



SOCIAL MEDIA MARKETING FOR NATIONAL HEALTHIT WEEK 2018 AT MICHIGAN HEALTH INFORMATION NETWORK



MICHIGAN STATE
UNIVERSITY

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MiHIN

Michigan Health Information Network Shared Services is a public and private non-profit collaboration dedicated to improving healthcare experience, quality and decreasing cost for the people of Michigan by supporting statewide exchange of health information and making valuable data available at the point of care.

ABOUT THE PROJECT

The National Health IT Week is observed every year during the second week of October across the country. In order to promote awareness & participation among its partner entities, a social media campaign was launched on Twitter, Facebook & LinkedIn.

RESPONSIBILITIES

RESEARCH & STRATEGY

- ⇒ MiHIN's social media audit
- ⇒ Competitive analysis
- ⇒ Goals, channels and target audience strategy
- ⇒ Content planning and categorization

CONTENT CREATION & SCHEDULING

- ⇒ Created total 22 posts and scheduled them using **Hootsuite**. These are the top 3 engaging graphics.



Engagement Rate = 0.9%



Engagement Rate = 1.8%

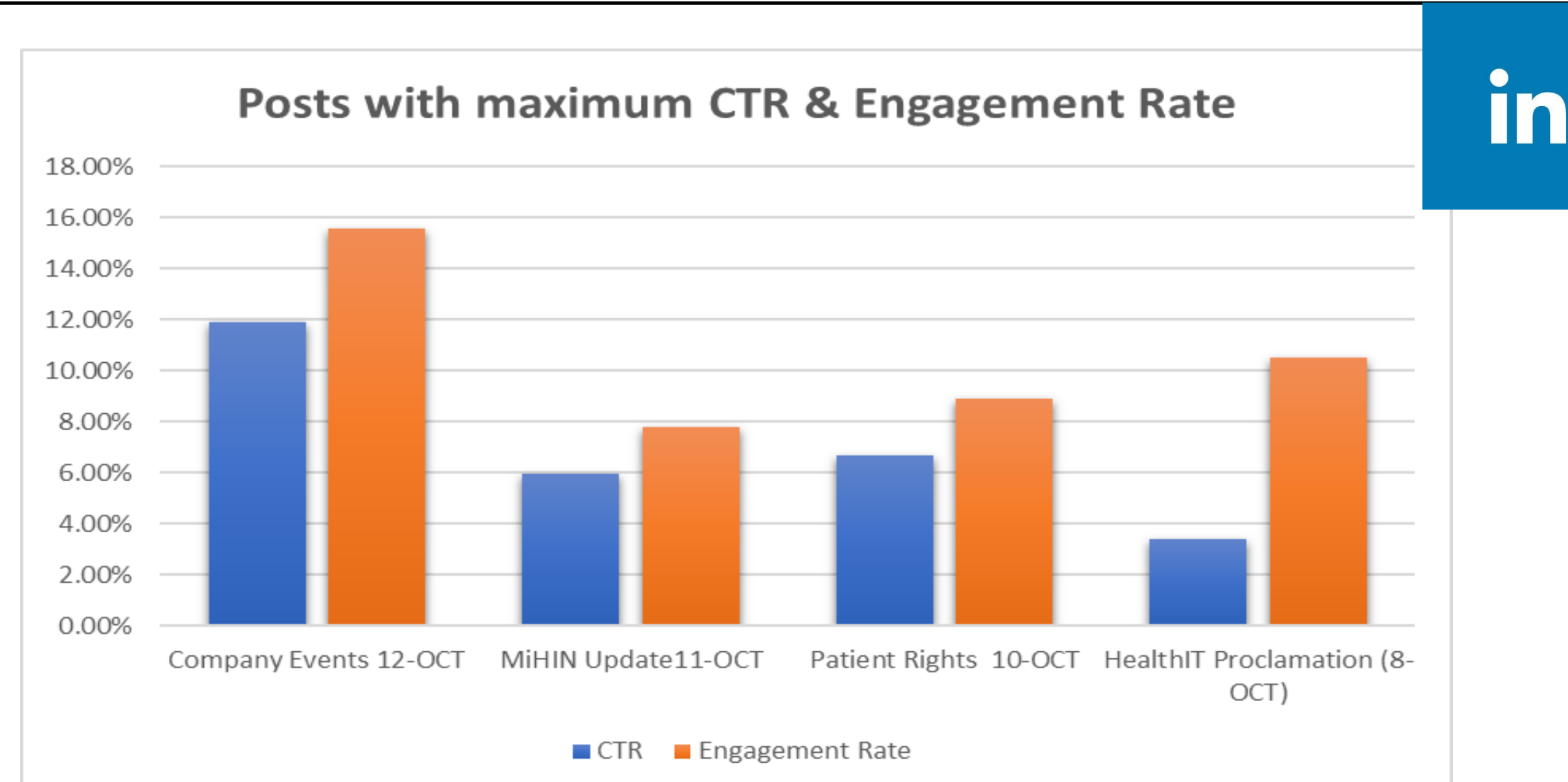


Engagement Rate = 1.2%

DIGITAL ANALYTICS

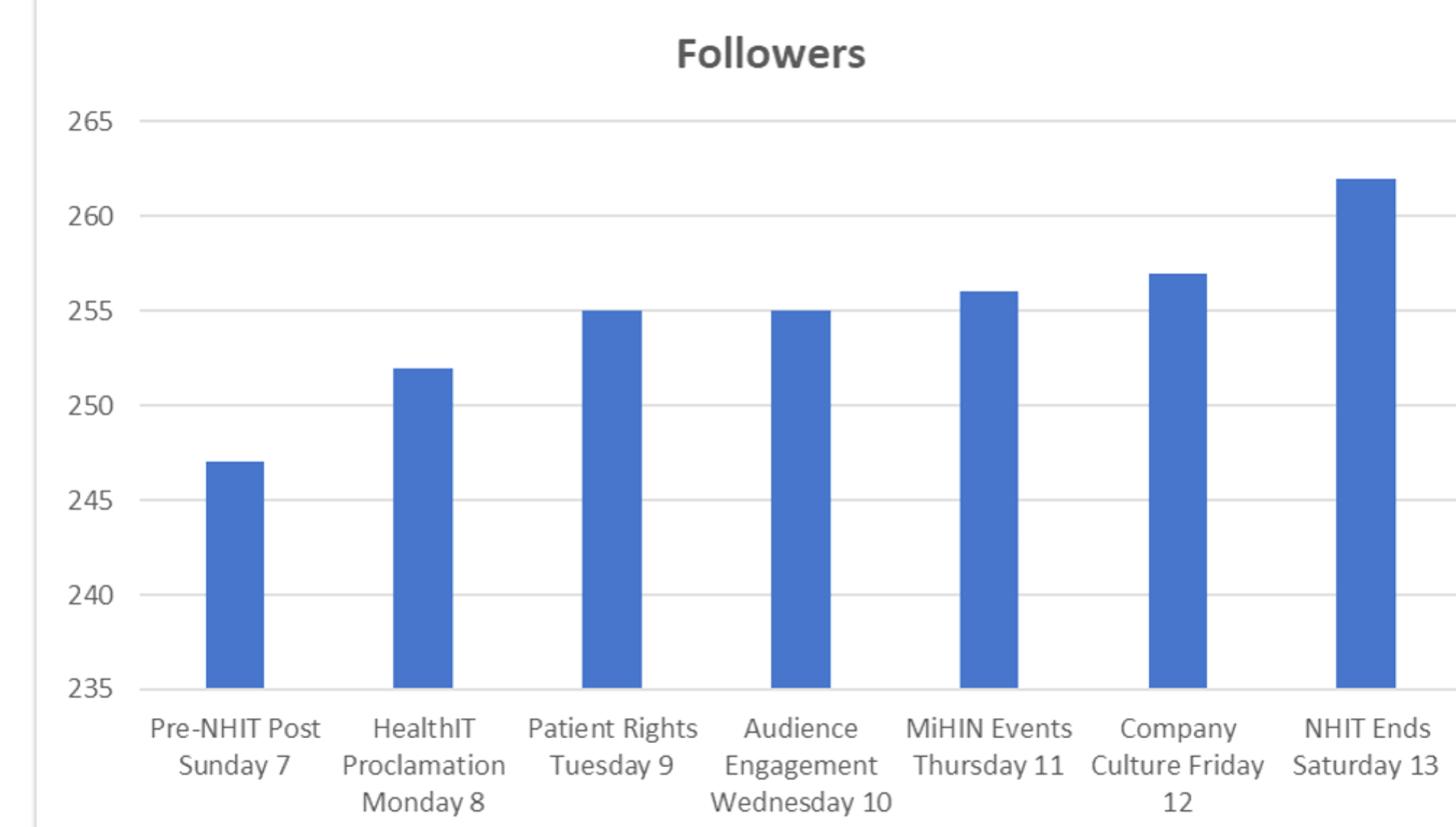
- ⇒ Measurement and performance analysis
- ⇒ KPIs: Impressions and Engagement
- ⇒ Major issues this year
- ⇒ Recommendations for next year

RESULTS & OUTCOMES

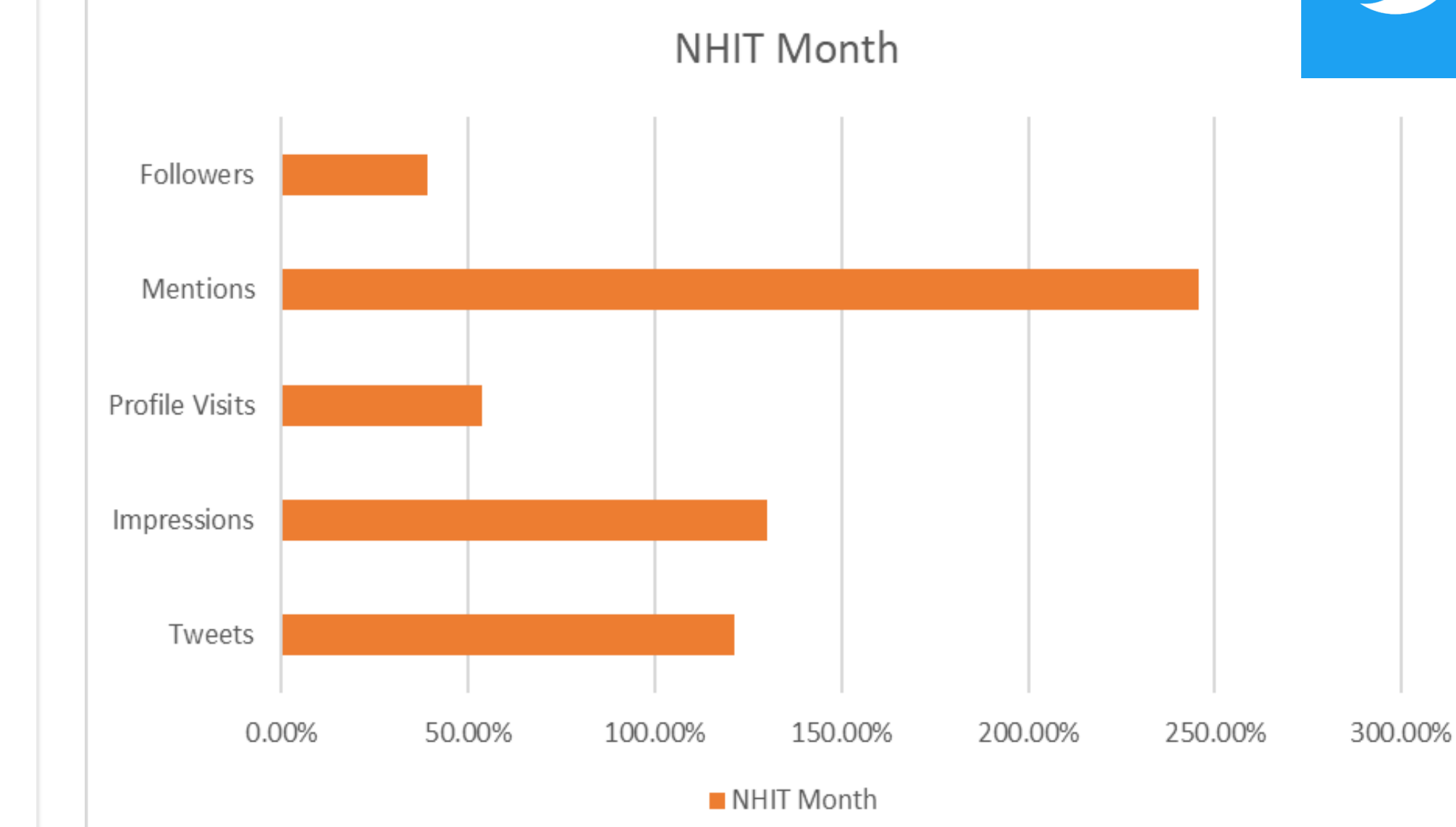


1.5k Impressions over the week & 6.9% Average CTR

9k Impressions over the week



Engagement Rate 1.5%

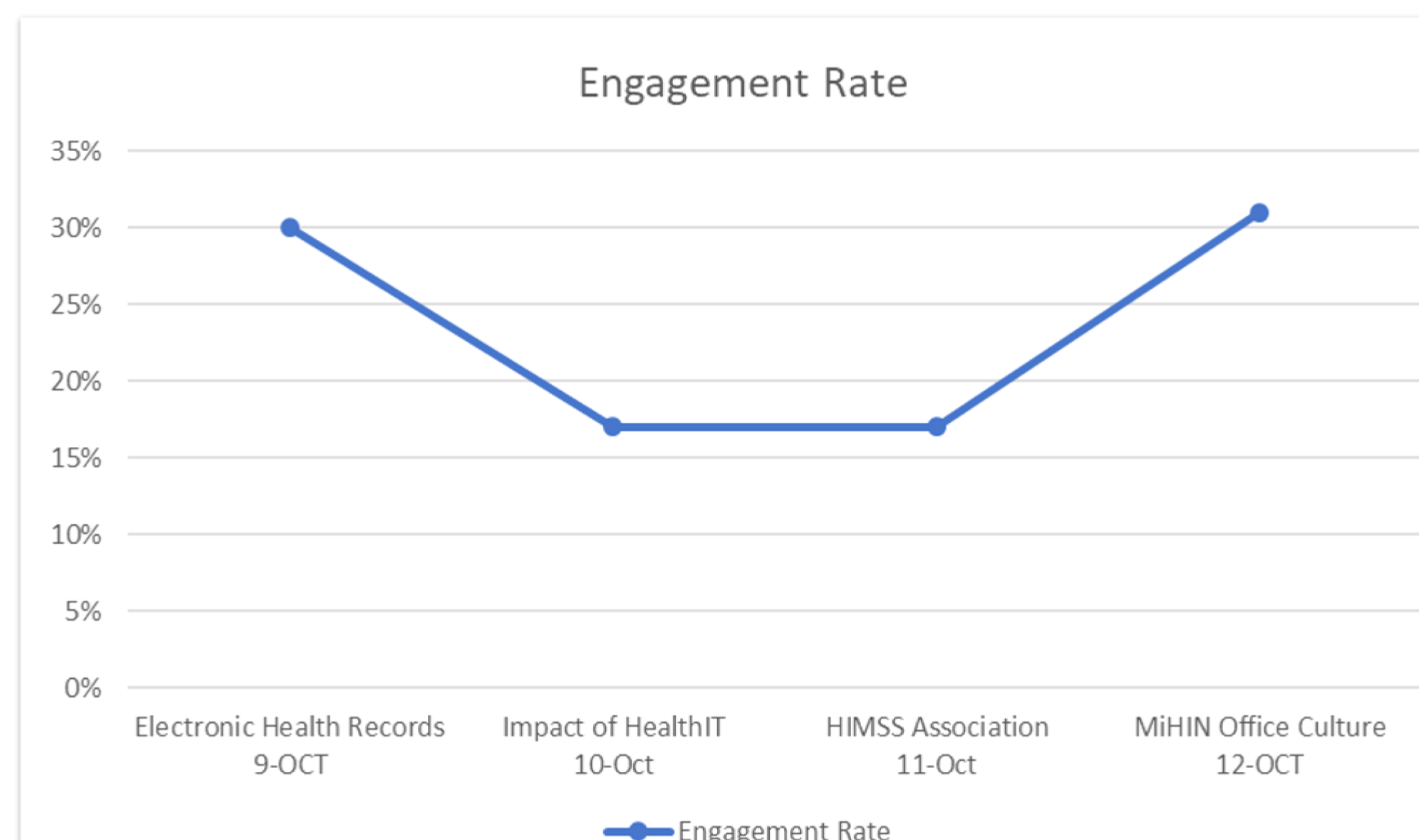


REFLECTIONS TO CLASS THEORIES

- ⇒ **Social Media Marketing**
SEO effective content, graphics and organic Promotions
- ⇒ **Digital Analytics**
Interpreting the big data (Impressions, Reach, Engagement etc.)
- ⇒ **Advertising & Promotion Management**
Creative strategy development, brand awareness, brand recall etc.

⇒ 5.5k Impressions over the week

⇒ Rise in Followers by 10%



ANALYSES

Twitter

- ⇒ Hashtags (**#iheartMiHIT/ #nhitweek**) played an important role in reaching target audience.
- ⇒ 1.5% Engagement rate indicates **good audience interaction** with content.
- ⇒ **Key influencers** were identified during this campaign.

LinkedIn

- ⇒ **Target audience:** HealthIT professionals/employees/future employees/industry leaders
- ⇒ **67 post likes** over 4 days.
- ⇒ Most engaging posts were **blogs/informational** articles.
- ⇒ 6.9% Average CTR indicates **better reception** of content.

Facebook

- ⇒ This was **MiHIN's first attempt** on Facebook.
- ⇒ 5.5k impressions for organic marketing efforts is considered **good** within health industry.
- ⇒ **Target audience is restricted** in B2B sector.
- ⇒ **Photos** work well here.

SKILLS DEVELOPED

