One Health

# Case Study: One Health Social Media Strategy

Client Introduction

Health One is a long established New York City hospital with over 50 years of providing medical care. To make healthcare more accessible, they recently switched to a new telehealth subscription so patients can talk to doctors within their own homes. This new initiative requires a strategic marketing repositioning. How to move One Health away from being just a traditional hospital to a recognized digital first health care provider?
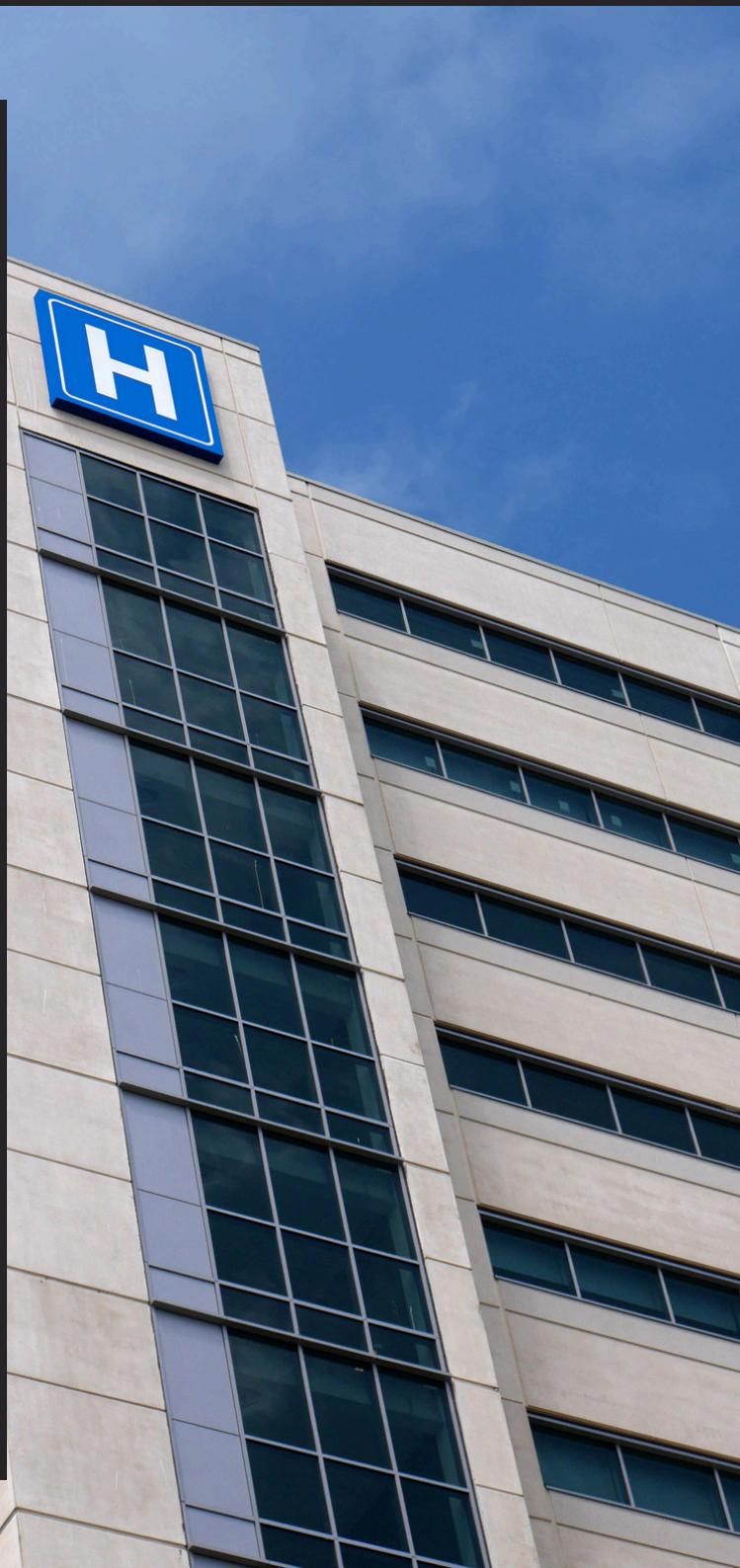
Client Needs
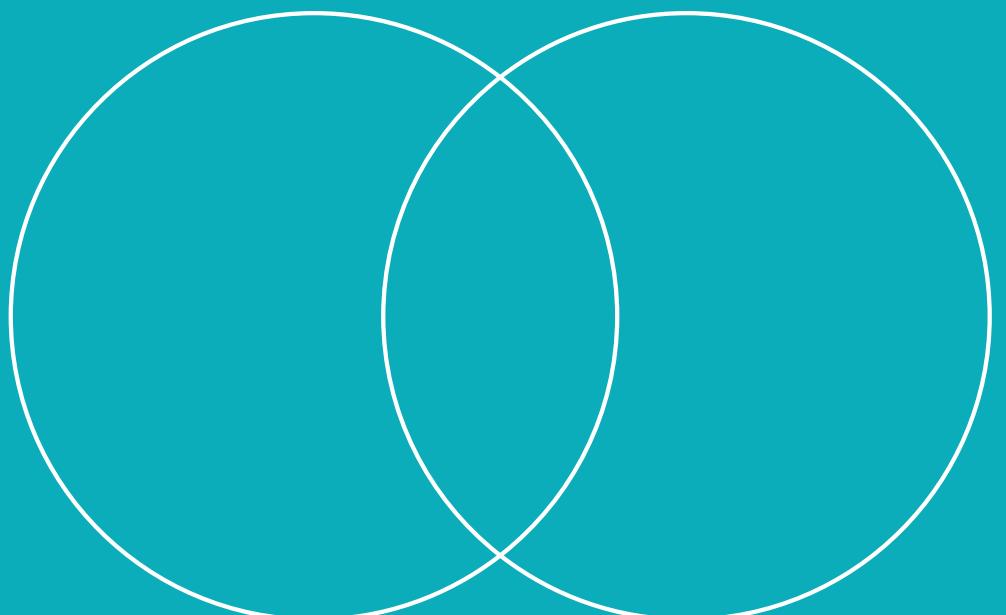
One Health Came To Us With Three Needs:

1. Increase brand awareness of its new digital healthcare service
2. Shift brand perception from just a traditional hospital to modern, digital, and convenient healthcare provider.
3. Build an online community that not only follows One Health but participates and advocates for the brand.

My Role

As the lead marketer of Neworks, my role was to design and deliver a comprehensive social media strategy. This included creating content pillars, a content calendar, writing sample posts, producing brand guidelines, and building a community response playbook. I also identified possible partnership opportunities. Essentially, I acted as the bridge between One Health's goals and the execution of a professional social media presence.
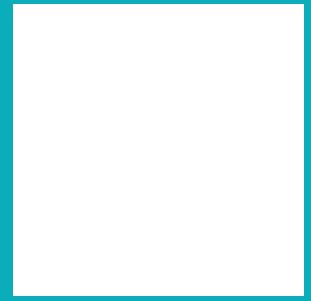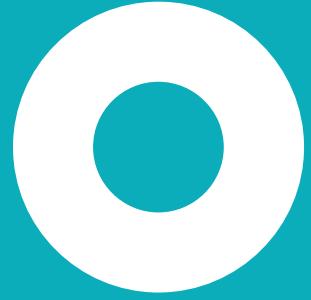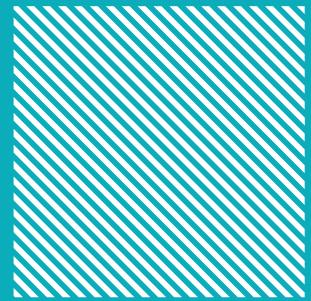
Goals

Business Goals: Build awareness for One Health's new digital service, reposition the brand, and ultimately increase subscriptions.

Social Media Goals: Drive user engagement, increase credibility, and build loyal social media community.

Both sets of goals worked together as the social media goals were directly tied to the business goals.

Audience Personas
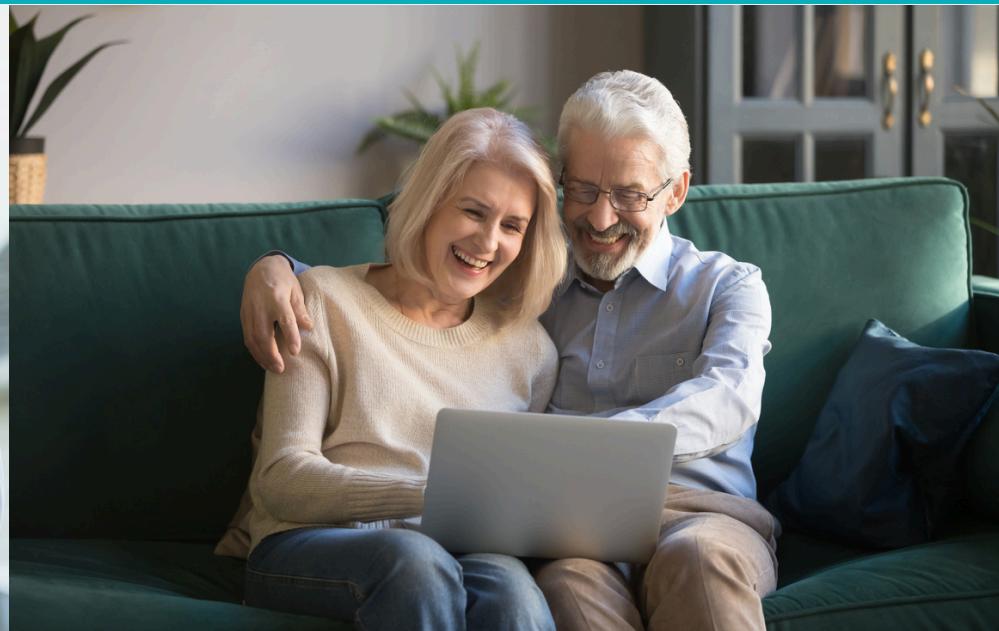
HR Managers: seeking affordable healthcare options to offer employees.

Parents and Caregivers: Worried about affordability and access to quick child care.

Retirees: Less tech savvy. Are looking for reassurance, compassion, and easy solutions

Busy Professionals: Tech savvy, limited time, want convenience.

Competitor Research

Through researching the digital health brand landscape, we came across Teladoc Health. Teladoc Health's social media emphasized the building of healthy habits, motivational quotes, and listening to your body. These themes were consistent throughout the digital health field.

Content Pillars

Health Education and Awareness: Teach followers about wellness, prevention, and upcoming events

Humanizing Healthcare: Highlight the doctors, showing that they're more than just doctors

Convenience & Lifestyle: Show how One Health fits into daily routines

Community Engagement: Connect with more time-sensitive events like World Heart Day

Multi-Platform Strategy

Facebook: Best for families and retirees. Ideal platform to focus on community, event promos, and promote testimonials.
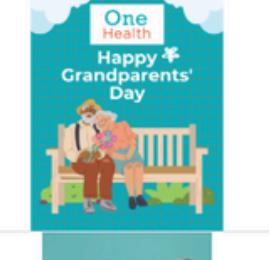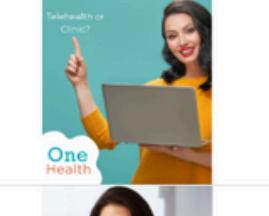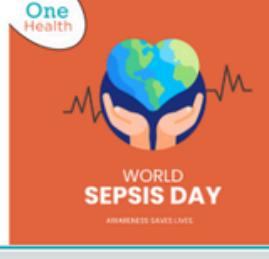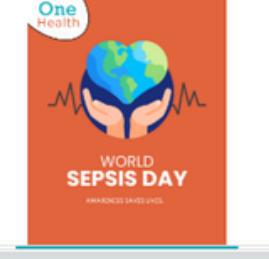
Instagram: Best for parents and professionals. Great platform for visuals and stories.

X: Best for professionals. Effective for live webinar reminders and real-time updates.

Content Calendar

We created a content calendar using both evergreen and time-sensitive posts. Posts were scheduled at optimal times for each platform and each awareness day that was mentioned in the brief was scheduled on the given day.

Branding Guidelines

- Fonts: Montserrat and Lora
- Colors: Teal, orange, and neutrals
- Imagery: Clean, inclusive, positive, and professional
- Do not distort brand logo

Sample Posts

One
Health

MAYA ROGRIGUEZ

● ● ●

Hobbies: Gardening and Cooking

One
Health

Happy ❀ Grandparents' Day

One
Health

LABOR - DAY -

"All labor that uplifts humanity has dignity and importance and should be undertaken with painstaking excellence." — Martin Luther King, Jr.
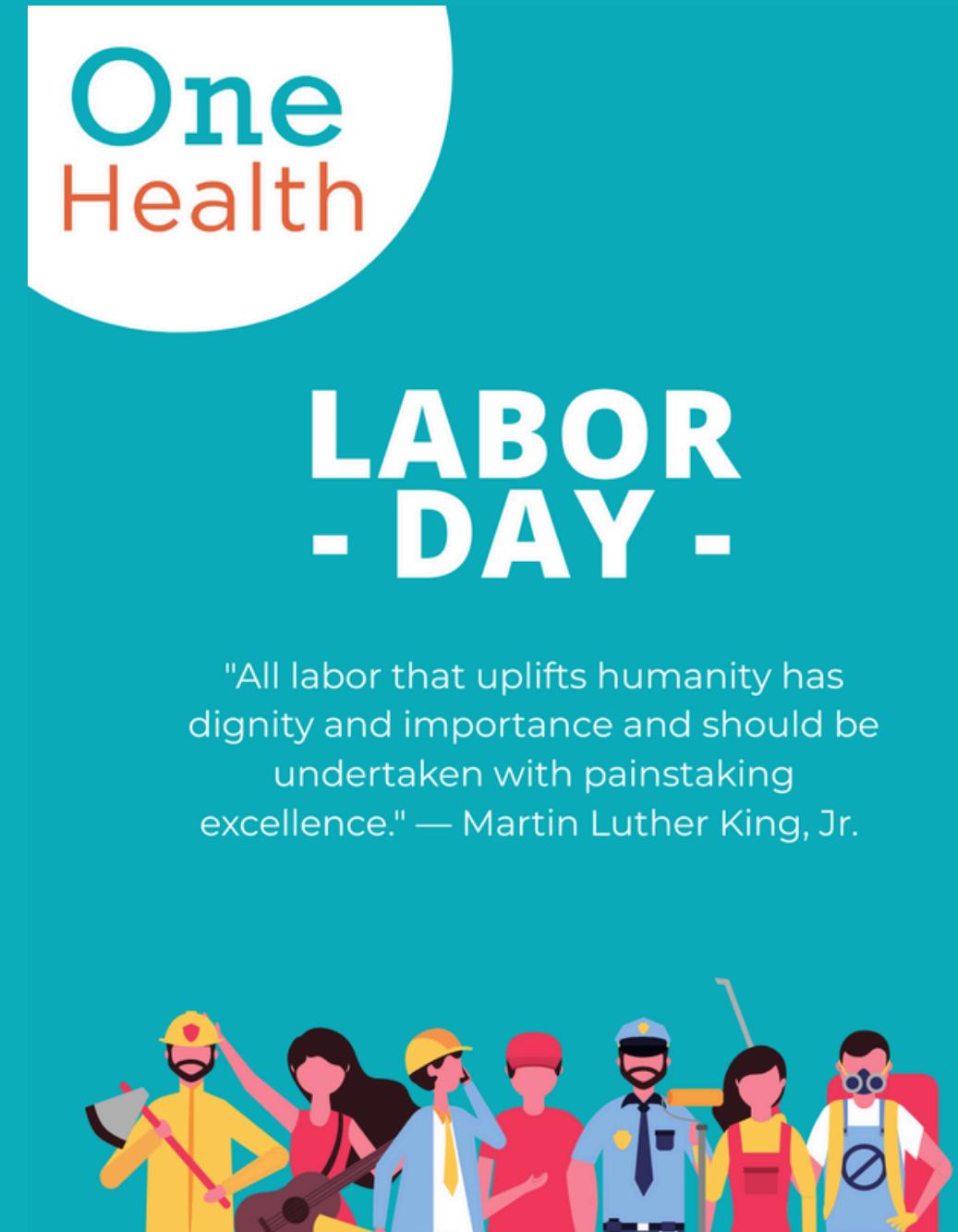
Community Engagement Plan

Community engagement was supported through a response flowchart, dictating how to respond to both positive, neutral, and negative comments. This flowchart insures that every interaction would be handled professionally, consistently, and on-brand.

```mermaid
flowchart

A[Is the comment positive, neutral, negative, or spam/abuse?]

A -->|Positive| B[Is it a testimonial style comment?]
A -->|Neutral/Question| C[Is it a general FAQ question?]
A -->|Negative| D[Is it constructive feedback/concern, misinformation, or abusive?]

B -->|Yes| E[Acknowledge their comment and engage]
B -->|No| F[Ask permission to re-share comment]

C -->|Yes| G[Respond publicly with clear/friendly info]
C -->|No| H[Is it a sensitive medical question?]

H -->|Yes| I[Do not answer w/ advice. Redirect; "Please book a video call on our app"]
H -->|No| J[Respond publicly w/ clear/friendly info]

D -->|Constructive| K[Respond politely and offer solution]
D -->|Misinformation| L[Correct politely w/ credible sources]
D -->|Abuse| M[Do not engage and hide comment]
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Partnerships & Growth

Image: Person jogging with Fitbit watch

Image Text: "Track with Fitbit. Talk with One Health"

Feed Mockup:
🧑‍⚕️ Track your health. Understand your health.
Did you know that stress and heart rate are closely linked? Fitbit tracks your daily patterns, and One Health doctors can help you interpret them.
💻 Join our joint webinar on Sept 30: How to Be Heart-Healthy
🔗 Register here: [link]

We found Fitbit to be an ideal partner as they align with One Health's focus on bringing technology to health and wellness. We created sample post mockups showing how Fitbit data can pair with One Health insights to drive further awareness and engagement. Partnerships such as this expand reach and credibility for both parties.

Reflections

Each platform needs to be treated differently. They have different audiences, photo dimensions, and character limits.

Audiences use each platform at different times. Posting at the right time can make the difference between high and low engagement.

Even though the format changes across platforms, the brand voice must remain consistent. This builds trust and credibility.

Thank you!