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Health Resources and Services Administration (HRSA)
Oral Health Awareness and Education Campaign Marketing Plan
Contract # GS00F181GA 75R60222F80109

Final Draft: December 13th, 2022

Agenda

- **Campaign Research**
  - —Key Stakeholder Analysis
  - —Target Audience Analysis
  - —Platform and Timing Analysis
  - —Oral Health Topic Analysis
  - —Review of Existing Channels and Outreach Materials
  - —Industry Best Practices
- **Marketing Strategy**
  - —Overall Goals
  - —Preliminary Campaign Positioning Statement
  - —Campaign Outline
  - —Dissemination and Content Publication Workflows
  - —Testing Plan for Campaign Messages and Materials
  - —Metrics of Success and KPIs
- **Next Steps**

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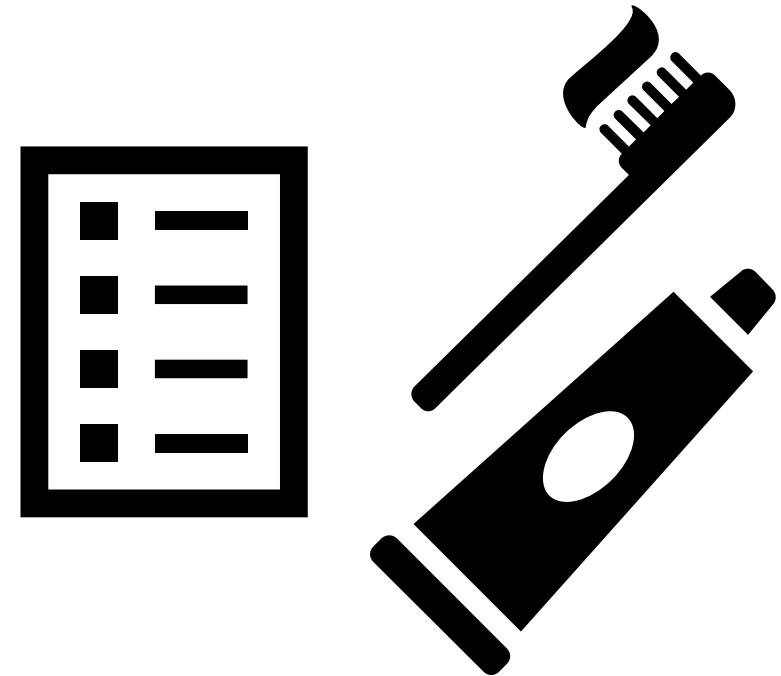
Campaign Research

- Key Stakeholder Analysis
- Target Audience Analysis
- Oral Health Topic Analysis
- Platform and Timing Analysis
- Review of Existing Channels and Outreach Materials
- Industry Best Practices

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Key Stakeholder Analysis

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Key Stakeholder

Public
- Adults Across the Lifespan – Particularly those at risk or underserved, immigrants, people with lower education and from lower income groups
- Parents and Caregivers of Young Children
- People with HIV, and Parents with HIV (PWH)
- People Living in Rural Areas, and Veterans Living in Rural Areas

Health Care Providers and Advocates
- Traditional oral health care providers
- Non-traditional oral health care providers and advocates (nurses, physicians, teachers, community health workers, Women Infant and Child (WIC) staff, and Head Start staff)

HRSA Affiliates
- State and Local Organizations
- Professional Organizations
- HRSA Grantees
- Other Relevant Partners Who Can Help promulgate the OHLAE campaign, like educators and community leaders

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HRSA Affiliates

Federal Organizations

- Administration for Children and Families (ACF)
- Administration for Community Living (ACL)
- Centers for Disease Control and Prevention (CDC)
- Indian Health Service (IHS)
- Substance Abuse and Mental Health Services Administration (SAMHSA)
- U.S. Customs and Border Protection (CBP)
- Department of Homeland Security (DHS)
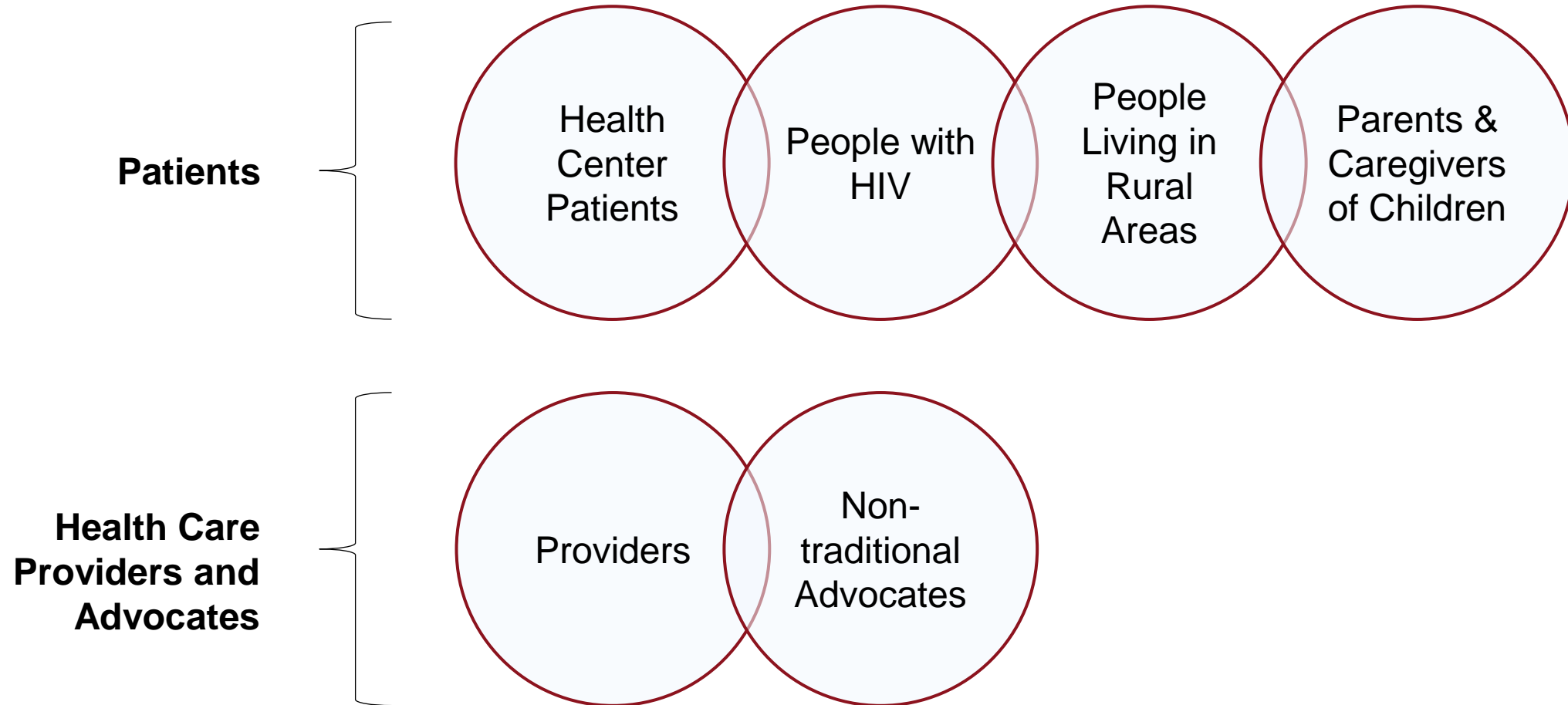- United States Citizenship and Immigration Services (UCIS)

Professional Organizations

- American Academy of Pediatrics
- American Association of Pediatric Dentistry
- Association of State and Territorial Dental Directors
- American Medical Association
- American Dental Association
- American Dental Assistants Association
- American Dental Hygienists Association
- American Dental Education Association
- American College of Emergency Physicians
- American Association of Women Dentists
- National Network for Oral Health Access
- Hispanic Dental Association
- International Federation of Dental Hygienists
- National Maternal and Child Oral Health Resource Center
- National Dental Association
- National Dental Hygienist's Association
- Society for American Indian Dentists
- Medicare / Medicaid State Dental Association (MSDA)

Target Audience Analysis

Target Audiences

Patients

Health Center Patients

People with HIV

People Living in Rural Areas

Parents & Caregivers of Children

Health Care Providers and Advocates

Providers

Non-traditional Advocates

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Audience Profiles: Marla

Marla is likely to have delayed important dental visits since the beginning of the Covid-19 pandemic.

Demographic

- **Age**: 54
- **Gender**: Female
- **Ethnicity**: Asian American
- **Location**: Bangor, Maine
- **Education**: High school diploma
- **Occupation**: Employee at a dry-cleaning chain
- **Family Status**: Married with two children who have moved out

Goals

- She wants to learn how to take better care of her oral health **as she gets older**.
- Marla **wants to see a dentist** but just has not gotten around to doing it.

Obstacles

- Since the **Covid-19** pandemic, Marla has not seen a dentist because of concerns about social distancing.
- **Transportation** to her dentist's office is difficult and has to be planned.

Media Behavior

- After a long day at work and household chores, she likes to chat with her friends and watch Stories on **Facebook**.

Strategies

- Highlighting the importance of **regular dental check-ups,** potentially through other health care providers
- Making Marla aware of how she can protect her oral health **as she is aging.**

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Audience Profiles: Carl

Carl is likely to have untreated tooth decay because of his smoking habit and his rural living situation.

Demographic

- **Age**: 41
- **Gender**: Male
- **Ethnicity**: African American
- **Location**: Newburn, Alabama
- **Education**: Did not complete high school
- **Occupation**: Cashier at a local gas station
- **Family Status**: Divorced

Goals

- Something has been going on with Carl's teeth and he **wants to treat it but does not know how.**
- He cannot afford the fancy oral care products he sees in ads and wants to take care of his teeth on a budget.

Obstacles

- The nearest dentist is a 50-minute drive away. Going there means taking **unpaid time off** from work
- Carl's job does not offer dental insurance, so visiting a dentist means **paying out of pocket**.
- It's been so long since his last dental checkup that he is ashamed to go in at this point.

Media Behavior

- When his shifts are slower, Carl likes to scroll **Instagram Reels** and watch **YouTube** videos on his phone.
- A mainstream **radio** station is playing during work.

Strategies

- Giving Carl the tools to implement an oral health **routine that fits his schedule** and needs

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Audience Profiles: Sofia

Sofia is a busy mother and needs to establish a good oral health routine for her daughters.

Demographic

- **Age**: 33
- **Gender**: Female
- **Ethnicity**: Hispanic
- **Location**: Odessa, Texas
- **Education**: Some college education
- **Occupation**: Server
- **Family Status**: Married, two daughters aged three and four

Goals

- Sofia wants to make her daughters understand the importance of oral care.
- She is looking for a way to **make tooth brushing fun** for her daughters.

Obstacles

- Sofia's **daughters hate brushing their teeth**. It is hard to get them to do it, especially in the mornings before going to school.
- Things like **sealants** seem like a thing to address at a later point.

Media Behavior

- Sofia sometimes plays **YouTube** videos for her daughters while she is busy around the house.
- She herself spends the limited free time she has on **Instagram** and **Pinterest.**

Strategies

- **Engaging her children** into their oral health routine in a way that is easy and fun

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Audience Profiles: Maria

Maria needs to be aware of a good oral health routine during her pregnancy to protect her child's oral health.

Demographic

- **Age**: 23
- **Gender**: Female
- **Ethnicity**: White
- **Location**: Odessa, Texas
- **Education**: High school diploma
- **Occupation**: Retail Assistant
- **Family Status**: Unmarried, expecting her first child

Goals

- Maria wants to **ensure care for her baby** during her pregnancy.

Obstacles

- Because of the stresses and costs that come with pregnancy, **seeing a dentist is not very high on Maria's list**.
- She has been having **flare-ups in her gums** and thinks it is just a normal part of being pregnant.

Media Behavior

- She likes to scroll through **Instagram** to be caught up on trends and memes.

Strategies

- Engaging **providers** to ensure they **highlight the importance of oral care** to Maria during her pregnancy
- Providing Maria with resources to **ensure she knows how to take care** of her baby's teeth.

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Audience Profiles: Michael

Michael is unaware of how inadequate oral health care can impact his HIV treatment and overall systemic health.

Demographic	Goals	Obstacles	Media Behavior	Strategies
• **Age**: 26 • **Gender**: Male • **Ethnicity**: African American • **Location**: Atlanta, Georgia • **Education**: No high school diploma • **Occupation**: Fast-food worker • **Family Status**: Single	• Michael wants to live his life with HIV in the most normal way possible	• **Living with HIV** comes with many challenges, including high medical bills and impacts on Michael's mental health. • Michael **has no dental insurance**.	• Michael likes to watch streams of video games on **YouTube**. • He has profiles on **Instagram** and **Facebook**.	• Highlighting the impact of oral health on overall health. • Providing Michael with resources that **address his oral health needs**. • Leveraging stakeholders like **providers** whom **Michael sees as part of his HIV treatment.**

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Audience Profiles: Samantha

As a school nurse, Samantha sees many kids who could do a better job of taking care of their oral health.

Demographic	Goals	Obstacles	Media Behavior	Strategies
• **Age**: 42 • **Gender**: Female • **Ethnicity**: Native American • **Location**: Ignacio, Colorado • **Education**: College degree (BSN) • **Occupation**: School nurse • **Family Status**: Married	• Samantha wants to make sure the **children at her school** and in her community have good health habits.	• There are many resources for materials on oral health, but Samantha is **looking for a go-to source** that she can trust. • The **next dental provider is far away**, so Samantha is trying to provide as much guidance herself as possible	• As a school nurse, Samantha tries to check the **government's recommendations** and updates for her practice. • Personally, she uses **Instagram** in her free time.	• Providing Samantha with **trusted materials** and recommendations that she can pass on to her students.

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Audience Profiles: Brett

Brett is a family physician at a Health Center in a rural area. He is often the only medical point of contact for his community.

Demographic	Goals	Obstacles	Media Behavior	Strategies
• **Age**: 53 • **Gender**: Male • **Ethnicity**: White • **Location**: Moberly, Missouri • **Education**: MD • **Occupation**: Family doctor • **Family Status**: Married, two children	• Brett **sees patients with numerous health conditions** and problems and wants to ensure they are aware of their specific health needs.	• Many patients **do not have the resources** to see a dentist. • As one of the **few providers serving his area**, he has a busy schedule and is jumping from patient to patient.	• Brett is active on **LinkedIn** and **Twitter** to stay up to date with the health sector.	• Giving Brett the resources he needs to **address his patient's oral health needs.** • Guiding how to **integrate oral health** into patient assessment.

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Platform Analysis and Timing

Social Media Platform Analysis: User bases

Platform	Largest Age Group	Gender	Note
Facebook	25-34 (31.5%)	Female (43%), male (57%)	Largest social platform
Instagram	18-24 (31%), 24-34 (31%)	Female (48%), male (51%)	Younger users have been migrating to TikTok, but Gen Z and Millennials make up 2/3 of the user base. Most engaging contents are carousel posts followed by Reels.
Twitter	18-29 (42%)	Female (38,4%), male (61,6%)	1/3 of users are college-educated and have an annual income of over 75k. Recently acquired by Elon musk might impact the user base.
LinkedIn	25-34 (58%)	Female (48%), male (52%)	63% of users access the network weekly and 22% daily. Good network for lead generation.
Pinterest	50-64 (38%)	Female (78%), male (22%)	A strong community of heavy users
Snapchat	15-25 (48%)	Female (54.4%), male (44.6%)	A good platform to reach younger audiences, although it has lost its spot as the teenager's go-to network
YouTube	15-35	Female (46%), male (54%)	62% of users log in daily. The platform has very good retention and engagement

Source: Sprout Social

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Platform Outreach by Target Audience

Target Audience	Facebook	Instagram	Twitter	LinkedIn	Pinterest	Snapchat	YouTube
Children						X	X
Parents and Caregivers of Young Children	X	X			X	X	X
Pregnant Women	X	X			X	X	X
Traditional Health Care Providers			X	X			
Non-Traditional Health Care Advocates	X	X	X	X	X		X
People with HIV, and low-income Parents with HIV (PWH)	X	X	X				
Adults across the lifespan – particularly those who are considered at-risk or underserved	X	X			X	X	X
People living in rural areas, particularly veterans living in rural areas.	X	X			X	X	X
People in low-income groups and with lower levels of education	X	X			X	X	X

Graph using data from: Sprout Social

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Social Media Platform Analysis: Timing

Platform	Best Days of the Week and Time	Worst Days to Post
Facebook	• Mondays through Fridays, 3 a.m. • Tuesdays at 10 a.m. and noon	• Saturdays
Instagram	• Mondays at 11 a.m. • Tuesdays and Wednesdays from 10 a.m. to 1 p.m. • Thursdays and Fridays 10 a.m. and 11 a.m.	• Sundays
Twitter	• Mondays, Tuesdays, Wednesdays, Fridays and Saturdays at 9 a.m.	• Sundays
LinkedIn	• Tuesdays 10 a.m. to noon	• Saturdays and Sundays
Pinterest	• Saturdays 8 to 11 p.m.	• Monday
Snapchat	• Any day after 10 p.m.	• n/a
YouTube	• Fridays, Saturdays, and Sundays from 3 p.m. to 9 p.m.	• Mondays and Tuesdays

Source: Sprout Social, Meetsocil, webfx.com

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Timing: Oral Health Social and News Media Exposure

Data Insights

- October is National Dental Hygiene Month
- April is National Minority Health Month
- February is National Children's Dental Health Month
- Black Friday leads to coverage of dental health tools like toothbrushes
- March 20th is World Oral Health Day
- Common topics: Alternative oral hygiene methods like baking powder and consuming cranberries


Oct 1st-3rd 2021   Sep 26th-1st

● Oral Health Social (Oct 1st, 2021 - Oct 1st, 2022) ● Oral Health News (Oct 1st, 2021 - Oct 1st, 2022)

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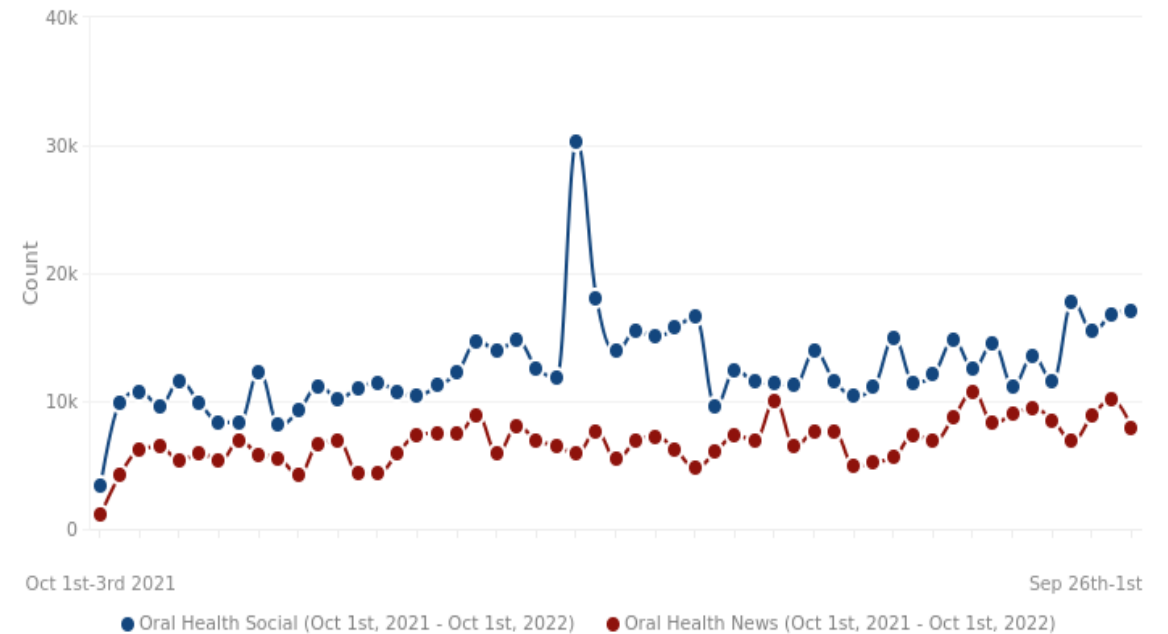
Oral Health Topic Analysis

# HRSA OHLAE campaign topics suggested in SOW

Topics

- Oral health and pregnancy
- Medical-dental integration
- Dental sealants in children
- Oral-systemic connections
- Non-traditional oral health care providers and advocates such as nurses, physicians, teachers, community health workers, Women Infant and Child (WIC) staff, and Head Start staff.
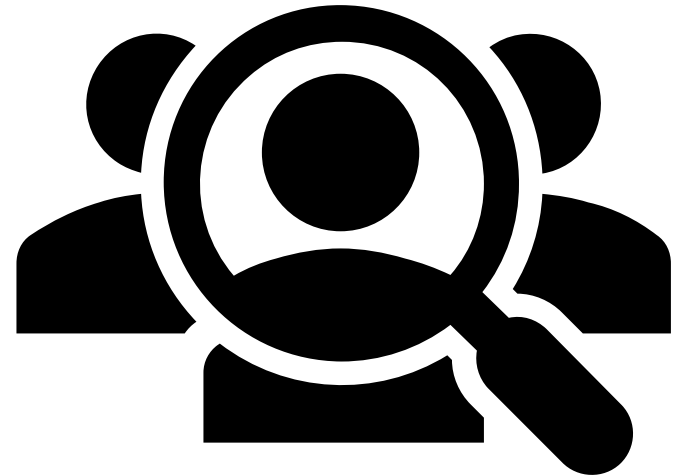
Oral Health Strongly Associated with Lifestyle & Wellness

- The overall oral health and oral care topic is broken up into two segments
- The **health** aspect of the topic **only makes up about 50%**. Almost **equally important is the Beauty and Fitness** aspect.
- This suggests that **oral health and care are strongly associated with appearance and lifestyle topics**.
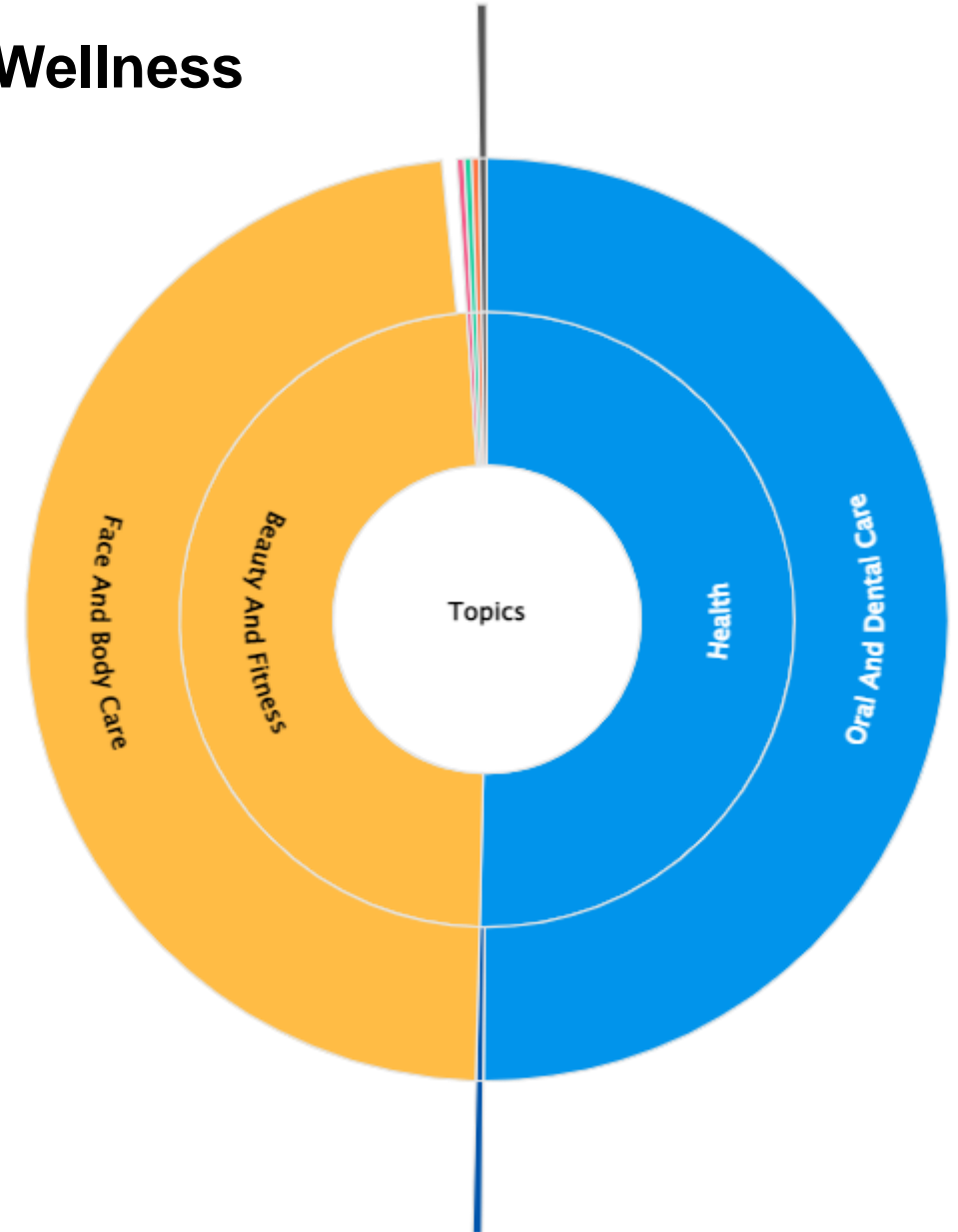
Positive Sentiment for Oral Health Online

Meltwater Data Insights: Topic Entities and Keywords

- **Private companies** (e.g., Quip) and **personal tooth care** products (e.g., Sonicare DiamondClean Prestige 9900) are among the **most mentioned entities** under the oral health and oral care topic
- The **American Dental Association** frequently appears as a mentioned entity and has a positive sentiment
- The overall keyword sentiment is **positive**
- **Good oral care habits** and **enjoyable oral care experiences** are frequent keywords

Sonicare DiamondClean Prestige 9900 J Dent Res Vol 100 K. Argosino Philips Sonicare World Health Organization
Sky Blue Plastic US Smart Brushes PR Newswire K. Milleman
Quad Stream NEW YORK All-Black Metal Power Flossers
M. Nelson SenseIQ PRNewswire Teledentistry Simon Enever Coast Dental J. Ambers
Gray Media Group quip Aligners Bill May Bluetooth®3
M. Starke Frankly Rechargeable Electric Toothbrush
Bluetooth®3.Earn
J. Milleman Brushing Inc. American Dental Association
Sonicare Ocean Blue Plastic Midnight Blue Plastic
Philips Sonicare For Kids Connected Hygiene Tool Set Tooth Scraper Plaque Tartar Remover Dental

● Product ● Person ● Organization ● Location

Topic entities

Professional Dental Care Services Get Brushing
App Store Rating Personal Care
Enjoyable Oral Care Experiences Sonicare Solutions
WHO
Consumer Products Quip Users
Digital Oral Care Companion App
Simon Enever Habits Good Oral Care Habits
American Dental Association Product Development Process
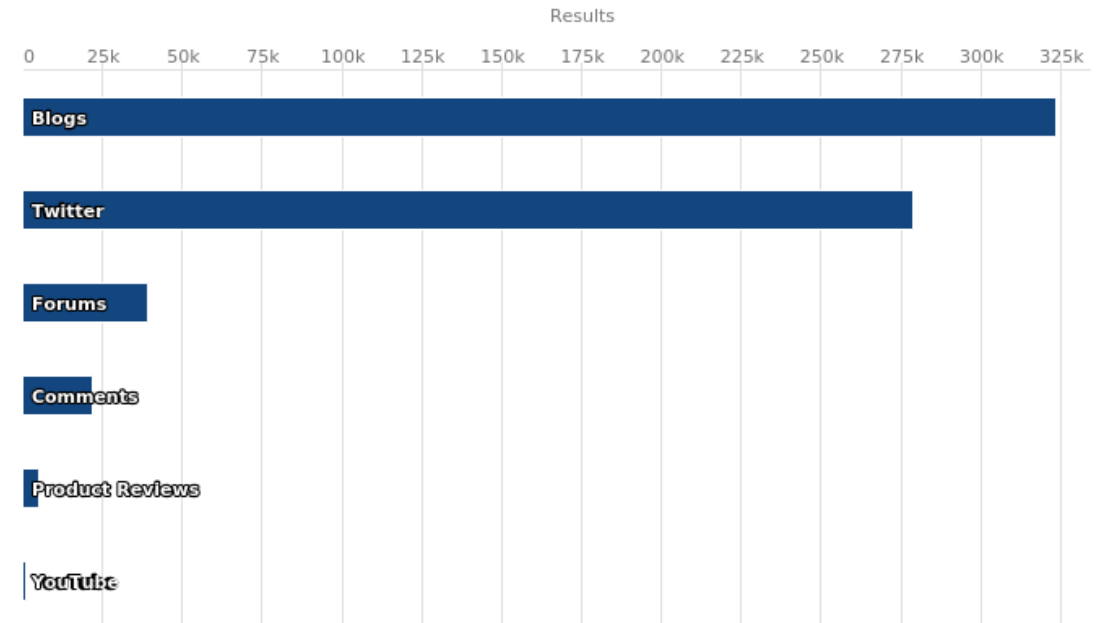
● Positive

Topic keywords

Oral Health Sources cover lifestyle topics

Meltwater Data Insights: Social Sources

- Major sources include blogs and Twitter
- A large share of the content talks about oral health in relation to beauty and lifestyle
- HRSA and other public stakeholders have a smaller share of voice

Topic keywords

Review of Existing HRSA Channels and Outreach Materials

Existing Channels: Newsletter

- HRSA eNews uses short, **news brief style** copy that gives readers an **informative, factual overview** of health-related content.
- Title text can be long and bulky in attempt to reference all the stories included in an edition.
- Highlights **little-to-no** stories in the oral health field.
- Lists funding opportunities for various HRSA partners and affiliates
  - No direct reference to HRSA OHLAE or any oral health-related organization
- Special Notice bulletins provide an opportunity to **advocate** for specific health messaging and are signed by licensed medical professionals that add trust in the notice's content.

We Need Your Help to Keep Kids Healthy
HRSA sent this bulletin at 11/02/2022 05:04 PM EDT

Special Notice   **November 2, 2022**

Please Help MCHB Promote Public Health Messaging

Dear MCHB Grantee:

HRSA Grows and Strengthens the Nursing Workforce, Expands Support for Children's Mental Health Care, Awards $8 Million to Historically Black Colleges and Universities to Address the HIV Epidemic in Africa, and more
HRSA sent this bulletin at 11/03/2022 01:12 PM EDT

HRSA eNews
Health Resources & Services Administration

HEALTHY COMMUNITIES, HEALTHY PEOPLE

November 3, 2022

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Existing Channels Analysis Summary

Audiences

- The HRSA channels address a general audience, as well as health care professionals

Topics

- The topics include content from different offices within HRSA
- Oral health has a small share

Content

- All channels use a variety of content, including video and graphics
- The content spans a wide variety of creative approaches. There does not seem to be a common HRSA style guide

Tone

- The tone and voice is consistent throughout different topics and uses plain English.

Improvements

- Engagement is low throughout all social channels.
- For this, an active approach to community management could help.
- The Instagram profile has not been verified.

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Existing Oral Health Outreach Material Analysis Summary

Audiences
- The marketing campaign addresses general adults, parents and caregivers of young children, people with HIV, and health care professionals

Topics
- Mouth bacteria, dry mouth, sores and lumps, flossing, HIV and oral care, effects of HIV medication on oral health, baby's first tooth, establishing good oral health habits, cleaning baby's gums, learning to brush children's teeth, lifting baby's lip to prevent tooth decay, educating patients about oral health

Material
- Posters, flyers, brochures, PSA on the radio, animated banner ads, how-to guides (step-by-step and video), and social media posts. The photos aim to represent a diverse audience.

Tone
- The campaign uses concise and simple language. Copy addressing health care professionals as more knowledgeable.

Improvements
- Use more engaging language and visuals. Emphasize the importance of oral care and access to affordable oral care. Provide material in other languages and 508 compliance throughout. Expand grassroots approach for traditional and non-traditional providers

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Industry Best Practices

Inspiration from the private sector companies

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ADA

- ADA website establishes the **community** within the association through consistent interviews and spotlights on ADA members and opportunities for members to contribute to *ADA News* through the "Viewpoint" column
- News articles cover all health-related topics in detail from conversations on mouthwash, to oral health care in politics, to advice to providers.
- Their content is **highly accessible** through their use of multiple outlets: topics are covered more formally *in ADA News*, informally and conversationally on their blog, *New Dentist Now*, and users can opt to listen to select content on their **podcast**, *Tooth Talk*.

Quip

Quip offers personalized oral care

- Quip personalizes oral care through their variety of products tailored for different **consumer interests**.
- Quip mirrors the personalization of their products in their blog by featuring **topical articles** that connect oral health with the everyday, personal lives of **Generation Z and Millennials**.
- Stories that discuss the connections between mental health, self-esteem, and romantic and professional relationships, and oral health emphasize the need to orient oral health care through a **wellness** lens.
- Articles use an **approachable** and sometimes **humorous tone** to make oral health care more accessible and personal than traditional medical content.
- Quip **leverages a network** of dentists, dental hygienists, and dental students to disseminate products and messaging while publishing blog posts targeted to this network to create a sense of **community**.

![redcarrot logo]
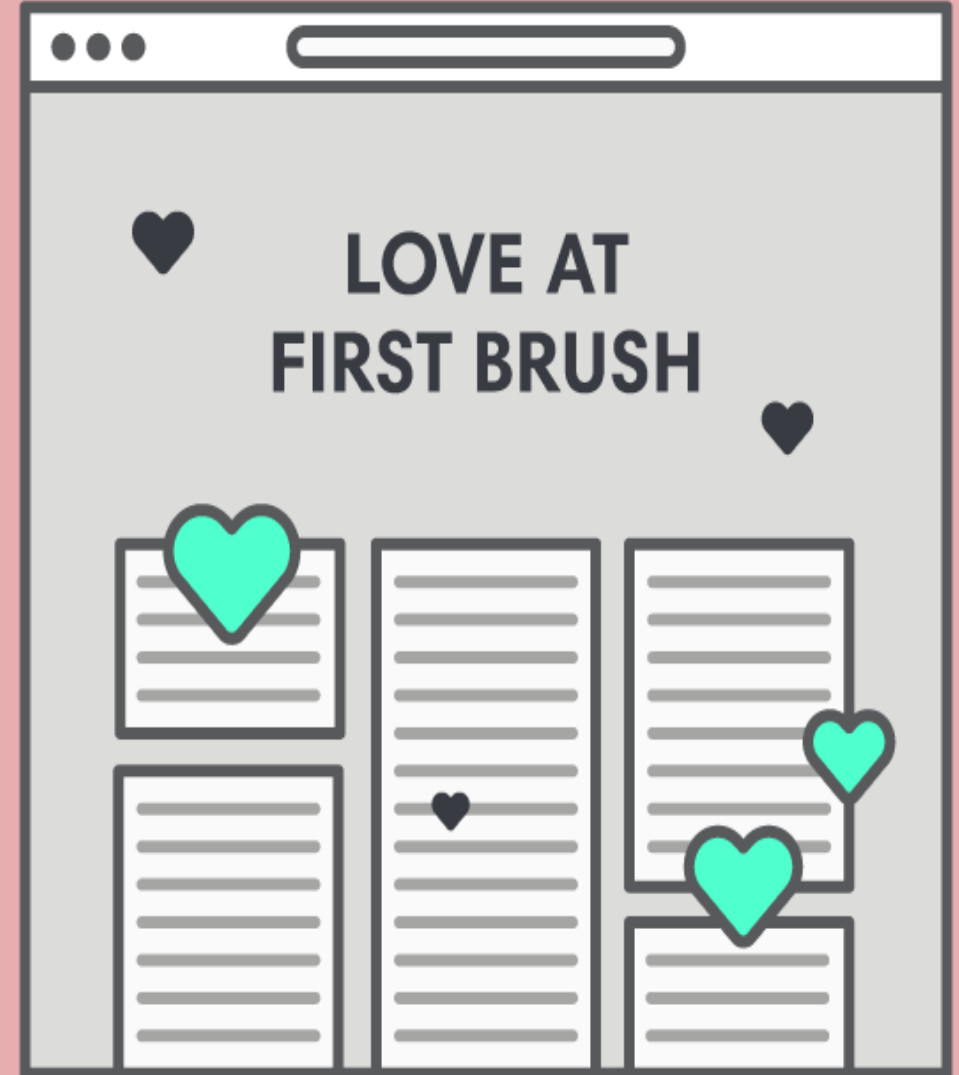
Colgate

Colgate makes oral care fun and personal

- Colgate focalizes smiles/smiling from their graphics to their slogans and hashtags. This branding associates oral health care with **fun, friendliness, and joy**.
- Colgate's oral health posts are organized into **life stages** with categories for infants, teens, adults, elderly, and people who are pregnant.
- This division of content acknowledges that **oral health care looks different on everyone**
- Each life stage is central on their website so consumers can clearly and **easily navigate** to the resources they may need depending upon their lifestyle.
- Articles feature relevant topics to each age group (ex: "Football Mouthpieces for Braces" for teens) to further **personalize** oral care.
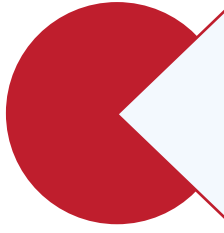- Launched Colgate + YOU subscription service for customized toothpaste.

Moms teach us to share.
So share a smile with yours.
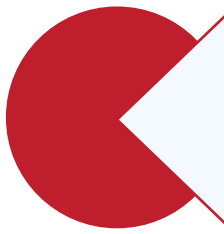#HappyMothersDay

Marketing Plan

- Overall Goals
- Preliminary Campaign Positioning Statement
- Campaign Outline
- Campaign Materials
- Dissemination and Content Publication Workflows
- Testing Plan for Campaign Messages and Materials
- Metrics of Success and KPIs
- Virtual Training

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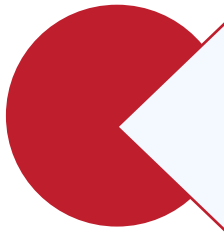
Overall Campaign Goals
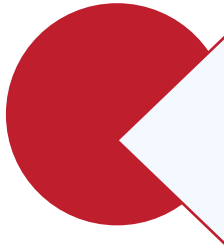
Providing people with accurate health information that culturally and linguistically matches their needs and facilitates their use of the information to help them adopt healthy behaviors.

Determine effective methods of reaching target audiences through messaging and media delivery to increase awareness and usage of the HRSA OHLAE webpage.

Develop one virtual oral health training consisting of two modules.

Provide communications support to HRSA staff by responding to inquiries and providing a SME who can respond to external inquiries.

Marketing Plan Objectives from SOW

The Marketing Plan uses the research to propose and outline the following components of the campaign:

- A preliminary campaign positioning statement designed to appeal to target audiences
- Key stakeholders
- An analysis of each target audience to ensure they are addressed in a component of the campaign
- Outreach strategies to optimize ROI.
- Strategies to expand prior HRSA OHLAE topics
- Strategies to leverage existing channels and resources (Task 6)
- Workflows for dissemination and content publication
- A testing plan for campaign messages and materials (Task 5)
- Recommended metrics for success, key performance indicators (KPIs), and benchmarks

Preliminary Campaign Positioning Statement, and Strategy

Campaign Positioning

Every Mouth is Different

At HRSA OHLAE, we believe that **good oral care looks different on everybody**. We also believe personalized oral care should be **available to everyone**.

Whether your main concern is how to protect the teeth of your little ones, prevent future health complications, or keeping up with routine care: **HRSA OHLAE has the resources you need** to find the oral health care advice that matches your lifestyle.

Together with HRSA OHLAE, you can meet your unique oral health needs to **make your oral health as dazzling as your smiles.**

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Every Mouth is Different Campaign

Idea

Leveraging the strong **tie between oral health and the wellness industry**, the campaign focus will be on oral health as part of self-care. Having identified the **desire to include personalized oral care** into individual lifestyles but also acknowledging the **limitations and resources of the audiences**, HRSA makes sure everybody is taking the right steps for their oral health.

The 'Every Mouth is Different' campaign has two core elements:
- Providing audiences served by HRSA with the resources and guidance on meeting their personal health needs.
- Inspiring providers to include oral health assessments into their practice and to offer personalized recommendations to their patients – no matter what life looks like and what the individual circumstances are.

These goals will be achieved with a two-pronged approach:
- Tailoring content and messaging to the audiences through creative strategy
- Leveraging partnerships through an effective outreach strategy
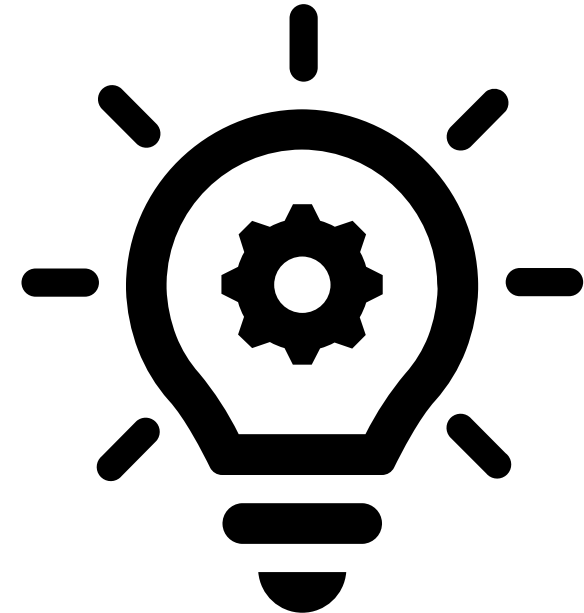
Every Mouth is Different Campaign

Content and Branding

The campaign will include the target topics and convey them in an engaging way. Creating tailored content helps reach target audiences through a visual and editorial language they understand.

The campaign will focus on two overarching audience groups:

1. Patients, particularly those considered at risk
2. Traditional and non-traditional providers, and partners.

The use of approved content and branding compliant with HRSA's guidelines will ensure accessibility and culturally adequate campaign messaging.

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Outreach Strategy

Leveraging Resources and Channels

All outreach materials are optimized for existing HRSA OHLAE channels with the goal of increasing the awareness of HRSA OHLAE topics and the use of the HRSA OHLAE webpage. This includes editorial and graphic content, as well as social media posts, and video material.

Red Carrot will create campaign materials that help HRSA **engage with key partners** and **increase the reach** of the campaign.

The relevance of the campaign and its creative approach will encourage partner organizations and associations to promote the HRSA OHLAE campaign.

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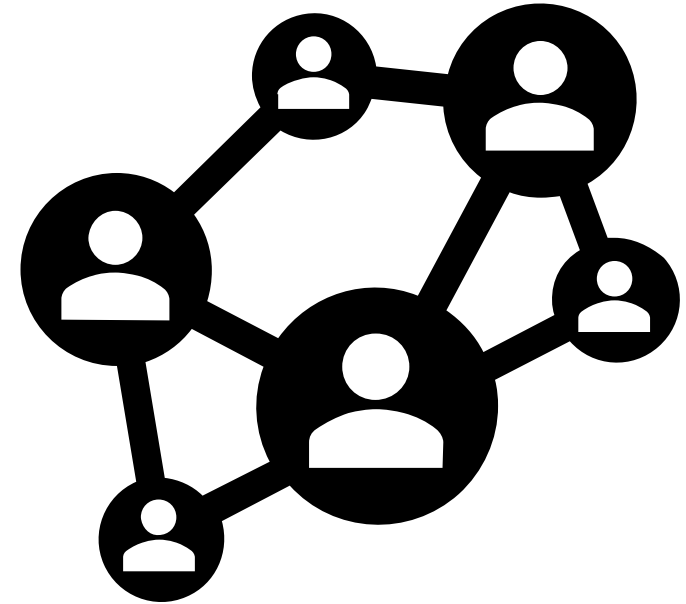
Stakeholder Engagement Strategy

To increase awareness for the campaign, stakeholders will be leveraged by providing a comprehensive tool kit. It will consist of the campaign materials, a guide on how to use them, and ideas for promotion by other stakeholders.

Propose Third Party Promotion

Proposing ideas for promotion by external stakeholders will nurture these important partnerships (e.g., **ADA Podcast, Quip newsletter**, etc.).

Reach Target Audience

By engaging stakeholders as resources, we will potentiate the reach to our target audiences.

Develop Partner Toolkits

Red Carrot will develop a toolkit consisting of engaging campaign content and instructions for sharing content on social media, newsletters, and other platforms.

Share Toolkits with Key Stakeholders

HRSA will share toolkits and toolkit instructions with key stakeholders.

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Toolkit Items

1   Assets sized and optimized for communication channels, including HRSA logos, graphics, and videos

2   Ready-to-use copy for newsletters and social media

3   Ideas and invitations for cross-promotion *(e.g., ADA podcast, Quip newsletter)*

4   Campaign description, campaign hashtag, and positioning statement

5   Brief guide on how to use assets in the toolkit
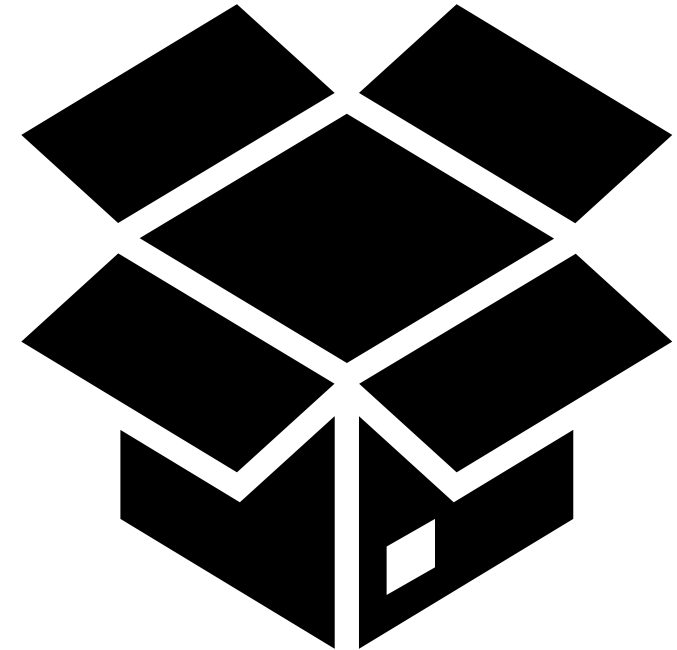
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Dissemination and Content Publication Workflows

Workflow

Red Carrot will work with the COR, HRSA Office of Communications (OC) and HRSA Chief Dental Officer (CDO) to ensure content is shared via internal channels and outreach such as the Digital Digest, HRSA newsletters, and other already established communications channels that reach providers and patients.
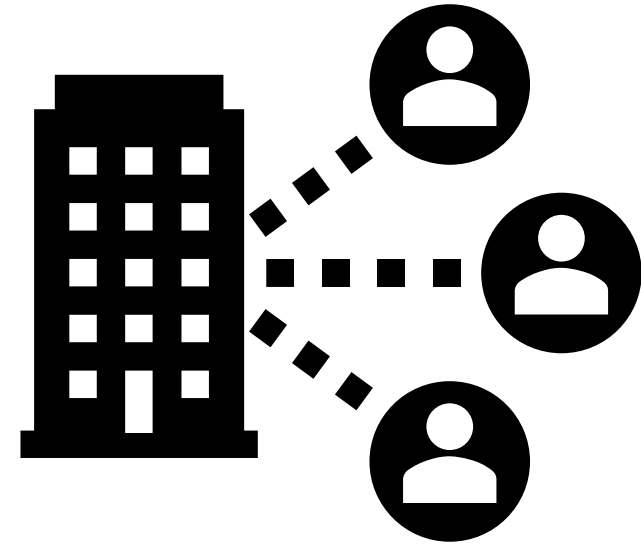
Work Plan for Developing Campaign Materials

Editorial Content → Graphic Designs → Social Media Posts → Video
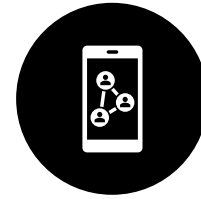
Work Plan

Date	Content Type	Task	Qty
1/5/23	Editorial Content	Red Carrot presents concepts/drafts to COR	9
1/19/23	Editorial Content	COR finalizes feedback on 9 concepts/drafts	9
2/2/23	Editorial Content	Red Carrot submits final drafts and COR approves	9
2/16/23	Graphic Designs	Red Carrot presents concepts/drafts to COR	9
3/2/23	Graphic Designs	COR finalizes feedback on concepts/drafts	9
3/16/23	Graphic Designs	Red Carrot submits final drafts and COR approves	9
3/30/23	Social Media Posts	Red Carrot presents concepts/drafts to COR	9
4/13/23	Social Media Posts	COR finalizes feedback on # concepts/drafts	9
4/27/23	Social Media Posts	Red Carrot submits final drafts and COR approves	9
5/11/23	Videos	Red Carrot submits scripts for 4 videos	4
5/25/23	Videos	COR finalizes feedback on scripts	4
6/22/23	Videos	Red Carrot submits 4 rough cuts for review	4
7/6/23	Videos	COR finalizes feedback on 4 rough cuts	4
7/20/23	Videos	Red Carrot incorporates feedback into 4 final cuts that are submitted to the COR for approval	4

Campaign Content Development Process
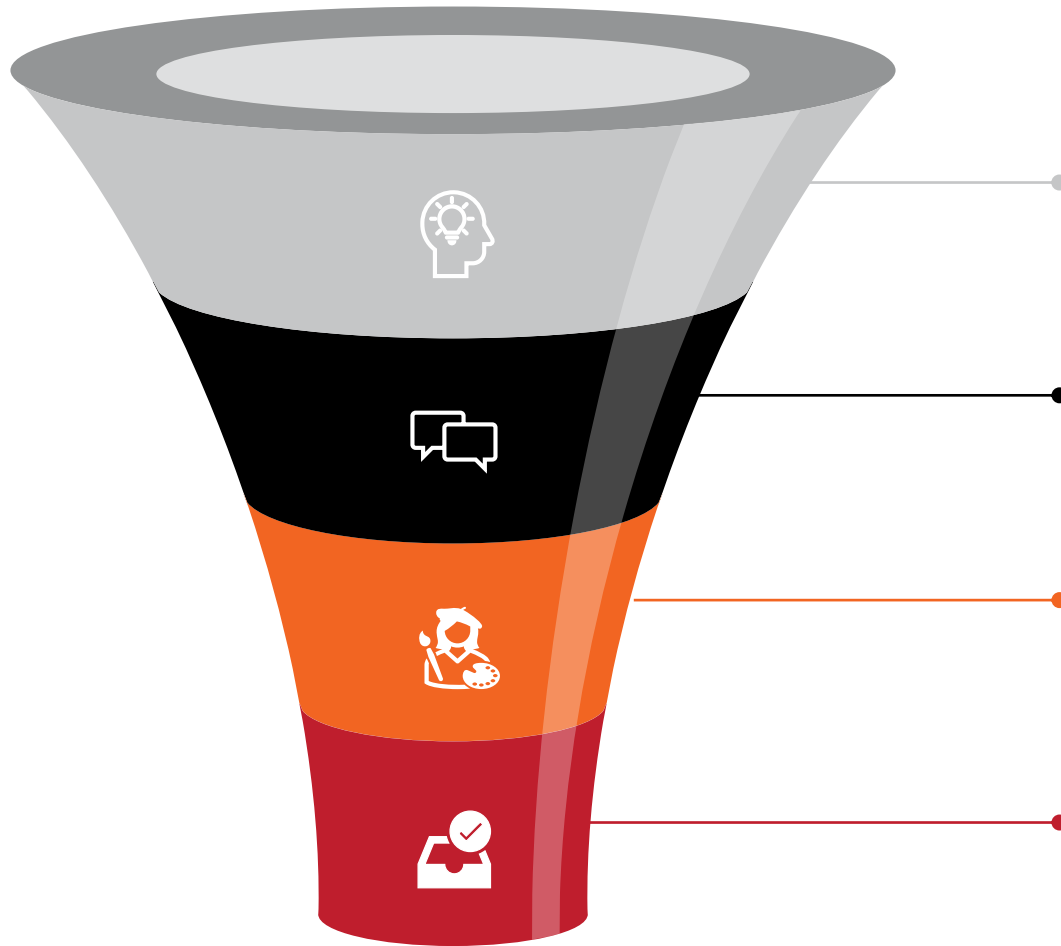
Using the creative brief for the campaign in the approved Marketing Plan, Red Carrot will begin developing communication materials. Red Carrot will present the concepts to the COR. This presentation can be done in person or as a virtual meeting.

The COR finalizes all feedback on the campaign concepts.

Red Carrot develops the content and layout for campaign communication materials. We submit final products to the COR.

The COR approves the final products of all campaign communication materials. Red Carrot adapts multimedia products for use on social media channels

Testing Plan for Campaign Messages and Materials

Testing Plan for Campaign Messages and Materials

✓ **Accessibility**
Red Carrot will continue to run a Flesch-Kincaid Reading Level Test on editorial content.
We aim for a reading level of 8.0 or lower before we submit drafts.

✓ **Compliance**
Throughout the creation of the Marketing Plan (Task 2) and the development of communication materials for each campaign (Task 3), Red Carrot will adhere to all HHS and HRSA guidelines and editorial standards.
Materials will include the HHS and HRSA logos as appropriate

✓ **Review**
Red Carrot will work with our SME during the creation of drafts.
The SME will review drafts before we share them with HRSA.

✓ **Feedback**
Red Carrot will meet all deadlines to submit content drafts to HRSA in time for members to provide feedback on content.

Metrics of Success and KPIs

Recommended Metrics for the Goal of Awareness

Digital Advertising	Website	Blog	Video Content	Virtual Training	Social Media	Email	Search	Radio	Print
Reach	Direct Web Visitor	Impressions	Play Rate	Play Rate	Impressions	Email Sign-ups	Organic Traffic	Reach	Circulation
CPM	Referral Web Visitor	Reach	Views	Views	Reach	Open Rate			Reach
Impressions	Impressions				Engagement				

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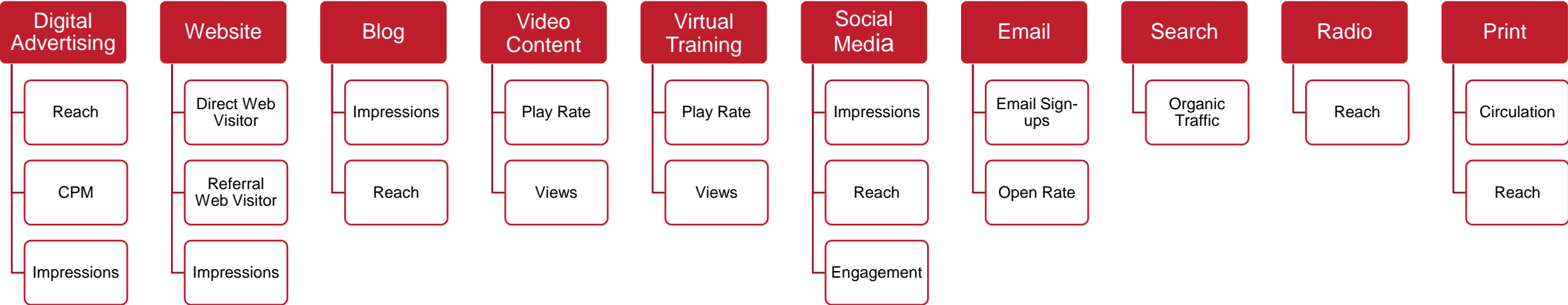
KPIs for Social Media

- It can be tempting to want to improve to all metrics all the time, but social media strategies are most effective when you are able to prioritize the key performance indicators (KPIs) that really matter. Important KPIs include:
  - **Impressions**: total number of times social media browsers have been served your content.
  - **Link Clicks**: number of times someone clicks on a link in your post or tweet
    - This KPI is only measurable on Facebook and Twitter
  - **Engagement rate**: indicates how much your content motivates people to interact with it
  - **Audience Growth Rate**: measures the speed at which your brand's following increases on social media.
    - It's how quickly you gain followers

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Sample Facebook Benchmarks

www.facebook.com/HRSAgov (verified)		
KPI	**HRS**	**Benchmark[1]**
Audience:	47.3k followers	
Posts per day:	1.07 posts	0.84 posts
Days per week with post:	4.5 days	4.4 days
Percentage of posts with links:	93.3% of posts	53.2% of posts
Engagement total per post:	4.73 engagements	93 engagements
Engagement rate:	0.010% ER	0.064% ER
Shares per post:	2.33 shares	5.70 shares

[1]Rival IQ

HRSA **Health Resources and Services Admin...**

Get access to quality care.
Power up your telehealth
with Telehealth.HHS.gov
HRSA

0 Reactions • 0 Comments • 12 Shares

October is #AIDSAwarenessMonth. Over 37 million people live
with HIV worldwide. Screening is a critical tool to prevention. Ask
your doctor about HIV care via telehealth. Learn about the
benefits of u...

HRSA **Health Resources and Services Admin...**

Wheeler
COMMUNITY | HEALTH | CARE
888.793.3500
www.wheelerhealth.org

7 Reactions • 0 Comments • 1 Shares

Administrator Johnson visits Wheeler Health and is joined by Rep
Jahana Hayes, Senator Chris Murphy and Senator Richard
Blumenthal for a roundtable to highlight the Bipartisan Safer
Communities Act in...

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2022 Industry Benchmarks: Facebook Engagement Rate

Engagement Rate by Post

The median across all industries is **0.06%**

Industry	Engagement Rate by Post
Alcohol	0.10%
Fashion	0.03%
Financial Services	0.05%
Food & Beverage	0.04%
Health & Beauty	0.02%
Higher Ed	0.15%
Home Décor	0.04%
Hotels & Resorts	0.09%
Influencers	0.23%
Media	0.05%
Nonprofits	0.11%
Retail	0.03%
Sports Teams	0.27%
Tech & Software	0.02%

■ Engagement Rate by Post
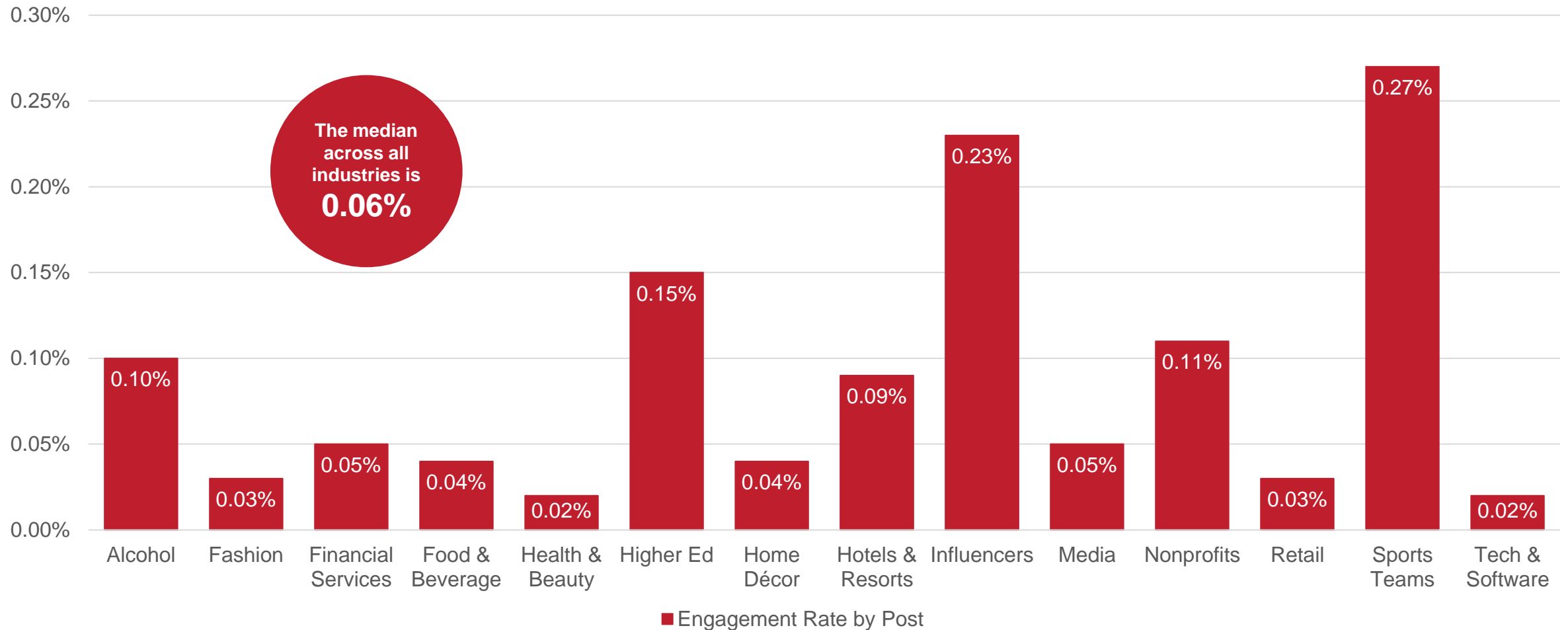
Data Source: Rival IQ 2022 Social Media Industry Benchmark Report

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Sample Instagram Benchmarks

www.instagram.com/hrsagov/ (not verified)		
KPI	**HRSA**	**Benchmark[1]**
Audience:	4.05k follower	
Posts per day:	0.36 posts	0.84 posts
Days per week with post:	2.5 days	4.4 days
Hashtags per post:	3.2 hashtags	53.2 % of posts
Engagement total per post:	14.2 engagements	93 engagements
Engagement rate:	0.35% ER	0.67 % ER
Comments per post:	0.60 shares	5.70 shares

[1]Rival IQ

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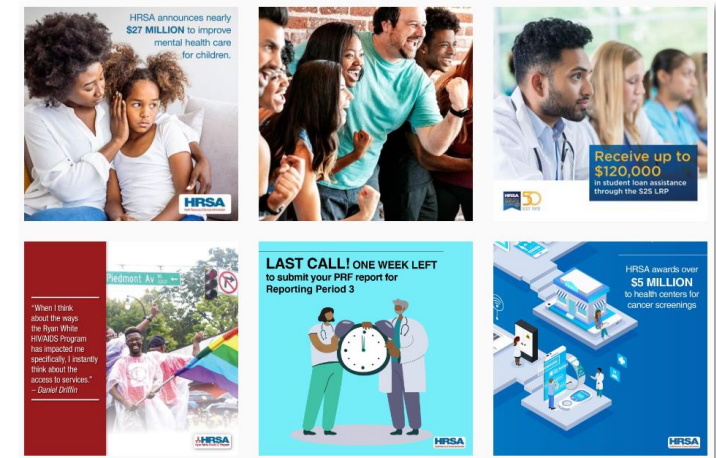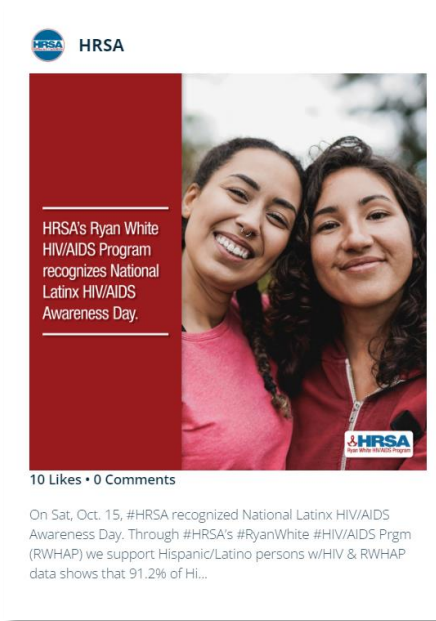
2022 Industry Benchmarks: Instagram Engagement Rate

Engagement Rate by Post

The median across all industries is **0.67%**

Industry	Engagement Rate
Alcohol	0.76%
Fashion	0.36%
Financial Services	0.45%
Food & Beverage	0.63%
Health & Beauty	0.32%
Higher Ed	2.99%
Home Décor	0.45%
Hotels & Resorts	0.70%
Influencers	1.18%
Media	0.64%
Nonprofits	1.04%
Retail	0.33%
Sports Teams	1.84%
Tech & Software	0.59%

■ Engagement Rate by Post
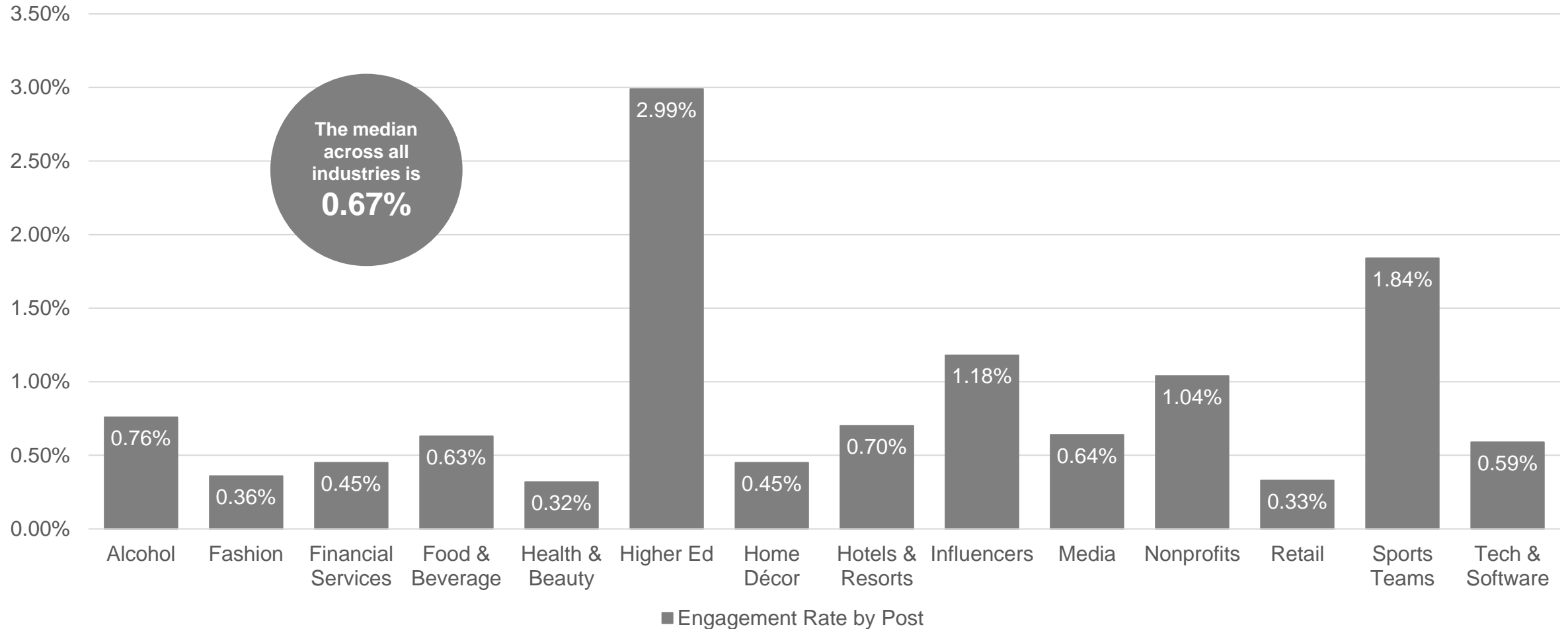
Data Source: Rival IQ 2022 Social Media Industry Benchmark Report

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Sample Twitter Benchmarks

www.twitter.com/HRSAgov (verified)		
KPI	HRSA	Benchmark[1]
Audience:	38.5k followers	
Tweets per day:	1.43 tweets	0.72 tweets
Days per week with tweet:	5 days	4.2 days
Reply tweets per day:	0 tweets	0.20 tweets
Engagement total per post:	7.20 engagements	12 engagements
Engagement rate:	0.020% ER	0.037% ER
Retweets per tweet	2.65 retweets	2.30 retweets

[1]Rival IQ

HRSA

14 Likes • 7 Retweets

It's Domestic Violence Awareness Month. #HRSA partnered with @ACFHHS#FVPSA and @ndvh to strengthen referral systems between #HealthCenters and #DomesticViolence programs. Learn more about this collabo...

HRSA

13 Likes • 10 Retweets

Flu vaccines are one way of the best ways you can keep your family & community healthy this fall 🍂🍁 Say #BooToTheFlu and get vaccinated by Halloween! 📍 Find a #flu vaccine location here: vacci...

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2022 Industry Benchmarks: Twitter Engagement Rate

Engagement Rate by Post

The median across all industries is **0.04%**

Industry	Engagement Rate by Post
Alcohol	0.06%
Fashion	0.02%
Financial Services	0.04%
Food & Beverage	0.04%
Health & Beauty	0.03%
Higher Ed	0.07%
Home Décor	0.02%
Hotels & Resorts	0.04%
Influencers	0.04%
Media	0.01%
Nonprofits	0.05%
Retail	0.02%
Sports Teams	0.08%
Tech & Software	0.03%

■ Engagement Rate by Post

Data Source: Rival IQ 2022 Social Media Industry Benchmark Report

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59
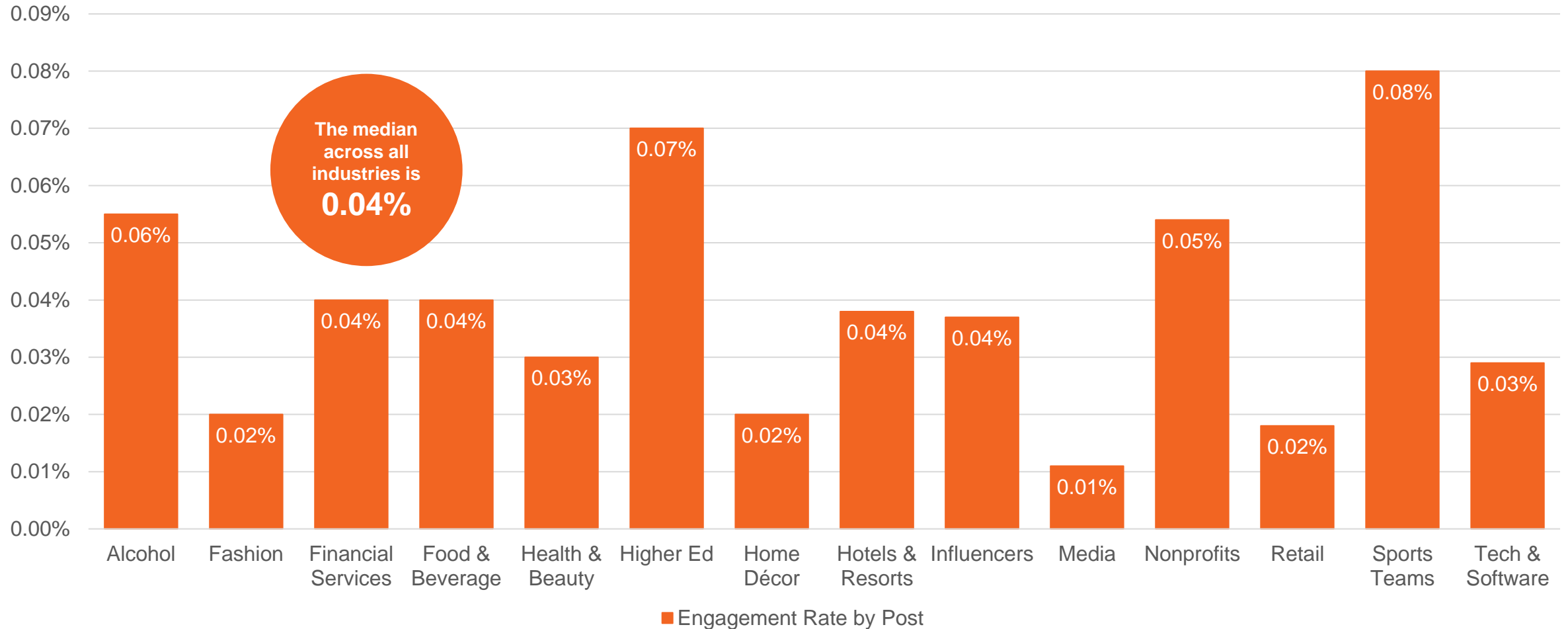
Industry Benchmarks for Social Media Ads

Facebook Ad Click Through Rates by Industry

Legend:
- All Industries
- Apparel
- Automotive
- Beauty
- Consumer Services
- Education
- Employment & Job Training
- Finance & Insurance
- Fitness
- Home Improvement
- Healthcare
- Industrial Services
- Legal
- Real Estate
- Retail
- Technology
- Travel & Hospitality

Values:
- All Industries: 0.90%
- Apparel: 1.24%
- Automotive: 0.80%
- Beauty: 1.16%
- Consumer Services: 0.62%
- Education: 0.73%
- Employment & Job Training: 0.47%
- Finance & Insurance: 0.56%
- Fitness: 1.01%
- Home Improvement: 0.70%
- Healthcare: 0.83%
- Industrial Services: 0.71%
- Legal: 1.61%
- Real Estate: 0.99%
- Retail: 1.59%
- Technology: 1.04%
- Travel & Hospitality: 0.90%

Data Source: Wordstream by LocaliQ

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Recommended Goals for Social Media

For the HRSA Oral campaign, Red Carrot recommends setting goals for engagement rates on social media to measure how much the content motivates people to interact with it. Our goals exceed industry averages.

Channel	Engagement Rate
Facebook	1.00%
Twitter	0.50%
Instagram	1.00%
LinkedIn	1.25%

Next Steps

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Proposed Timeline

Date	Task
11/30/22	Red Carrot presents the Marketing Plan to the COR
12/08/22	The COR will provide feedback on the Marketing Plan
12/13/22	Red Carrot will incorporate this feedback into a final version of the Marketing Plan and submit it to the COR
12/15/22	The COR will then approve the final version of the Marketing Plan, initiating campaign implementation

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Thank You