

One Health Organic Social Media

Brand Awareness Campaign Case Study

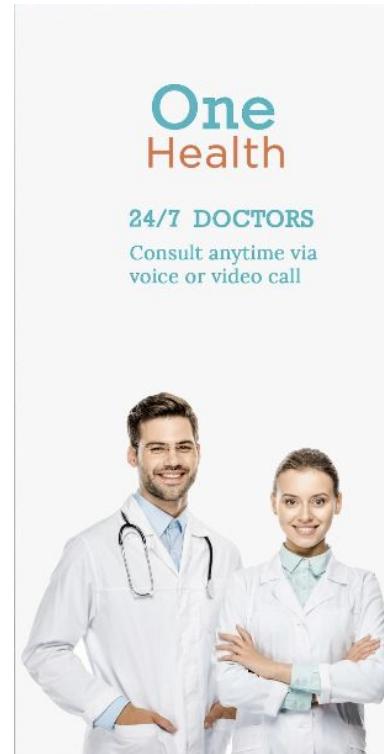
The Client & Our Role

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

HEALTH TIPS

5 WAYS TO SLEEP BETTER

One Health

New Parent? We're Here to Help

If you have questions about your little one's health, our digital healthcare service has answers.

One Health

one.health.andrea.heisinger

one.health.andrea.heisinger No amount of coffee or energy drinks can make up for a bad night of sleep. And consistent lack of sleep can lead to other health problems. One Health is here for you with some tips on how to improve your sleep and wake up ready to face the day. #healthylifestyle #healthtips #sleeptips

1d

wellnessupgrader Totally agree with your tips.

1h Reply

one.health.andrea.heisinger

one.health.andrea.heisinger Having a child can be stressful. Having an app to get healthcare consultations makes things a little easier. Get a One Health digital health subscription today. #digitalhealthcare #telehealth #parenthood

1d

View insights

Boost post

1 like

1 day ago

Add a comment...

Post

Health Bytes

IS IT A COLD OR THE FLU?

Featured Expert: Dr. Q

One Health

one.health.andrea.heisinger Who else is tired of using a search engine to diagnose what ails you? Join Dr. Q for a webinar where he discusses the difference in symptoms of the common cold and flu, and when you should consult a doctor. Sign up via the link in our bio. #webinar #onehealth

1d

View insights

Boost post

1 like

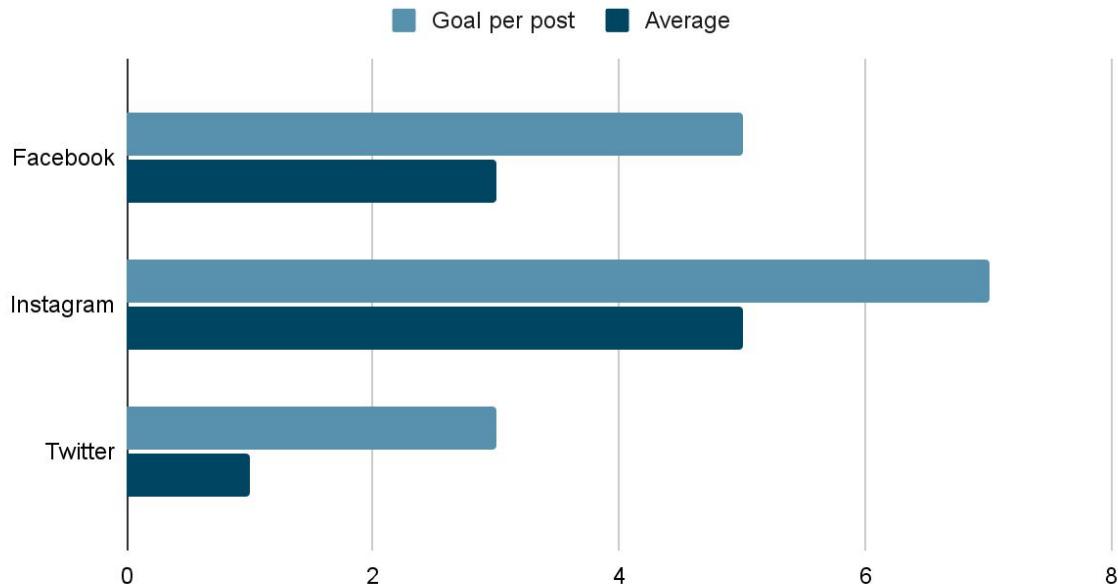
1 day ago

Add a comment...

Post

The Results

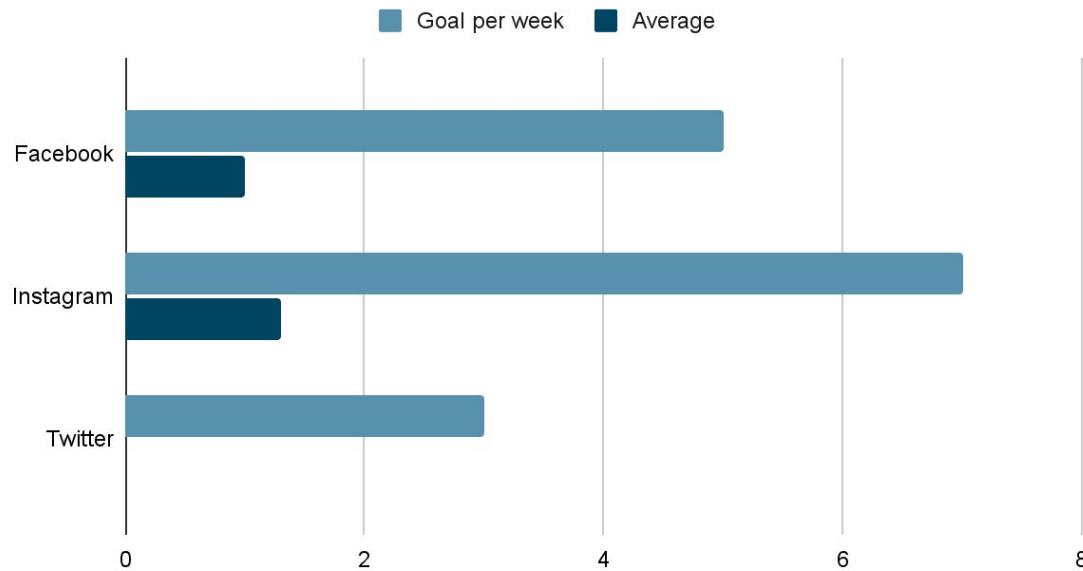
Likes



- 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

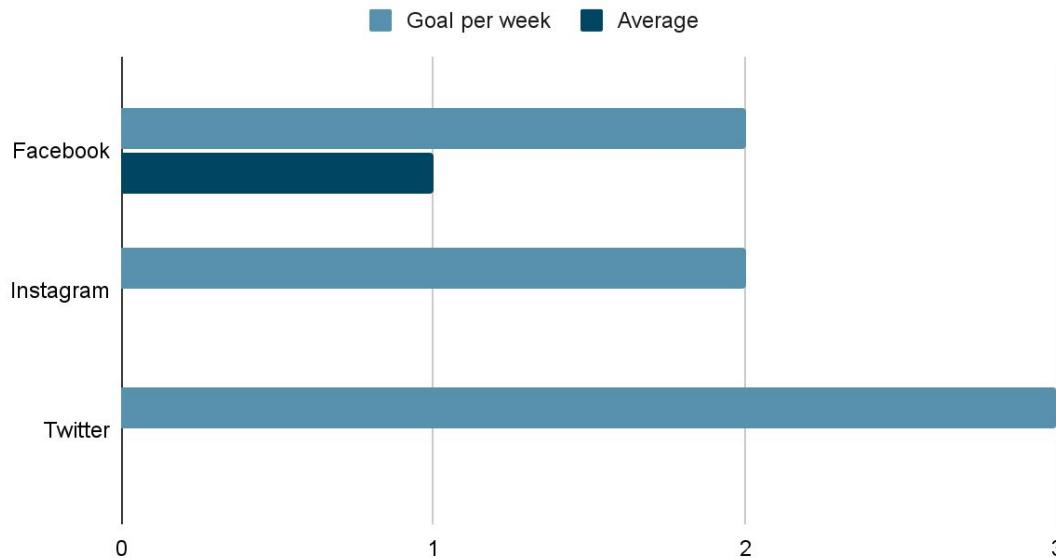
Comments



- 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.

