

PLANNING SOCIAL MEDIA CAMPAIGNS

THE HEALTHCARE MARKETER'S GUIDE

Social media for healthcare brands doesn't have to be as tricky as you might think.

Using a structured approach to planning and considering the points below, social campaigns can be considered as a key part of your integrated communications plans with any regulatory risks easily identified, assessed and managed.

1 WHAT IS THE OBJECTIVE OF YOUR SOCIAL MEDIA PROJECT?

- **Why is there the need for this social media project?**
To launch a new product, create an unbranded awareness campaign.
- **What do you want the social media campaign to achieve?** Sales, leads or enquiries, traffic, engagement.

2 WHO IS YOUR TARGET AUDIENCE?

- **The more specific you can be with identifying the attributes of your audience will help you build more highly targeted social media audiences and minimise any risk of non-compliance (aim for 5-6 specific nuances as a minimum).**

Demographics, geographical location, language, user characteristics, job titles, professional memberships, interests, specialisms, experience levels, social platforms they use, employer or specific keywords in their social profile.

3 WHAT CONTENT OR CREATIVE WILL YOU NEED?

- **Do you have a global social media style guide, campaign toolkit or content plan to work from?**
- **Who will be writing the content and how is this approved?**
At individual post level, or in 4, 8, 12-week batches of content?
- **Which channels are being used (organic and paid)?**
Facebook, Instagram, Twitter, LinkedIn, WhatsApp, TikTok etc.
- **What content formats are needed?**
Still images, video, stories etc.

4 WHAT SORT OF PAID SOCIAL MEDIA ADVERTISING DO YOU NEED?

- Will you be running paid advertising or only posting organic content?
- On which channels will you run paid advertising?
- What proportion of the campaign budget is for paid social media?
- Who is responsible for managing paid social media?

5 WHO AND HOW WILL YOU MANAGE YOUR SOCIAL MEDIA?

- Who will be managing the campaign on a day-to-day basis?
- Is there an adverse event management process in place or comment moderation process in place?
- Will a social media management platform be used, if so which one?

6 HOW WILL YOU ANALYSE AND REPORT ON YOUR SOCIAL MEDIA?

- What are the key metrics and KPI's to monitor, based upon the campaign objectives identified?
Impressions, video views, video completions.
- How often will these be reported on?
- How will you use the analytics?
- Who is responsible for reporting? Who will these reports be circulated to?

7 WHAT BUDGET WILL YOU ALLOCATE?

- **Monthly/Total** For planning, content development, channel management, paid ad spend?

8 WHEN WILL YOU RUN YOUR CAMPAIGNS?

- Key milestones
- Launch date
- Ongoing posts
- Paid advertising



WHAT'S NEXT?

Working with an agency like IGNIFI to embark on your social media journey is another way to simplify this process. Please [get in touch](#) to find out more how IGNIFI can work with you on your social media campaigns, strategy or other digital engagement projects.