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GLOW

Social Media Strategy

**EXECUTIVE SUMMARY
SOCIAL MEDIA GOALS**

**BUSINESS OBJECTIVES
CONTENT STRATEGY**

**COMPETITIVE ANALYSIS
SWOT ANALYSIS**

Introduction

A social media strategy is a summary of everything that we plan to do and hope to achieve on social media. It guides our actions and lets us know whether we're succeeding. Research-based findings from similar companies (potential competitors) with healthcare apps have been used to guide in the process of laying out goals and mandates. The following companies were observed.

- Aetna
- Oscar Health
- League
- Manulife
- Vitality

EXECUTIVE SUMMARY

Glow aims to build a strong community of health conscious individuals who are interested in bettering themselves. The proposed social media campaign's objective is to establish and maintain a health and healing community and establish a strategic partnership with other products and services that promote holistic health.

The results of this SM strategy will ensure an active community of potential target groups, to launch the Glow website or app into. The report consists of goals, content strategy, competitive analysis and more to help guide through this process.

Social Media Goals

SMART FRAMEWORK

(SPECIFIC, MEASURABLE, ATTAINABLE, RELEVANT, AND TIMELY)

STAGE 1: ESTABLISHING THE BRAND

Initially, the most important thing for Glow, a brand new product/ service/ community is brand awareness: What is Glow?

This is where we define Glow as a community and ensure its brand value is established and maintained. As a part of Glow's Phase-1, this stage will make sure we create a strong community of health-conscious individuals who are interested in bettering themselves and are seeking out services and information. In this stage, we also want to establish a strategic partnership with other products and services that promote holistic health. This stage will be 3 weeks long.

The proposed goals for this stage would be Original & curated content and reply to all comments to boost engagement Use hashtags under every post to improves the chances of being discovered Find 25 active accounts that promote healthy living and engage with it.

STAGE 2: FOUNDATION

Once we establish the brand it is important we do the groundwork for the type of community we are gonna further nurture to build a strong community of health-conscious individuals. This will secure brand reputation and will create a favourable environment for the app/website launch later in phase 2. This will also provide a testing period to see what type of content works for Glow.

The proposed SMART goals for this stage would be

- Reach 200 followers on IG in the next four weeks.
- Reach 150 Likes on FB in the next four weeks.
- Reach 100 followers on Twitter in the next four weeks.



STAGE 3: REVIEW

Social Media is ever-changing and a monthly audit is important to stay relevant and to keep producing quality content. After launching and laying out a solid foundation on Social Media it is pivotal we review the progress. This step might sound inevitable but most times it slips away. This social media audit will evaluate previous goals and the type of content that has been posted in the efforts of attaining these goals. This review will give us an idea as to how we can move forward with the brand.

Business Objectives

| | | |
|---|-------------|--|
| Grow the brand | Awareness | Followers, shares, etc. |
| Establishing and nurturing a community | Engagement | Comments, likes, @mentions, etc. |
| Drive leads and sales | Conversions | Website clicks, email signups, etc. |
| Improve customer retention and B2B relations. | Consumer | Testimonials, social media sentiment, the average response time (for social customer service/support) etc. |

SWOT analysis

| | Strengths | Weaknesses |
|-----------------|--|---|
| Internal | <ul style="list-style-type: none">• Absolute freedom to reinvent health and healing.• Availability of a whole lot of curated content. | <ul style="list-style-type: none">• Hard to define as a brand.• Creating original content might be difficult due to limited topics to cover. |
| | Opportunities | Threats |
| External | <ul style="list-style-type: none">• More holistic approach in contrast to a medical based “physical-first” approach. | <ul style="list-style-type: none">• Could be too free spirited for the older audience.• Could be mistaken for other types of healing. |

Competitive analysis

An Analysis of the competition's social media presence was conducted. This will help inform our own social strategy. If we know what our competitors are doing well—and not so well—we'll discover where we might have a competitive edge.

AETNA


- Facebook - Aetna's Facebook page is filled with blog posts and testimonials. The comment sections are managed by customer care professionals/community managers who get back to requests, complaints and queries ASAP.
- IG- Aetna's IG content is strongly based on testimonials and occasional posts with illustrations playing around brand colour and theme.
- Twitter - Aetna's Twitter page revolves around promoting blog posts and other news on CVS Health. The parent company's activities and heavily posted on Twitter.
- LinkedIn- Aetna's LinkedIn Page posts carry the same content pattern that is heavily based on CVS.
- Youtube - their Youtube channel follows the What is, How to, When to and VS pattern.

OSCAR HEALTH

- Facebook- Oscar Health's FB page is super active with blog posts, Illustrated messages and Facebook lives. They also post about their youtube videos which are mostly FAQ type sessions with an industry professional.

- IG- Their IG page is curated with rich contemporary illustrations that are accompanied by microblogs in the form of captions.
- Twitter- Promotes blog and IG posts and retweets all mentions.
- LinkedIn - Oscar Health promotes its own blogs and youtube videos on their LinkedIn page. Additionally, they also share articles related to COVID19, Oscar Health and their CEO. It is also an important part of their Integrated Campaigns.

LEAGUE INCORPORATED:

- Facebook: League's FB page promotes its blog posts, and it also talks about its mobile applications. League also ensures to answer FAQs on its FB page even though it garners minimal engagement.
 - Twitter: Twitter page has been inactive for the past three months. It promotes partnerships and blog posts. Additionally retweets mention and specific hashtags such as COVID19, Mental Health, and Health and Wellness. Active in conducting events such as Live Sessions/ Webinars. These events are focused on the Twitter Platform.
 - Instagram: Unlike League's FB page, the IG page features photographic and not illustrations. This is because the IG page focuses on its employees and community.
 - LinkedIn: League's LinkedIn page actively participates in the BLM movement and Pride month. This recently launched LinkedIn page has minimal posts and does not cover much else. It is probable that League uses the page as a platform for talent search rather than as a social media platform.
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VITALITY

- Facebook: Vitality has acquired a strong Facebook community and has been exclusively launched to share the user's physical activity journeys and experiences. Otherwise, the page also shares blog posts and content from other social media platforms.
- Twitter: Vitality seems to heavily recycle its content on its Twitter page and goes forward with little to more engagement.
- Instagram: Vitality's IG Page promotes healthy living with colourful illustrations, a specific colour palette, and quirky captions. Nonetheless, there is minimal engagement.

MANU LIFE

- Facebook: Manu Life's FB page is especially active in terms of FB live video. A recent campaign features the hashtag: #StayHealthy and features fitness series with "Christy's Yoga Stretch & Strength". They are also the official sponsor of Pride Toronto which conducted a virtual festival that was promoted on FB. Facebook content revolves around giving back to the community, family values, and community support. Almost every comment is replied to by a community manager with appropriate measures.
- Other Platforms: Similar content prevails across all platforms as observed on Facebook.
- Youtube: The Youtube Platforms features heavier content and delves into policies and business strategies, features speakers from the Manulife team and associated partners. The videos are uploaded in both English and French.

Content Strategy

According to Healthonomics, When it comes to social media content strategy for health and wellness, people want a helping hand and an ally. So we don't sound like a salesman or a marketer right off the bat just aim to be helpful and provide them with as much knowledge on the topic as possible.

A good balance of content would be : 40% Brand awareness, 30% Engagement based content and 30% Curated content.

Before creating or curating content think about the following.

- Who should I share this with?
- Why would this help them?
- Is this a trustworthy source?
- Is it unique and worthy of sharing?
- Will it make the reader wonder, grin, snicker or blush?

The type of related content we will share is: Health and wellness, Holistic healing, Organic consumerism, Progressive Naturopath Methods, Bodily awareness.

We will post to the following channels this frequently:

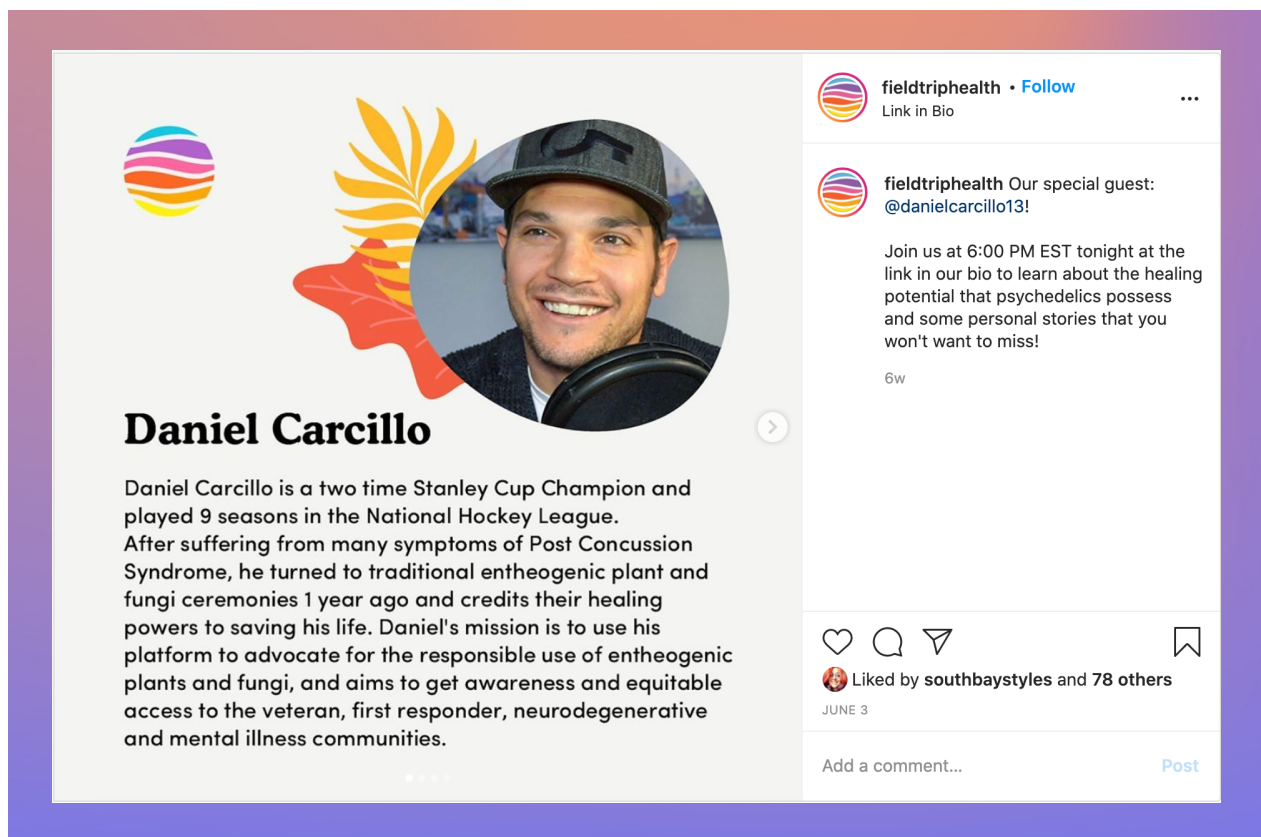
- IG 8/month
- FB 16/month
- Twitter 16/ month
- Linkedin 12/month

The following are the types of content that work best for health and wellness accounts on all social media platforms.

- Infographics - Visual representation of information makes it easier to understand. They get 3x more likes and shares than any other type of content.



- Live sessions/Workshop with professionals - The growing trend of Live sessions on FB and IG drives the target audience to engage with the brand with a solid take away. This could be promoted in all different social media platforms and then drive the traffic to one particular platform.



- How-to's - There's so much we don't know about our bodies. Our target audience might especially be drawn towards this type of content because it pushes them to understand their body better. Eg: How to relieve stress during quarantine, How to seek help.
- Micro-blogs - Microblogs are long captions that tell a story along with a captivating image.



- Spotify playlist - Monthly playlist with soothing music with different themes for each month.
- Authentic Content - According to Kathleen Bisset, "It's 2020 - it's time to remove stock photos from your social media tool belt and put real faces, and real insights, on your feed. Show the human side of your company. Have leaders meet with a diverse population of employees to ensure they're comfortable discussing their expertise publicly. Offering different insights will bring new conversations and perspectives to your channels. In 2020, authenticity is king."
- Aesthetic imagery - A resource list for the same can be found at <https://docs.google.com/document/d/1VNyAmom7nHfTvmydWyuTt4FoPQbjgSL7r4JDI226gmw/edit?usp=sharing>

Thank you!

More information and Hyperlinks can be found at
<https://docs.google.com/document/d/1NK6Y9vi8TrlvuvCuyynCPGfEyGDKhJexMRK7u2V-4bk/edit?usp=sharing>

With this I end my proposal. Comments and suggestions are welcomed!
Thankyou.