



Social Media Guide

Social Media can be a powerful tool for getting the word out about your health equity initiative and especially for sharing health inequity and disparity information. Whether it's to share educational materials or get people to your screening events—social media provides a direct connection to your target audiences.

Determine Your Organizational Goals/Metrics: Determine what your objectives are for social media, align your organizational goals to your strategy, how they will be measured, and what ROI looks like for your business.

Determine Personas/Target Market: Think of age, gender, locations, demographics, etc.

Determine Appropriate Platforms Based on Targets. Generally:

- Facebook/Instagram focus is Patients/Consumers
- Twitter/LinkedIn focus is Physician/Professionals

Determine and Obtain Appropriate Social Handles/Page Names

- Keep the names simple with relevant keywords. A consistent name across all channels is highly recommended and beneficial, but not necessary.
- Twitter handles are generally shorter, 15 character limit—using acronyms, if needed:
 - Example: @BostonSci
- Facebook handles are known as a “vanity URL”:
 - facebook.com/YourBusinessUsername
 - Keep them short and focus on relevant keywords.
- LinkedIn may be spelled out and designed as a “showcase page” but must be created by and tied to the main company page.
 - Company Page: Boston Scientific | Showcase Page: Close the Gap
- Instagram are limited to 30 characters - when setting up an account, set up as a business account.

Determine Social Graphics and Bio for Each Platform

- Twitter: Profile Photo, Cover Photo, Bio
- Facebook: Profile Photo, Cover Photo, Bio, About Section
- LinkedIn: Profile Photo, Cover Photo, Bio, About Section
- Instagram: Profile Photo, Brief About Section

Determine Competitor Research/Social Listening Strategy

- Set up a social listening strategy to keep an eye on industry trends, news, and what competitors are doing and saying.
- You may use tools like [Awario](#), [Buzzsumo](#), [Social Searcher](#), etc.
- Determine keywords that are most relevant to your organization, product launches, competitors, etc.



Create a Campaign Calendar

- Determine all relevant events, product launches, etc. over the upcoming 6-months (minimum) that you may create content around.

Create Repository of Content

- Cadence is highly important in social media. Determine and create a minimum of 4 posts for each month (one per week) over a 6-month period.
- Determine Voice/Tone. Creative and engaging, yet consistent, messaging and visuals should be used.

Determine an Automation Platform

- Automation is convenient for social media. Utilize a social automation/management platform such as Hootsuite, Sprout Social, Pardot, Hubspot, Etc.
- Upload and schedule out the 6-months' worth of content to automatically post to your social platforms at the times determined.

Continue Creating Content

- Continue to expand your content calendar and create content for > 6 months to ensure content is continually posting.
- Do not forget to monitor your channels, responds to comments/messages, and keep an eye on social listening to make adjustments if necessary.

Determine Social Advertising Strategy

- Once your social channels are up-and-running, you may begin social advertising.
- Depending on the platform, advertising will be unique related to cost and options. You will need to determine which platform and type of ad on each platform will be most effective based on your target market and goals.
- Determine Your Organizational Goals/Metrics: Determine what your objectives are for digital advertising, align your organizational goals to your strategy, how they will be measured, and what ROI looks like for your business.
- Determine Personas/Target Market: Think of age, gender, locations, demographics, etc.
- Consider Buyer Journey Details:
 - Awareness, Consideration, Decision - different content, landing pages, and ad messaging will be used depending on who is being targeted and where they are in the buyer journey.
- Determine Campaign Goals: How much do you want to spend? Where are you sending them (landing pages)? How will you be tracking ROI (Analytics, Trackable links, etc.)?
- Determine Search Engine Optimization (SEO) Strategy: As traffic increases, so will SEO - optimizing websites and landing pages with a keyword strategy will increase organic/free traffic alongside paid efforts.
- Determine AD Types and Messaging: What type of ads will you use (Native Posts/Promoted Posts (Ads that look like social posts in consumers feed), Video, Banners, etc.)? What will the ads say? What are the (compelling) CTAs? A/B testing ads/landing pages, etc.



- Follow the method of Implement, Monitor, Measure, Adjust: Implement campaigns—once all details are determined it's go-time. Continuously monitor activity and measure results (CTR, CPA, CPL, CPC, CPM*). Adjust campaigns/ads accordingly.
- Determine What Happens Next: What is the plan for the leads? Will you be re-targeting?

*Measurement Acronyms:

- Click-Through Rate (CTR)
- Cost Per Acquisition of Customer (CPA)
- Cost Per Lead (CPL)
- Cost Per Click (CPC)
- Cost Per 1,000 Impressions (CPM)