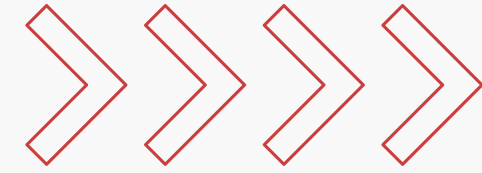


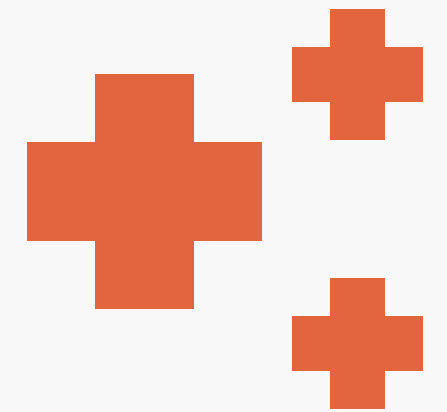
One
Health



Case Study

Social Media Marketing & Branding

Presentation by Diksha Kalsotra





AGENDA



Social Media Goals



Branding



Platforms



Content Pillars



Social Media Metrics



Content Calendar



Target Personas



Response Guidelines



Moodboard

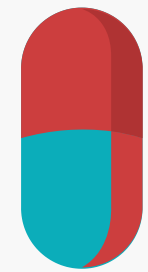


Strategic Engagement



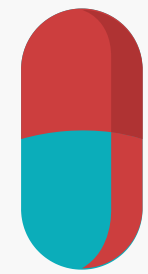
Budget

Social Media Goals



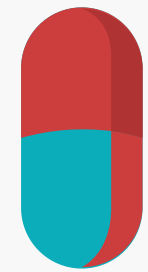
What

Generate awareness of the company's digital service, forming a loyal community of followers and advocates.



How

Regularly launch quality content throughout a 10 day period with easily-recognizable branding.



Where

The chosen platforms are: Instagram, Facebook and Twitter.



Why FB, IG & X?



2.989 billion users.
Men between 25-34 years form the largest audience with 30%.
Users aged 65 and up are the fastest growing demographic.



Almost 2 billion active users. The biggest age group is from 18 to 24 years old with 31%.



436 million users. Users aged 25-34 make up the majority of users with 38.5%.

SOCIAL MEDIA METRICS

Platform	Likes	Comments	Shares
Facebook	5 per post	5 per week on any post	2 per week on any post
Instagram	7 per post	7 per week on any post	2 per week on any post
X	3 per post	3 per week on any post	3 per week on any post



TARGET PERSONAS

01

Emma



- 42 years old from New York.
- IT manager
- Works 10-14 hours per day.
- Sleeps 5 to 6 hours per night.
- Likes a fast-paced lifestyle, tech and feeling achieved.
- Dislikes exercising, doing health check ups and feeling weak.

02

Isabelle



- 35 years old from New Jersey
- Full-time mom and wife, part-time business owner
- Likes mommy groups, anything organic and ask for advice from friend.
- Dislikes waiting for dr. appointments, germs and expensive healthcare



One Health



MOOD BOARD

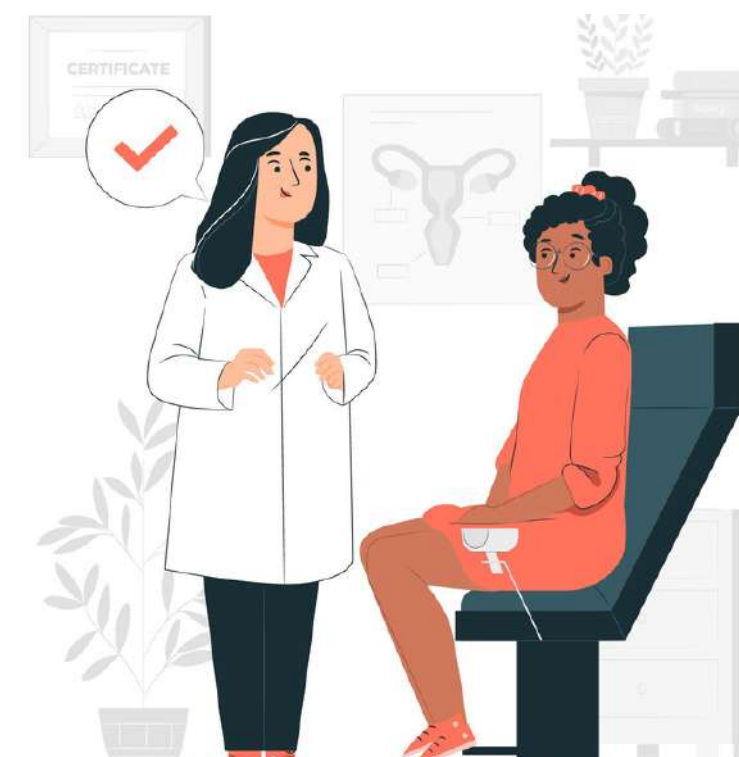
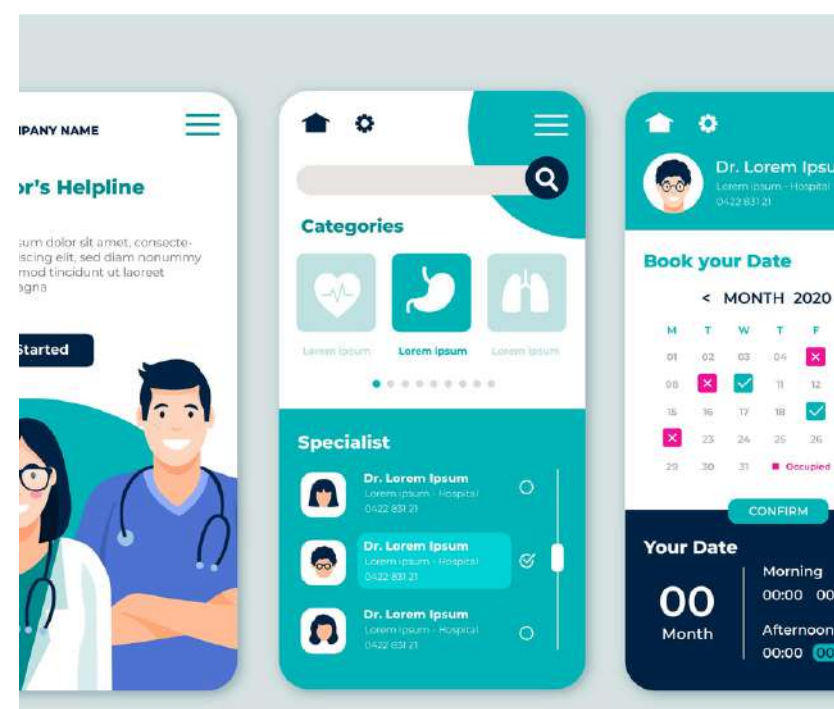


IMAGE GUIDELINES

Confident (but never arrogant): The photographs should present healthcare stuff as well as potential patients. The images should be warm, friendly and inviting. The patient images should reflect target personas (multiple ages and racial backgrounds). Healthcare professionals' images should reflect confidence and competence but feel approachable.

Conversational (but always appropriate and respectful): Photos should show interactions between medical professionals and patients. They should reflect respect, empathy, understanding and caring. Images of smiling doctors giving comfort.

Intelligent (but not intellectual): Photos that reflect intelligence but not intellectualism. Health tips and webinar announcements should reflect a tone of authority.

Helpful (but never overbearing): The goal of healthcare organizations is to provide help and care. The photos should reflect that notion and show images of professionals offering help, supporting patients and guiding them.

Clear, concise, and human: The photos should reflect simplicity and clarity. Images should show human interactions to make the healthcare organization seem more approachable.

BRAND GUIDELINES

Logo

- The logo is an integral part of One Health's brand identity and should be used thoughtfully and consistently.
- The logo is intended to be used on lighter backgrounds and images in order to maintain legibility.
- There should always be a clear space around the logo that isolates it from competing graphic elements such as texts and photographs.

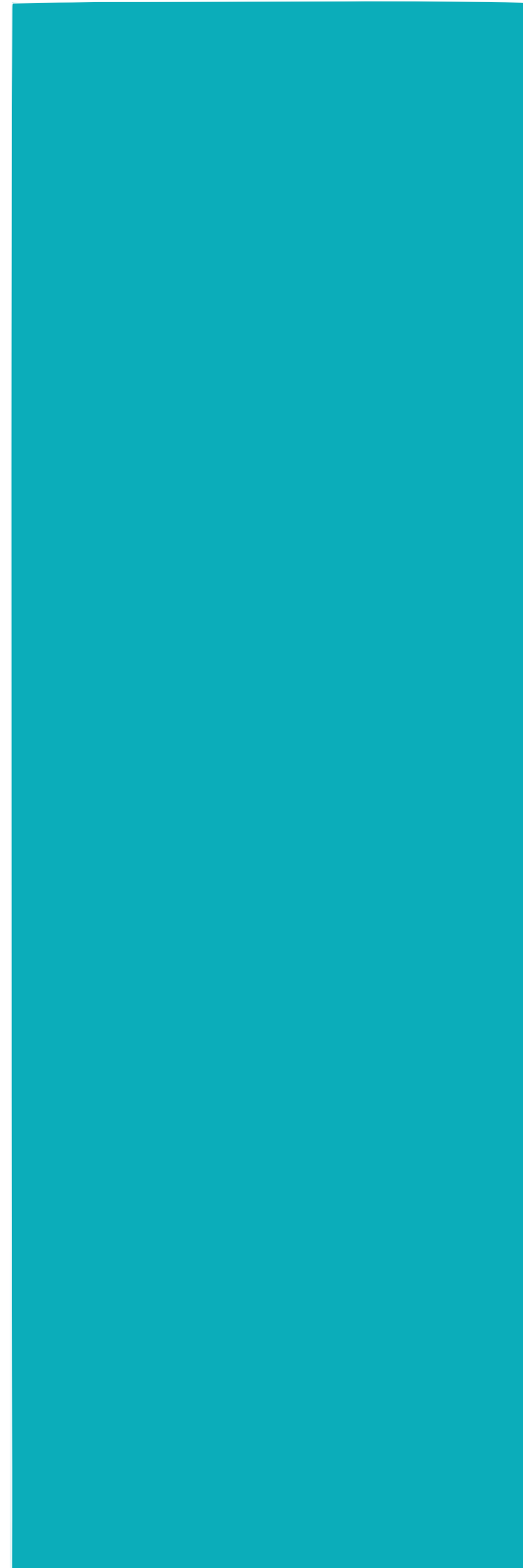
Logo Improper Usage

- Don't stretch, condense, or change the dimensions of the logo.
- Don't alter the scale or placement of the elements.
- Don't rotate the logo.

The logo for One Health, featuring the word "One" in a teal color and "Health" in an orange color, stacked vertically.

COLOR PALETTE

Primary



HEX:0badba



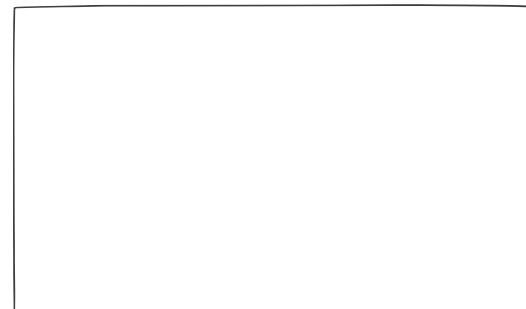
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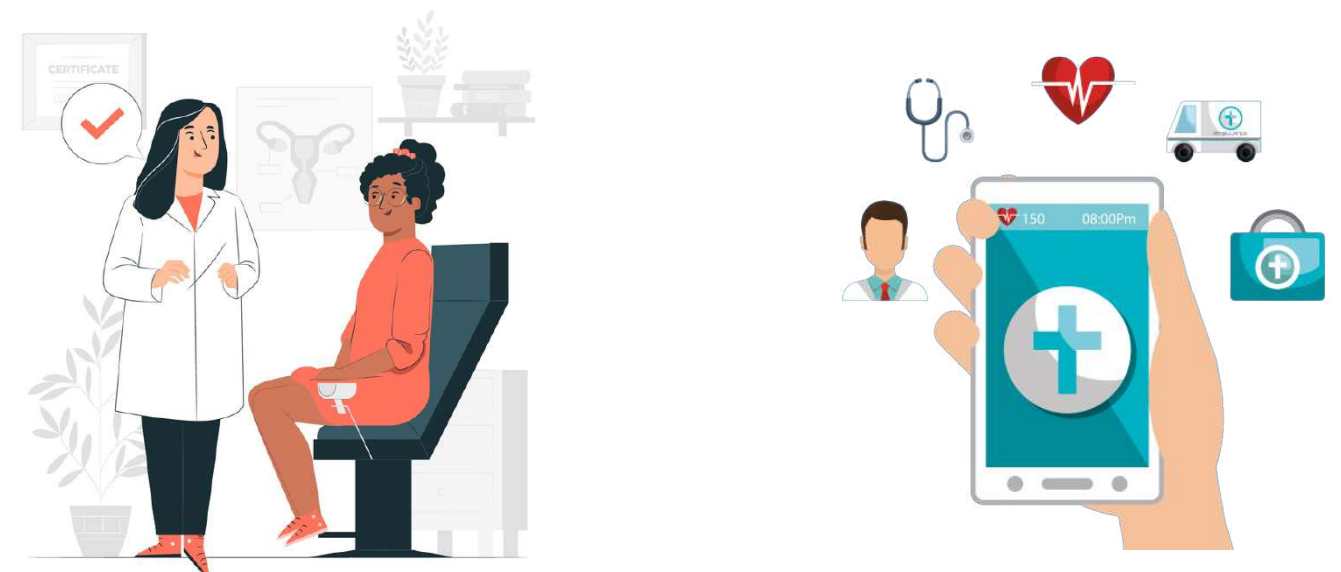
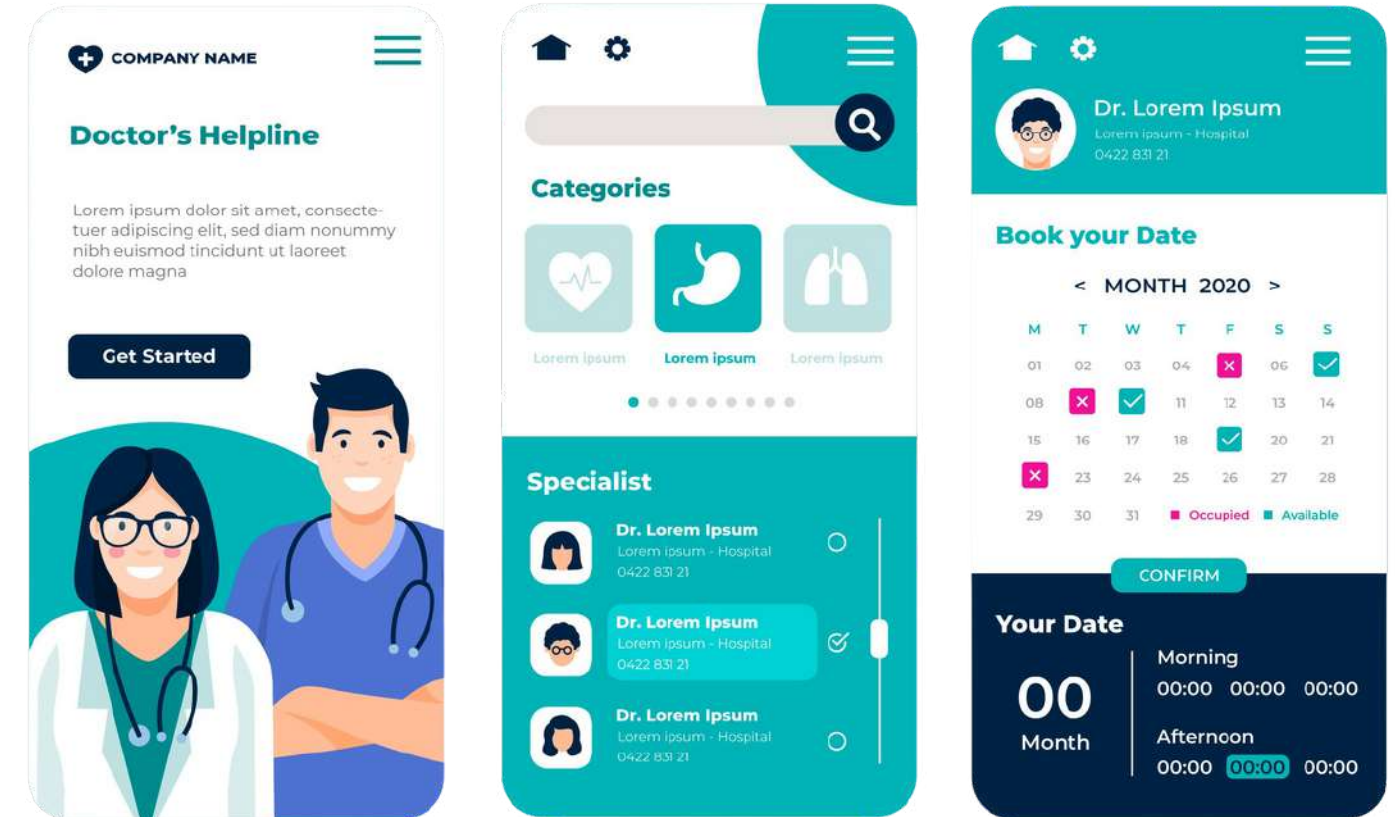


HEX:777676



HEX:ffffff

Secodary



CONTENT PILLARS

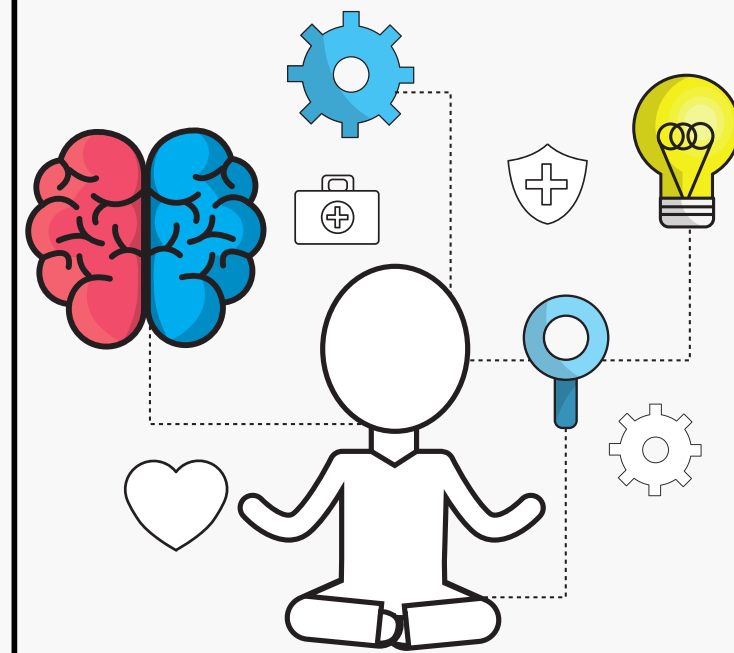
App
Features



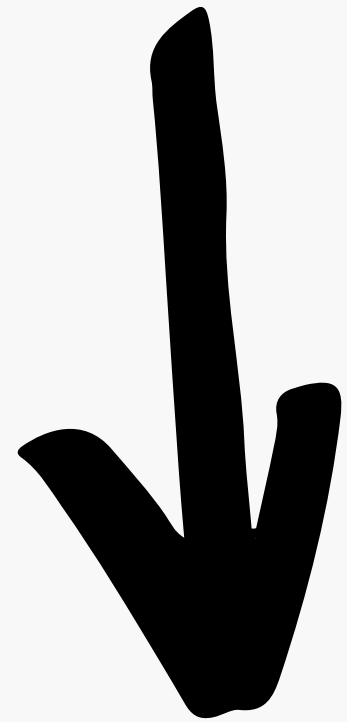
Patient
Testimonials



Health
Tips



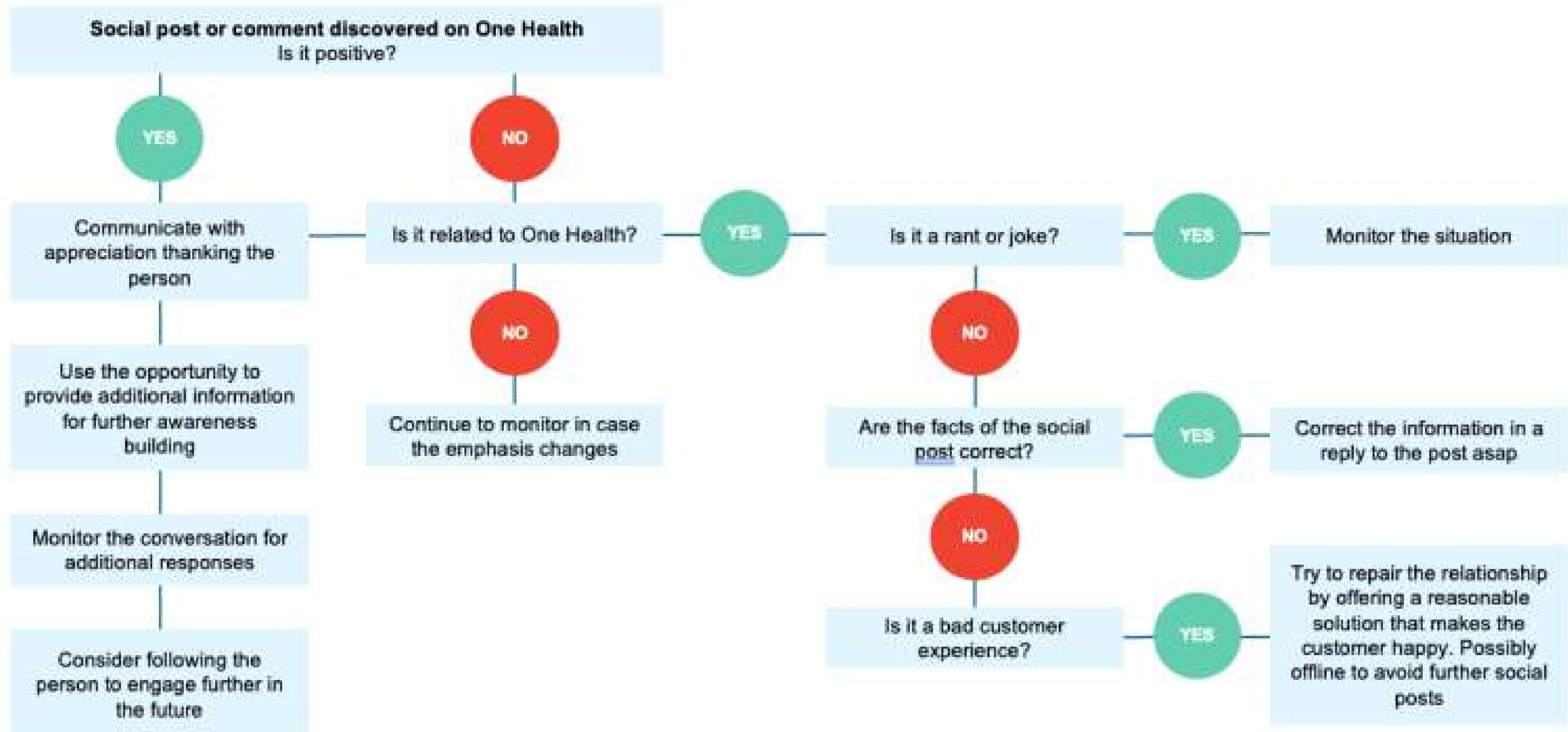
CONTENT CALENDAR



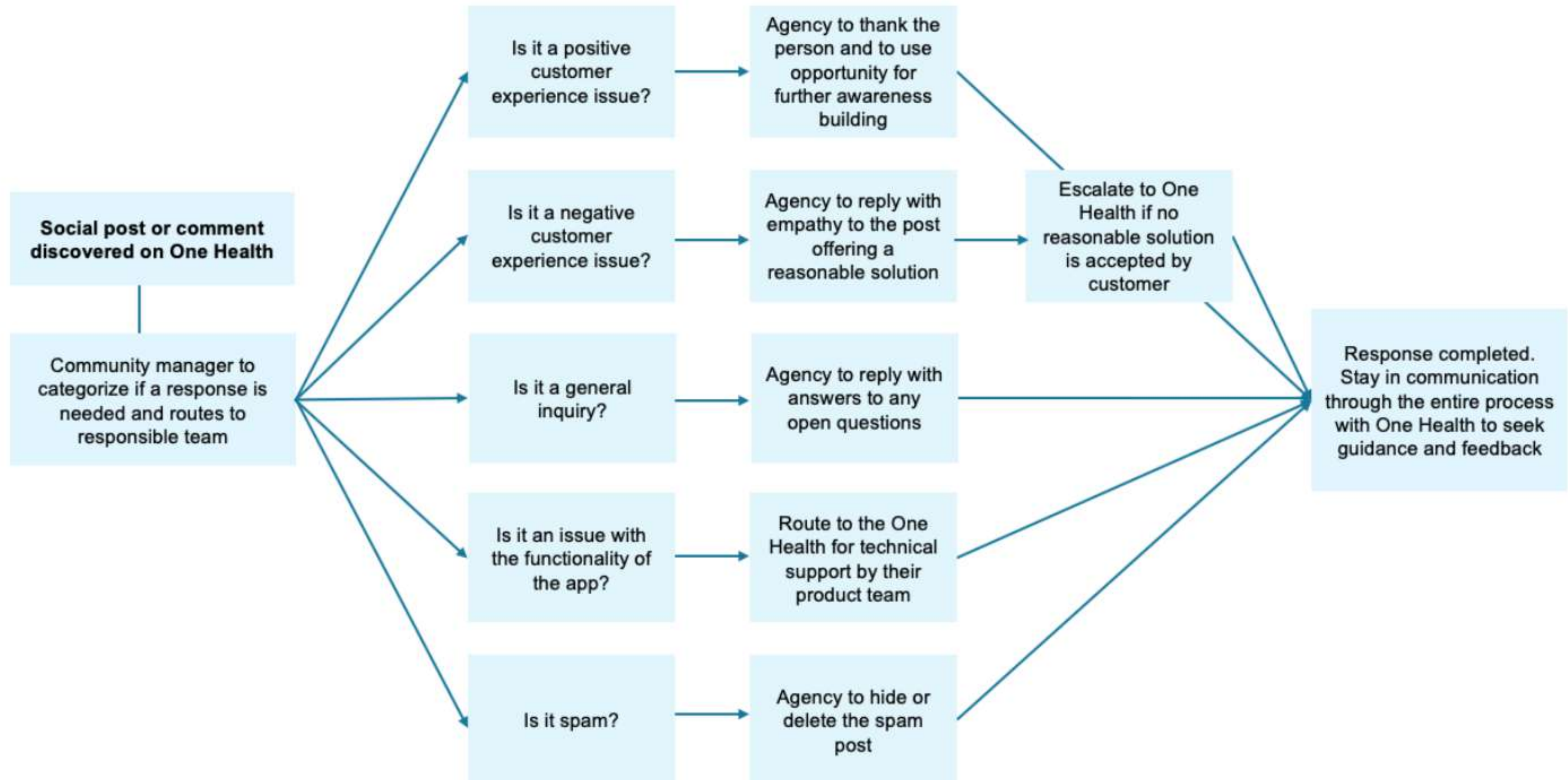
LINK

Date	Time	Copy for Facebook	Copy for Instagram	Copy for X	Image	Source/ Links
21.01.2024	3:00 PM	Exciting news! 🚀 One Health is launching its App! 🌐 Join us on this health revolution! #OneHealthDigital #HealthcareTransformation	🚀 Big news! One Health is stepping into the digital era with our new App 📱 Stay connected for a healthier tomorrow! #DigitalHealth #OneHealth	🚀 Big announcement! One Health is now just a click away. Our App is here to make healthcare more accessible. 🌐 #HealthTech #OneHealth	https://drive.google.com/file/d/1I5lnVILrMlzWk3iywTtX8GFjX5mSDUIG/view?usp=sharing	
01.02.2024	5:00 PM	Meet our team of dedicated doctors! 👨‍⚕️ 👩‍⚕️ Learn about their expertise and commitment to your well-being. #OneHealthTeam #HealthcareHeroes	👨‍⚕️ 👩‍⚕️ Get to know the faces behind One Health! Our team is here to provide top-notch healthcare services with a smile. #HealthcareTeam #OneHealth	🌟 Introducing the faces of One Health! Meet our team of healthcare professionals dedicated to your well-being. 👨‍⚕️ 👩‍⚕️ #HealthHeroes	https://drive.google.com/file/d/1kY22I05TV6oSTvQFHVuIPsumNCDW75tj/view?usp=sharing	
05.02.2025	9:00 AM	Patient testimonials speak louder than words! 🌟 Discover what our users have to say about their One Health experience. #Testimonials #HealthcareJourney	🌈 Real stories, real experiences! Read what our users have to say about One Health. 🗣️ Your health journey starts here! #PatientReviews #OneHealth	🗣️ Our users love us! Check out what they have to say about their One Health experience. 🌟 #PatientFeedback #HealthcareStories	https://drive.google.com/file/d/1weVSZ76HE6I3QDTuRYZmnP1CdOviNYa/view?usp=sharing	
07.02.2024	4:00 PM	💧 Hydration Alert! Did you know that staying well-hydrated can boost your energy, support digestion, and even improve skin health? Make a splash with your health – drink water! 💧 #StayHydrated #HealthTip"	💧 Sip, sip, hooray! 📲 Hydrate your way to a healthier you. Water is your body's best friend, keeping you refreshed and revitalized. Cheers to good health! 💧 #HydrationStation #WellnessWednesday	👉 Quench your thirst and fuel your health! 💧 Did you know that proper hydration is key to feeling and looking your best? Take a sip and let the water wellness begin! 📲 #Hydration #HealthTip	https://drive.google.com/file/d/1rLWKsRiuTyeTG60k1M0aFfpbhm0T-a/view?usp=sharing	https://www.culligan.co.uk/10-benefits-of-drinking-water-for-optimal-health/

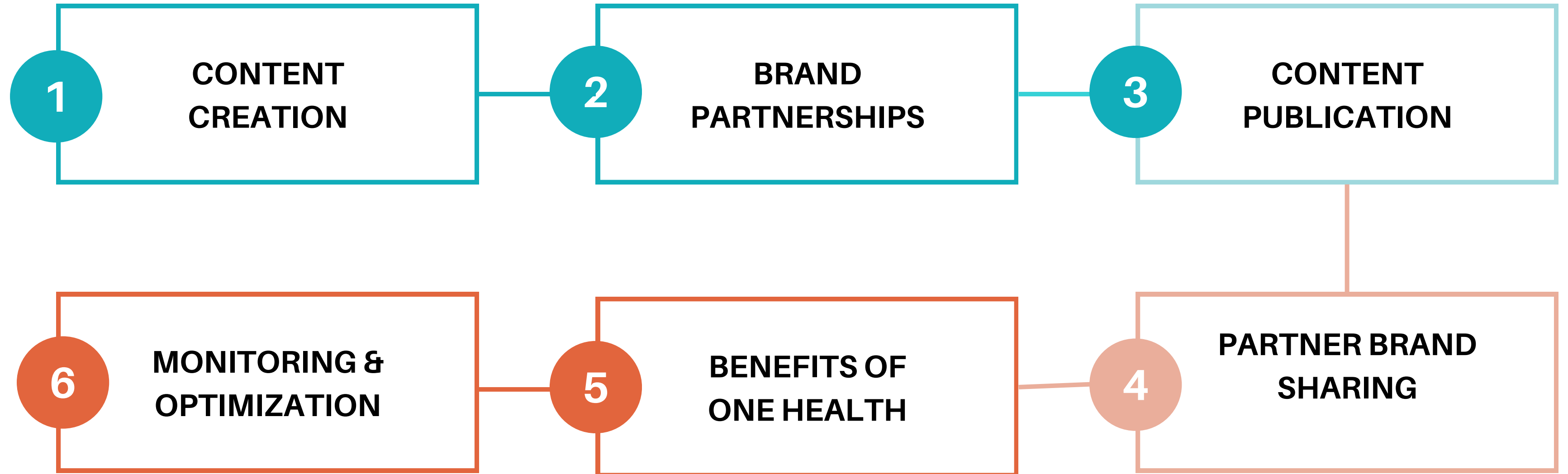
SOCIAL MEDIA RESPONSE GUIDELINES



SOCIAL ENGAGEMENT & MODERATION GUIDE



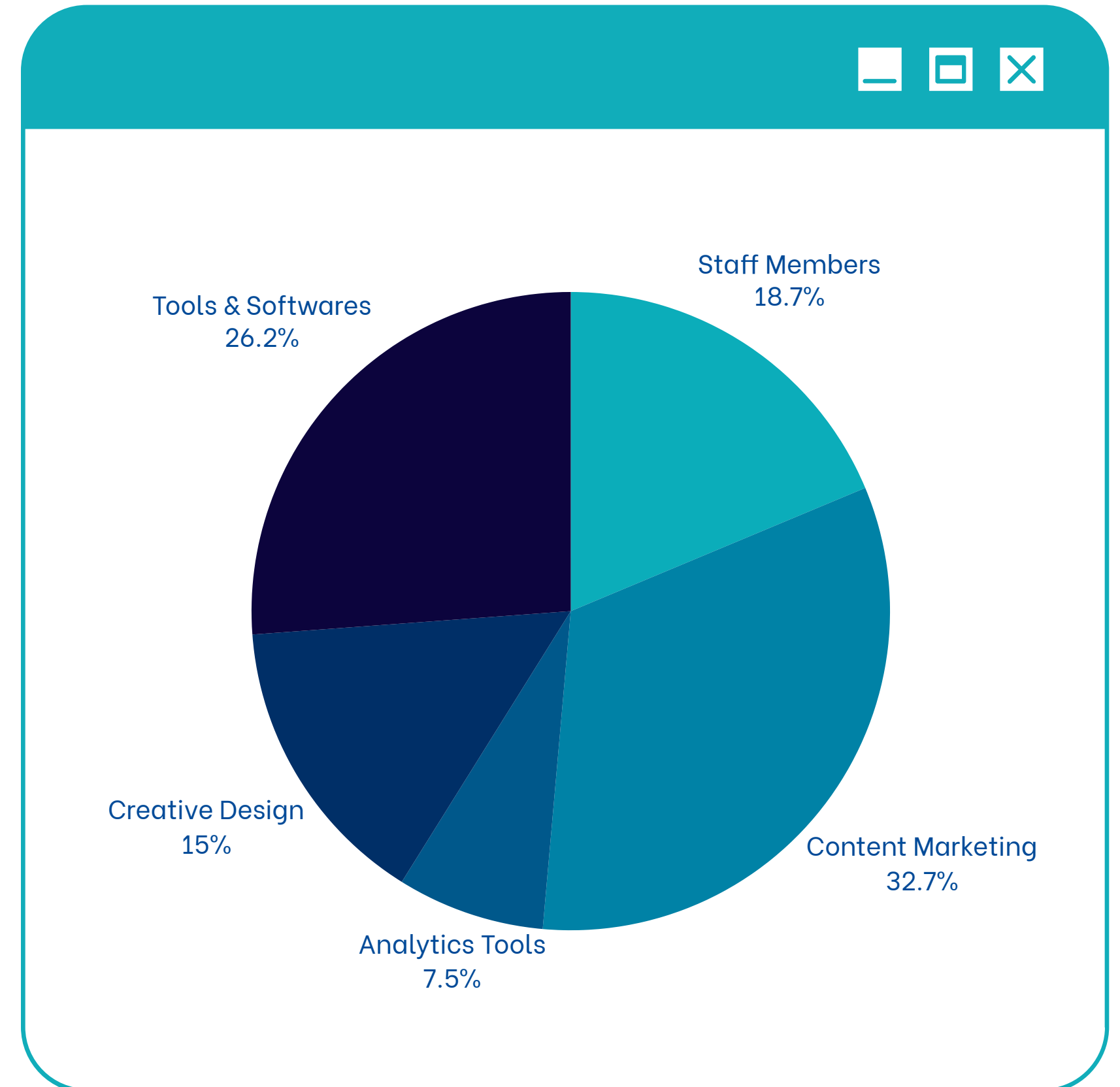
STRATEGIC ENGAGEMENT

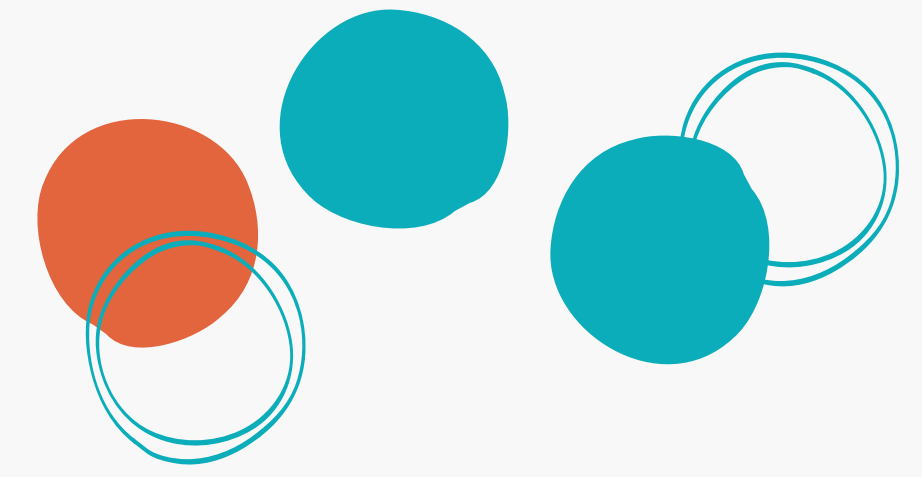


Growth Strategy Pitch: [Link to Presentation](#)

BUDGET

- 1 Staff Members
- 2 Content Marketing
- 3 Analytics Tools
- 4 Creative design & Branding
- 5 Tools & Softwares





ANY
QUESTIONS?





Thankyou!

