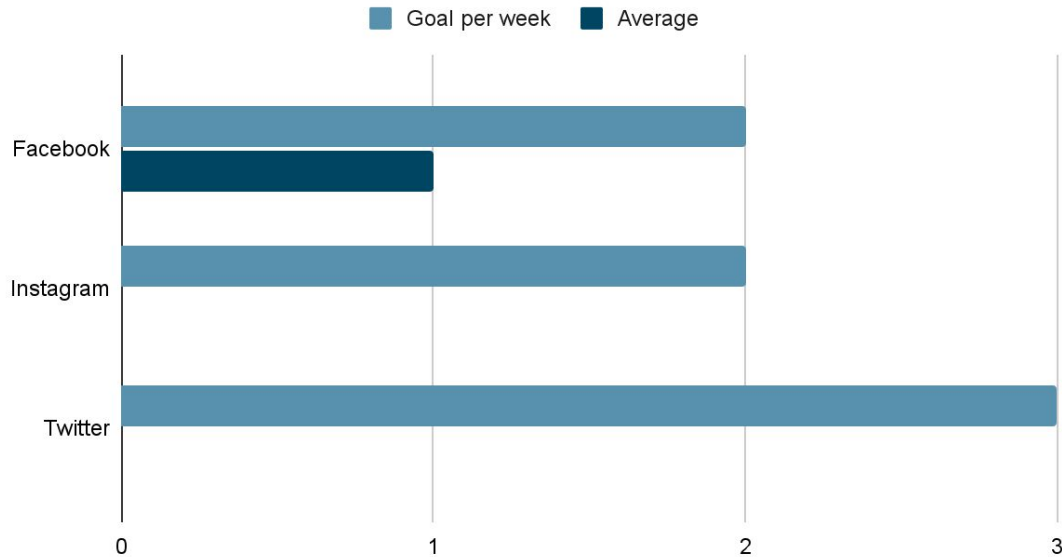
Comments



- There weren't many comments on posts during this campaign.
- Instagram had the most comments but still had an average less than 2.
- Facebook had just over 1 per post and there were no comments on Twitter.

The Results

Shares



- There were hardly any shares at all during or after the campaign.
- Only Facebook had 1 post shared during the campaign.

The Results

- The goal of the campaign was brand awareness, and Instagram came out on top.
- They had the most likes and comments, although there weren't any shares.
- For the next campaign I would use Instagram and Facebook, but drop Twitter due to little engagement.

