

One  
Health

# Case Study: One Health Social Media Strategy





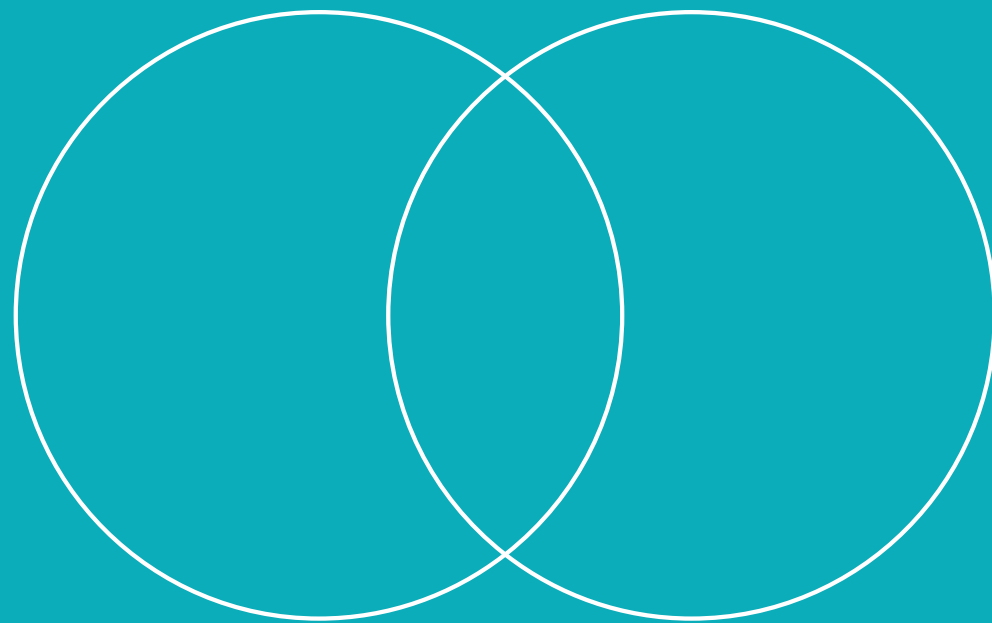
# Client Introduction

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:

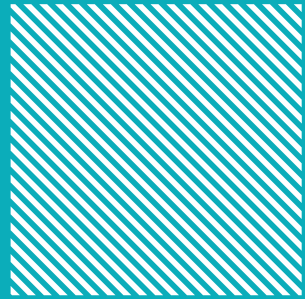
1. Increase brand awareness of its new digital healthcare service
2. Shift brand perception from just a traditional hospital to modern, digital, and convenient healthcare provider.
3. Build an online community that not only follows One Health but participates and advocates for the brand.



# My Role

As the lead marketer of Networks, 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.





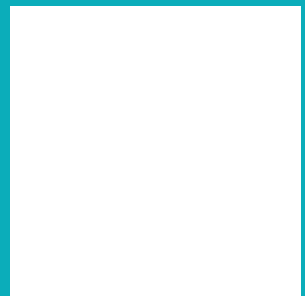
# Goals



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.





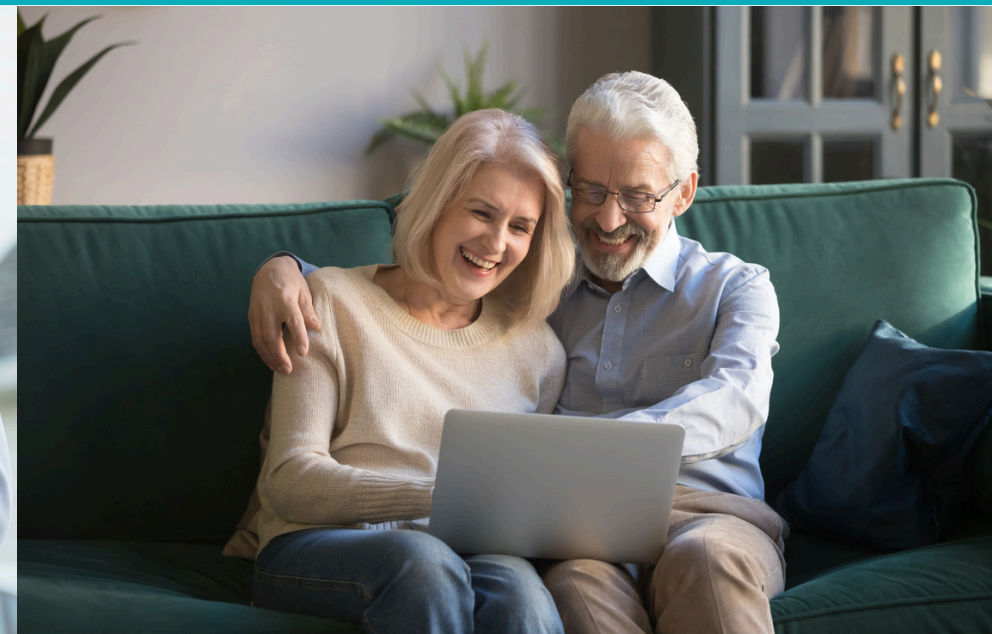
# Audience Personas



**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

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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



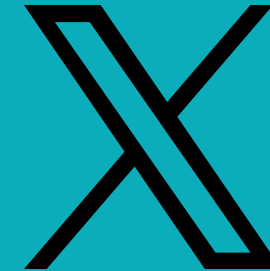
# Multi-Platform Strategy



**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.

A	B	C	D	E	F	G	H	I
Date	Time	Facebook Copy	Facebook Image	Instagram Copy	Instagram Image	X Copy	X Image	Source/Links
10/6	FB: 12pm Insta: 10am X: 1pm	🔥 Labor Day Deal! Support your employees' health without breaking the budget. Get 20% off Group Plans for companies through this week. Because healthy teams are strong teams. 🙌 #OneHealthCommunity		🔥 Labor Day special: 20% off Group Plans for companies. Healthy teams = strong teams. 📦 #LaborDay #CareMadeSimple		🔥 Labor Day: 20% off Group Plans for companies. Healthy teams are productive teams. 📦 #LaborDay #HealthcareAnywhere		
10/10	FB: 6pm Insta: 7pm X: 1pm	👴👵 Happy Grandparents' Day! To honor the wisdom and love our seniors bring, we're offering 20% off telehealth services for anyone 60+ this week. Because healthcare should be simple, compassionate, and close to home. ❤️ #OneHealthCommunity		Grandparents rock! 🥳👴👵 Celebrate Grandparents' Day with 20% off telehealth services for patients 60+. ❤️ #GrandparentsDay #HealthcareAnywhere		👴👵 Grandparents' Day special: 20% off telehealth for patients 60+ this week. ❤️ #GrandparentsDay #OneHealthCommunity		<a href="https://grandparentsday.org/">https://grandparentsday.org/</a>
10/14	FB: 12pm Insta: 11am X: 9am	Not sure when telehealth is the right choice? 🤔 Many everyday health concerns can be handled virtually, saving you time and stress. But some symptoms need in-person care. Check our quick guide to know the difference and stay confident about your next visit. ❤️ #OneHealthTips		Telehealth or clinic? 🤔 Swipe ➡️ to see when a video call can save your day and when you should head in. ❤️ #HealthyLiving #OneHealthTips		Telehealth or clinic? 🤔 Here's when a quick video call can save time and when to head in-person. ❤️ #OneHealthTips #HealthcareAnywhere		
9/17	FB: 6pm Insta: 7pm X: 1pm	👩 Meet Dr. Maya Rodriguez! For 12+ years, Dr. Rodriguez has been helping patients take charge of their health. Specializing in Internal Medicine, she loves guiding families toward small, sustainable lifestyle changes. When she's not caring for patients, you'll find her gardening or cooking plant-based meals with her kids. Drop a ❤️ to welcome Dr. Rodriguez to your feed!		👩 Meet Dr. Rodriguez, our internal medicine pro with a green thumb 🌱 and a passion for healthy living. She's here to make healthcare simple and personal. ❤️ #FacesOfOneHealth		👩 Dr. Maya Rodriguez, Internal Medicine: 12+ years helping patients thrive. 🌱 Loves gardening & cooking with her kids. #FacesOfOneHealth #HealthcareWithHeart		
9/20	FB: 12pm Insta: 11am X: 9am	No waiting rooms. No hassle. Just 3 quick steps to book a doctor. 📺 Watch how easy it is to connect with One Health from your couch or office. #HealthcareAnywhere #CareMadeSimple	Saved for video content lesson	📺 Book a doctor in 2 minutes. Really! 📺 Watch how easy healthcare can be with One Health. #HealthcareAnywhere #CareMadeSimple	Video	📺 Book a doctor in 2 minutes. Watch how easy healthcare can be with One Health. 📺 #HealthcareAnywhere #CareMadeSimple	Video	<a href="https://drive.google.com/file/d/1LBpfm1CyBX5poPujfspi6hDcDLyDLfW/view?usp=sharing">https://drive.google.com/file/d/1LBpfm1CyBX5poPujfspi6hDcDLyDLfW/view?usp=sharing</a>
9/23	FB: 6pm Insta: 7pm X: 1pm	⚠️ Sepsis can develop fast and it can be deadly if untreated. Learn the warning signs and share this with someone you care about. Awareness saves lives. ❤️ #WorldSepsisDay #OneHealthTips		⚠️ Sepsis signs to know 📺 Awareness saves lives. ❤️ Share this post to spread the word. #WorldSepsisDay #OneHealthTips		⚠️ Sepsis can be deadly if untreated. Know the signs. Awareness saves lives. ❤️ #WorldSepsisDay #HealthcareAnywhere		<a href="https://www.worldsepsisday.org/sepsis">https://www.worldsepsisday.org/sepsis</a>



MOODBOARD

One  
Health




# Branding Guidelines

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

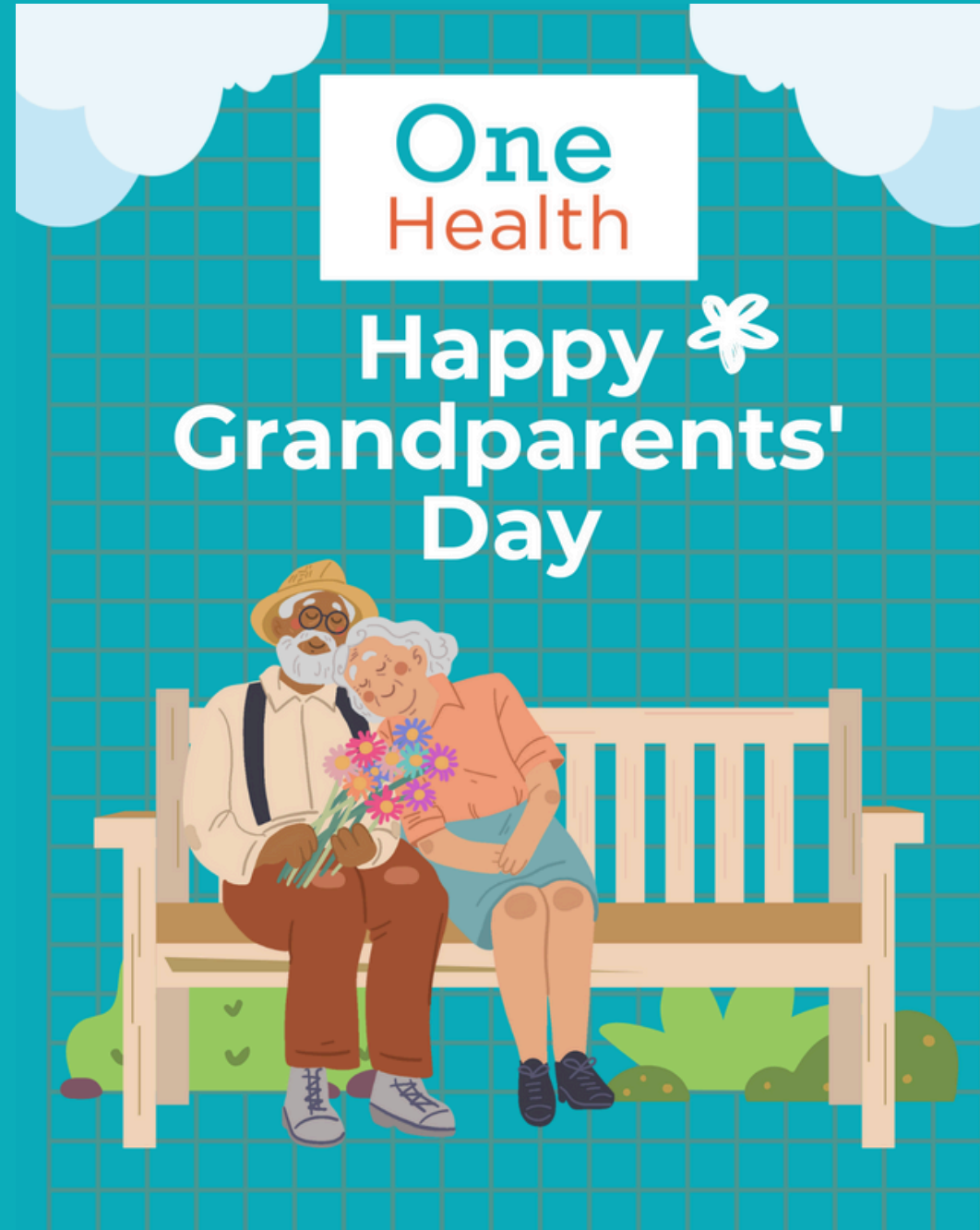
# Sample Posts



**MAYA  
ROGRIGUEZ**

One Health

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.



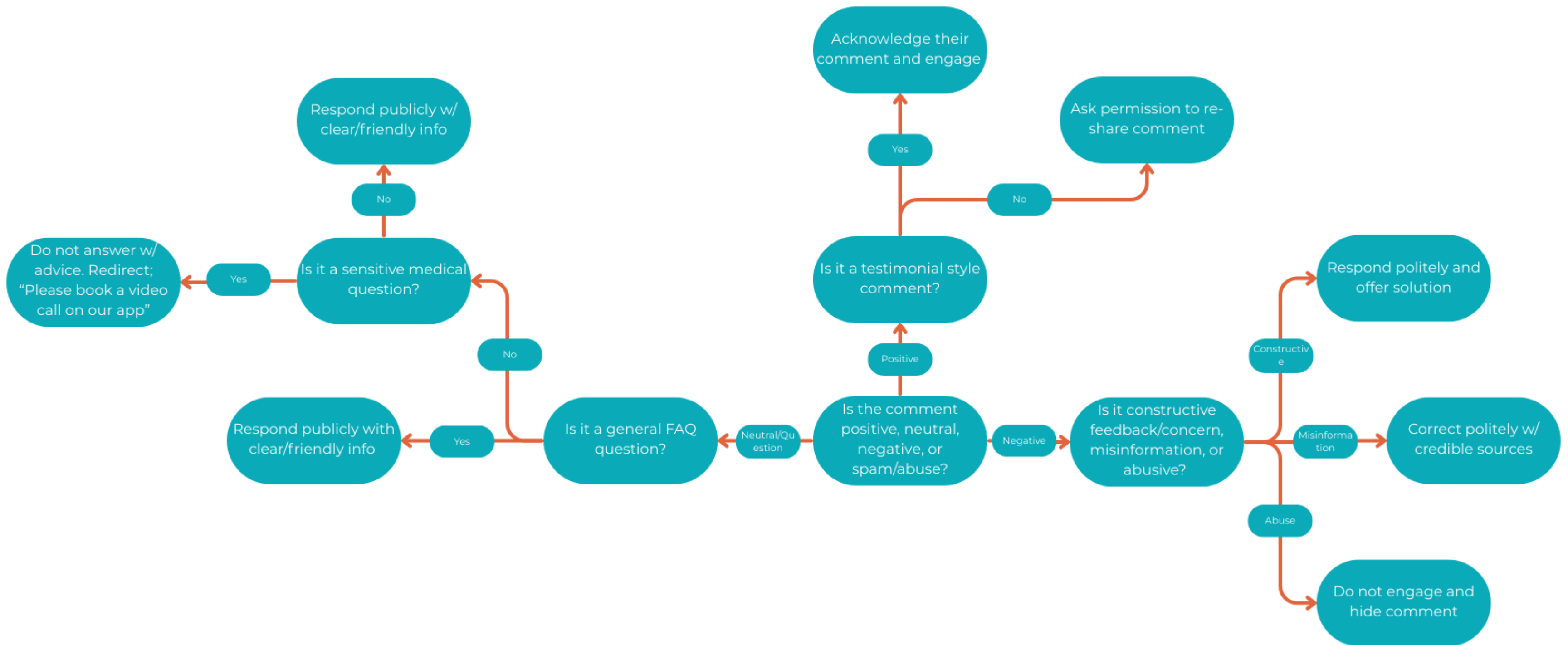






Image: Person jogging with Fitbit watch


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]

# Partnerships & Growth

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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!