

# DUKES COUNTY HEALTH COUNCIL SOCIAL MEDIA STRATEGY

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**Alexis Babaian**

DCHC Member, Data and Information Committee

[ababaian@ihimv.org](mailto:ababaian@ihimv.org)

# Executive Summary

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**PROBLEM:** DCHC needs a relevant online presence, specifically on social media where our target audience is active and already having conversations and sharing information related to healthcare and public health.

**RESULTS:** We could increase the public's awareness of DCHC, and create a resource for year-round-residents and visitors alike to access pertinent information on healthcare access, public health, and preventative care.

Utilizing social media also allows DCHC to have a voice at the table at all times instead of waiting for a community forum or the newspaper to publish a story. It also allows the council to control the accuracy of the health information being shared.

**RESOURCES:** DCHC members with social media experience, the current website, guidance from the BU student group, potential intern

**BUDGET:** TBD (other than person-hours, resource input is minimal)

**TIMELINE:** Initial setup 1-3 months, then maintaining the accounts after the initial setup period

# Social Media Goals

# How your social goals align to your organizational goals

Our Goals as an Organization	Our Goals on Social Media	Our Metrics
Help the public find us	Awareness <i>(these metrics illuminate our current and potential audience)</i>	Reach, impressions, follower growth, shares, etc.
Reduce the spread of misinformation	Educate <i>(these metrics show how audiences are interacting with us)</i>	Comments, likes, @mentions, etc.
Spread relevant and accurate County health information	Educate / Engage <i>(these metrics demonstrate the effectiveness of our social engagement)</i>	Website clicks, email signups, @mentions, event RSVPs, etc.
Keep residents and visitors informed of important announcements	Build Trust <i>(these metrics reflect how our active audience thinks and feels about our brand)</i>	Testimonials, social media sentiment, average response time

# Social Media Goals

**By June 2022, we will:**

- 1** [S.M.A.R.T goal — We will grow our Instagram audience by 25 new followers per week.]
- 2** [S.M.A.R.T goal – We will grow our Facebook audience by 25 new followers per week.]
- 3** [S.M.A.R.T goal – We will have blog posts, newspaper column, and social media all working in sync]
- 4** [S.M.A.R.T goal – We will be doing a weekly (monthly?) “Go Live” series with a member of the DCHC]

# Target Audience

	General Island Population	Brazilian Community	Providers and Advocates	Seniors
Example job title(s)	Service industries: travel & hospitality, town administrators, visitors, school staff	Service industries, especially landscaping and work in homes (cleaning, childcare)	Doctors, nurses, social workers, CHWs, PRCs, PHNs, Care & Advocacy groups	Retired, semi-retired, or volunteer
Demographics	Primarily U.S.-born, Adult 18 – 60, all genders, many are parents or care for children (primary language is English)	Primarily Brazilian-born, Teen / Adult 16 – 50, all genders, many are parents (primary language is Portuguese)	Primarily U.S.-born, Adult 25 – 60, all genders (primary language is English)	Primarily U.S.-born, some Brazilian, Adult 65+, more women than men (primary language is English)
Preferred social network(s)	Facebook (Islanders Talk) and Instagram, to a lesser degree Twitter	Facebook (Islanders Talk) and Instagram, as well as WhatsApp (ask Fernando)	Facebook and Instagram, to a lesser degree Twitter, some LinkedIn use	Facebook (Islanders Talk), Texting – potential for WhatsApp
Brand Affinities	MVH, PointB Realty, MVY Radio, Vineyard Gazette, MV Times, IGI, CCMHB, Towns, SSA	> Same, plus Vineyard Grocer, others?	MVH, MVY Radio, Vineyard Gazette, MV Times, IGI, CCMHB, Towns, MVCS, SSA	MVH, MVY Radio, Vineyard Gazette, MV Times, IGI, COAs, CCMHB, Towns, MVCS, SSA
Goals/aspirations	Personal & Family Health / Staying informed	Personal & Family Health / Staying informed, and navigating the US system	Personal & Family Health / Staying informed, and guiding patients/clients	Personal & Family Health / Staying informed, access to services
Pain Point(s)	Conflicting advice, misinformation, not being able to find info when needed, or information is difficult to understand	Conflicting advice, misinformation, not being able to find info when needed, or information is not in proper format/language	Needing to dig for information rather than having it readily available and sharable (in the right digital format and language)	Navigating the different places to access health information, staying connected
How we help	Creates an easily accessible and clear source of health/public health information	Creates an easily accessible and clear source of health/public health information that is also culturally relevant	Creates a quick easily accessible resource that providers can use to effectively pass information on to colleagues, patients, and clients	Creates an easily accessible and clear source of health/public health information



# Peer Analysis

	Networks active	Number of followers	Strengths	Weaknesses	Content that resonates
<b>Worcester Department of Public Health</b>	Instagram Twitter	1,162 1,945	Great at live updates and getting information to diverse audiences  Great at using 'live' features and video	No Facebook presence Requires a lot of monitoring	Live COVID Town Hall streams
<b>Blue Hills Community Health Alliance</b>	Facebook	99	Good at sharing information across the community / disciplines	A little unclear who owns the account which could easily result in a lack of consistency or a vague identity	Links to affiliates or their events / webinars
<b>Hawai'i Public Health Institute</b>	Facebook Instagram Twitter	1,797 1,599 205	Similar content to above: very engaging to the public and informative to residents & visitors alike	Currently very COVID-focused Perhaps they struggle with getting quality content from partners	Video content from a Tobacco takedown initiative, reopening information, and "PH history" posts

# SWOT Analysis

	Positive	Negative
Internal	<h3>Strengths</h3> <ul style="list-style-type: none"><li>• Steady stream of counry health content</li><li>• Editorial and social media skills in-house</li><li>• Access to video production resources</li></ul>	<h3>Weaknesses</h3> <ul style="list-style-type: none"><li>• Currently zero social media presence</li><li>• Could be a learning curve for some / there's few people available to manage the accounts</li><li>• Will need to test a few different approaches to find our sweet spot with content</li></ul>
External	<h3>Opportunities</h3> <ul style="list-style-type: none"><li>• Audience is 'hungry' for information</li><li>• There are few health-focused organizations using social media to their full advantage on MV</li><li>• Audience is very active on social media and audience follows from their winter residences</li></ul>	<h3>Threats</h3> <ul style="list-style-type: none"><li>• If engagement is enormously high, it could become burdensome to manage</li><li>• Have to compete with more engaging content for our audience's attention – we need to be just as engaging as popular accounts on MV</li><li>• Spread of misinformation</li></ul>

# Social Media Options

Facebook	Instagram	Twitter	LinkedIn	WhatsApp
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<p><i>Large announcements</i>  <i>Ex: Register for an upcoming event, sharing DCHC news article/blog</i></p>	<p><i>Announcements, Reminders, highlighting special days, live content</i>  <i>Ex: Vaccine bus schedule, new DCHC members, blog post, Go Live with ___</i></p>	<p><i>Large announcements</i>  <i>Reminders, Reshares, up-to-the-minute news, "Ridealongs"</i></p>	<p><i>"B2B" news, sharing links to reports/publications/webinars and jobs</i></p>	<p><i>Up-to-the-minute-news or public safety info</i></p>
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<p><i>Dukes County Health Council</i></p>	<p><i>@HealthCouncil_MV</i>  <i>@DCHC_MV</i>  <i>@DukesCountyHC</i></p>	<p><i>@HealthCouncil_MV</i>  <i>@DCHC_MV</i>  <i>@DukesCountyHC</i></p> <p><i>*Note: visitors aren't automatically think of "Dukes County"</i></p>	<p><i>Dukes County Health Council</i></p>	<p><i>N/A, but requires a phone number</i></p>
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<p><i>1 post per week or 1 post every 2 weeks</i></p>	<p><i>Up to 1 per day</i>  <i>Ideally, 2-3 / week</i></p>	<p><i>As often as needed, but also needs to remain active. At least 1 tweet every 2 weeks</i></p>	<p><i>Up to 1 per week</i>  <i>Ideally, 1 per month</i></p>	<p><i>Only as needed to a curated list</i></p>
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<p><a href="#"><i>Blue Hills Community Health Alliance</i></a></p>	<p><a href="#"><i>@Worcesterdph</i></a></p>	<p><a href="#"><i>Twitter.com/WorcesterDPH</i></a></p>	<p><a href="#"><i>LinkedIn.com/company/health-council-of-south-florida/</i></a></p>	<p><i>IGI announced volunteer opportunities &amp; food distributions during the pandemic (link N/A)</i></p>
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# Message Consistency Across Platforms

## VACCINATION BUS

COVID-19 VACCINATIONS FOR AGES 5+ AND ADULT BOOSTER SHOTS

December 11th 9am - 5pm  
December 12th 9am-1pm

MV Regional High School  
100 Edgartown Vineyard Haven Road | Oak Bluffs



DCHC

Dukes County  
Health Council



**Vaccination Bus at the high school this weekend!**

**COVID-19 shots for children ages 5+  
Booster shots for adults**

**Saturday, December 11th 9am-5pm  
Sunday, December 12th 9am - 1pm**

**Martha's Vineyard Regional High School  
100 Edgartown Vineyard Haven Road,  
Oak Bluffs**

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# Content Strategy

# Content pillars

## Increasing Public Awareness

- Builds reputation as a trusted resource
- Increases knowledge of what DCHC does
- Increases knowledge about the different member organizations and the resource network on the island

## Educating the Public

- Routine reminders about ongoing public health and healthcare access issues
- Reduces the spread of misinformation

## Keeping the Public Informed

- Providing alerts for community health-related announcements
- Providing important alerts for health prevention/promotion

### Post ideas

e.g. introduce different members and their organizations, sharing how DCHC collaborates across sectors and organizations

### Post ideas

eg. Content from our column/blog posts, compiling info on current public health concerns, routine reminders as health concerns change with the seasons, debunking myths

### Post ideas

e.g. Dates/hours for the vax bus, echo any important public health announcements like mask guidance, tick safety, heat advisories

### Frequency

1 per week

### Frequency

1-3 per week

### Frequency

As needed



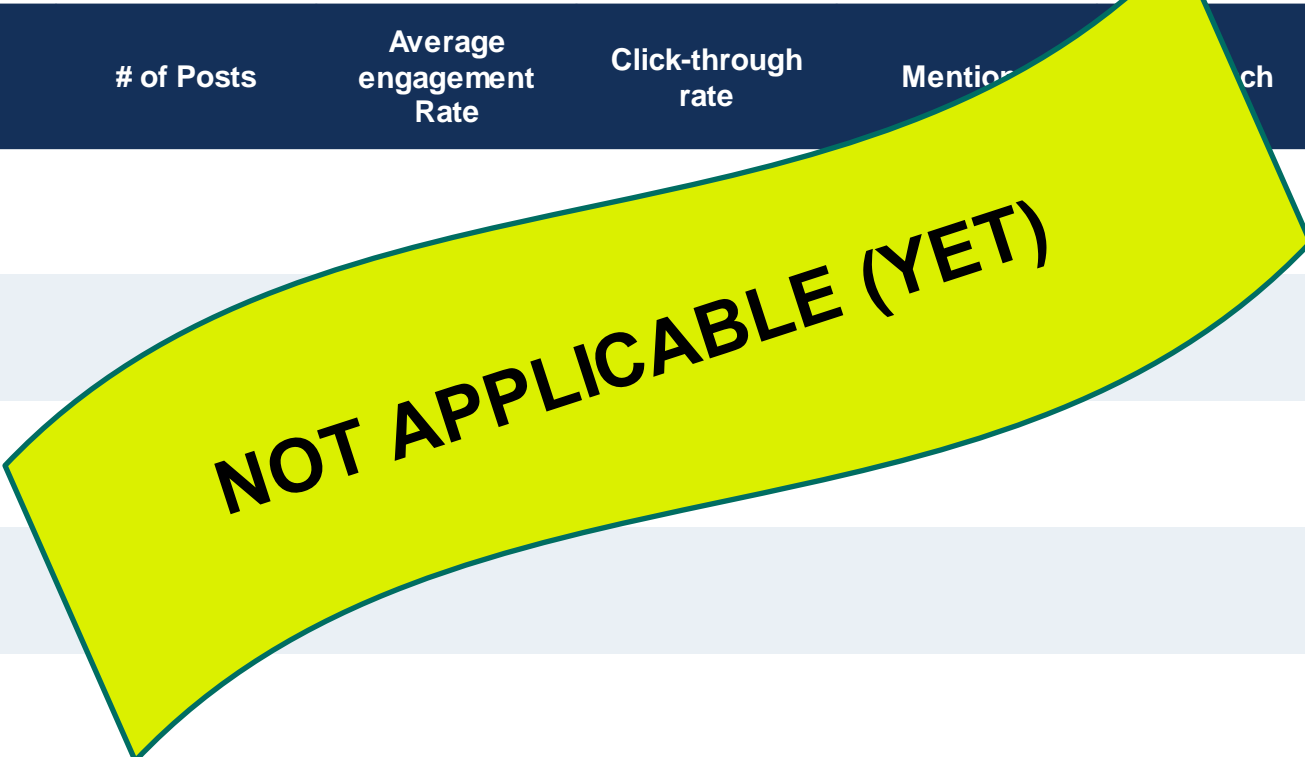
# Social Media Audit

**NOT APPLICABLE (YET)**

# Social media benchmarks

As of: [date]

Channel	Number of followers	# of Posts	Average engagement Rate	Click-through rate	Mentions	Reach
Instagram						
Facebook						
Twitter						
LinkedIn						
Pinterest						



**NOT APPLICABLE (YET)**

# Social media audit – N/A, Revisit in 4 months

[Network #1]

[Network #2]

What's working:

What's working:

What's not working:

Audience:

Lessons / hypotheses:

Lessons / hypotheses:

**NOT APPLICABLE (YET)**

# Audit Action Items – N/A

To Do	When
<i>[eg., Deprecate Twitter account, or Request budget for freelance video editor]</i>	<i>[end of June]</i>
<b>NOT APPLICABLE (YET)</b>	

# Resources

## Editorial calendar:

[[Add Link](#) -- this maps out content release schedule for blog posts, campaigns, product launches—anything that will impact what we post on social]

## Social media content calendar:

[[Add Link](#) — this maps out actual individual posts for each social network, along with visuals, links, copy, etc.]

## Content library:

[[Add Link](#) — this is where we store all videos, photos, templates, infographics, brand assets, style and voice guidelines, including the content we've already used and the content we might want to use in the future]


# Next Steps

**NOT APPLICABLE (YET)**

# Progress Update

Date range:

Channel	Net Followers Gain/Loss	# of Posts	Engagement Rate	Click-throughs	Mentions	Reach
Instagram						
Facebook						
Twitter						
LinkedIn						
Pinterest						



**NOT APPLICABLE (YET)**

# What should we continue doing?

[Social network]

What's working:

Why is it working:

Action items:

[Social network]

What's working:

**NOT APPLICABLE (YET)**



# What should we *stop* doing?

[Social network]

What's not working?

Why isn't it working?

Action items:

[Social network]

What's not working?

**NOT APPLICABLE (YET)**

# What should we *start* doing?

[Social network]

Action Item:

Why should we start?

When will do this?:

[Social network]

Action Item:

**NOT APPLICABLE (YET)**

# Do more with social media in less time

You've laid out your plan, now it's time to execute. [Use Hootsuite](#) to manage your entire social media strategy from one easy-to-use dashboard.

Here are just a few of the things you can do with the tool:

- **Create, curate, and publish** awesome content to all your social profiles from one place
- Schedule posts in advance, then **visualize and organize posts** for all social networks in an interactive calendar
- Find and filter social conversations by keyword, hashtag, and location to **see what people are saying** about your brand, competitors, and industry
- Quickly and effectively **respond to all messages and comments** from a single inbox
- Get easy-to-understand performance reports to **see what's working and where you can improve**
- ++ much more!