

Planning social media campaigns

The healthcare marketer's guide

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

Question 1:

What is the objective of your social media project?

Why is there a 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.

Question 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.



Question 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/X, LinkedIn, WhatsApp, TikTok etc.

What content formats are needed?

Still images, video, stories etc.

Question 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?

Question 5:

Who will manage your social media and how?

Who will be managing the campaign on a day-to-day basis?

Is there an adverse event management process or comment moderation process in place?

Will a social media management platform be used?
If so, which one?



Question 6:

How will you analyse and report on your social media?

What are the key metrics and KPIs 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?

Question 7:

What budget will you allocate?

Monthly/Total

For planning, content development, channel management, paid ad spend?

Question 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 about how IGNIFI can work with you on your social media campaigns, strategy, or other digital engagement projects.

