



**American
Heart
Association®**

life is why™

Healthy For Good™

Social Media Strategy

A proposal by
Abbey Venable - COM627

Table of Contents



03	About & Media Landscape
04	Audience & Objectives
05	Strategy
06	Facebook Strategy
07	Twitter Strategy
08	Instagram Strategy
09	Social Media Examples and Video
10	Influencers
11	Influencers Outreach
12 & 13	Community and Social Media Guidelines
14	Measuring Success & Timeline
15	Bibliography

About

Before the existence of the American Heart Association, people knew very little about heart disease. Most doctors and scientists even believed that a person with heart disease was doomed for imminent death until the American Heart Association was created by a group of dedicated professionals in 1924. From then on, The American Heart Association became a nonprofit dedicated to research, education and health. Supporters, volunteers and research professionals are all apart of the international American Heart Association community that's dedicated to saving lives and educating the people around them.

In order to encourage people to live balanced and heart healthy lives, the American Heart Association created the Healthy for good initiative. The Healthy for Good initiative aims to help people in three main areas - eat smart, move more and be well. These main areas focus on eating healthier foods with lots of colors, exercising and moving your body regularly and taking care of your mental health. Healthy for Good also has an email newsletter that delivers tips, advice and relevant content for living your best, heart-healthy life.

Media Landscape

The American Heart Association is involved in five major social media accounts - Facebook, Instagram, Twitter, YouTube and Pinterest. The American Heart Association Healthy for good has their own accounts only on Twitter, Facebook. A hashtag is used on the official American Heart Association Instagram. In order to focus on the goals and strategies of the American Heart Association's Healthy for Good initiative, I'll be focusing on the Healthy For Good Facebook, Twitter and Instagram.

Overall, Healthy for Good's social media is off to a good start in terms of posting the right number of times a day as well as doing it at active times during the day. However, the content is little dull for younger audiences that need more engaging content. The fact that AHA has a specific Healthy for Good Twitter account and Facebook page, but not an Instagram page is confusing. Millennials are very active on Instagram and it would be a missed opportunity to not take advantage of the platform to promote Healthy for Good content.



Facebook

- 223,539 likes
- 217,349 followers



Twitter

- 22,600 followers
- 5,087 tweets



Instagram

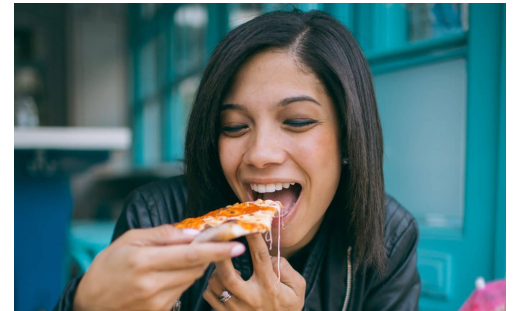
- 1,211 posts
- 99,200 followers

Audience

In order to fully understand what goals and objectives need to be put in place for AHA's Healthy for Good, it's important to fully understand the audience and what groups of people are the target audience.

According to the CDC, heart disease is the number one killer for both men and women in the U.S. To put that into perspective, someone has a heart attack every 40 seconds in just the U.S. alone. Most of the AHA general audience is 55 and older, which are people who are more at risk for heart disease, stroke and other vascular problems. AHA's Healthy for Good is aimed at millennials who are starting to realize that staying on top of their health and wellness is vital to living a longer and better life.

In terms of gender and race, heart diseases don't discriminate. Scientific data shows that heart disease is equally prevalent in men as it is in women. What race you happen to be is also a factor. For instance, African Americans and Hispanics have a higher chance of developing heart disease than other races.



Objectives

Knowing AHA's Healthy for Good audience allows us to come up with aims to target millennials and show them that preventative health is easy, fun and important. Keeping the SMART goal-setting strategy in mind, I wanted to make sure all the strategies and tactic were in-line with being specific, measurable, attainable, relevant and timely. The overall objectives for AHA's Healthy for Good are as follows:

- Heighten brand awareness around Healthy for Good's initiatives.
- Increase social community size and engagement.
- Accurately target millennial and multicultural audiences.
- Strengthen engagement so that the target audience will continue to think of Healthy for Good as a guide to preventative heart health.

Strategy

Considering the multiple social media channels of Healthy for Good, the following strategies will be applied to each channel and will include different tactics and methods in terms of accomplishing them. The general strategies for social media areas follows, but more specific strategies are listed by social media channel:

- **Bring awareness to the To Be Healthy for Good Movement and all the features that signing up offers.**
- **Create a series of social media ads that highlight the importance and ease of taking daily steps towards heart disease prevention.**
- **Engage millennials with content that focuses on preventative health for heart diseases.**
- **Engage with African Americans and Hispanic men to help disseminate valuable information about the risks of heart disease.**

The social media strategy not only takes into account SMART goal-setting, but also considers paid media, earned media, shared media and owned media as well. These strategies are outlined by channel to keep goals specific to their mediums.



Specific goals will be outlined in the strategy and tactics for the three major Healthy for Good social media channels.



Measurable strategies and tactics will be employed so that the success of the campaign can be monitored daily.



Attainable strategies and tactics will be set so that the campaign's success has reasonable outcomes.



Relevant strategies and tactics will revolve around the overall mission and values that guide the American Heart Association.



Timely strategies and tactics will make sure that the success and progress of the campaign are on track with the goals.

Facebook Strategy

Strategy 1: Bring awareness to the Healthy for Good Movement and all the features that signing up for the email tips offers.

Tactic 1: Tease what this month's email is going to entail through an engaging social media post. Have the sign-up be included with the post so users can easily sign-up.

Tactic 2: Post videos to Facebook highlighting the content that the email offers and how easy it is to sign-up

Tactic 3: Run an ad campaign on Facebook with a video highlighting the email benefits as well as how easy it is to join

Strategy 2: Create a series of social media ads that highlight the importance and ease of taking daily steps towards heart disease prevention.

Tactic 1: Run an ad campaign on Facebook with a video highlighting the email benefits as well as how easy it is to join. Target millennials in the ad so the audience is reached.

Strategy 3: Engage millennials with content that focuses on preventative health for heart diseases.

Tactic 1: Post 1-2 times a day.

Tactic 2: Create and post short 20-30 second videos highlighting the key objectives of Healthy for Good

20-30 second videos of healthy recipes (similar to BuzzFeed's Tasty videos)

30 second videos of simple exercises you can do anywhere

Influencers can be the workout instructors

30 second meditation videos with a relaxing image that guides viewers to inhale and exhale as well as practice mindfulness

Posting blog articles about taking care of your mental health, written recipes and 30 minutes a day workout guides with pictures.

Strategy 4: Engage with African Americans and Hispanic men to help disseminate valuable information about the risks of heart disease.

Tactic 1: Use visuals and posts that include African Americans and Hispanics in the post.

Tactic 2: Bring awareness through infographics about the future risks involved with heart disease in these demographics.

Tactic 3: Target promoted ads to not just white millennials but also Hispanics and African Americans.

Twitter Strategy

Strategy 1: Bring awareness to the Healthy for Good Movement and all the features that signing up for the email tips offers.

Tactic 1: Tease email content through Twitter by showing highly visual and engaging content that includes:

- Short videos teasers
- Picture teasers
- Sample articles that will be included in the emails

Tactic 2: Post the email sign-up link so Twitter followers can easily find it and sign-up.

Strategy 2: Create a series of social media ads that highlight the importance and ease of taking daily steps towards heart disease prevention.

Tactic 1: Run a promoted ad with a video highlighting the email benefits as well as how relevant the information is to young people who care about preventative heart health.

Strategy 3: Engage millennials with content that focuses on preventative health for heart diseases.

Tactic 1: Schedule posts through Hootsuite so that the Healthy for Good Twitter account is posting 1-3 times a day.

Tactic 2: Share 20-30 seconds videos that highlight the Healthy for Good initiatives.

- 0-30 second videos of healthy recipes (similar to BuzzFeed's Tasty videos)
- 30 second videos of simple exercises you can do anywhere
- Influencers can be the workout instructors
- 30 second meditation videos with a relaxing image that guides viewers to inhale and exhale as well as practice mindfulness
- Posting blog articles about taking care of your mental health, written recipes and 30 minutes a day workout guides with pictures.

Strategy 4: Engage with African Americans and Hispanic men to help disseminate valuable information about the risks of heart disease.

Tactic 2: Contact and use influencers that are African American as well as Hispanic to share information on their channels

- Influencers will share infographics of heart disease risks to African Americans and Hispanics.

Instagram Strategy

Strategy 1: Create an account specifically for Healthy for Good - just as AHA did on Twitter and Facebook.

Tactic 1: Using the Healthy for Good Brand logo and bio from the other channels, create a new Instagram account

Tactic 2: Create story highlight in three areas: eat smart, move more and be well.

Strategy 2: Engage millennials with highly visual/video content that focuses on preventative health for heart diseases.

Tactic 1: Post local AHA chapters content that's relevant to Healthy for Good pictures of colorful and healthy foods, people exercising and people practicing mindfulness. Posts will use the hashtag #HealthyForGood for posts.

Tactic 2: Share 30-60 seconds videos that highlight the Healthy for Good initiatives.

- 30 second videos of healthy recipes (similar to BuzzFeed's Tasty videos)
- 30-60 second videos of simple exercises you can do anywhere
- Influencers can be the workout instructors
- 30 second meditation videos with a relaxing image that guides viewers to inhale and exhale as well as practice mindfulness

Strategy 3: Engage with African Americans and Hispanics to help disseminate valuable information about the risks of heart disease.

Tactic 1: Use visuals and posts that include African Americans and Hispanics in the post.

Tactic 2: Contact and use influencers that are African American as well as Hispanic to share information on their channels

Strategy 4: Start using Instagram stories and Instagram Live for sharing content

Tactic 1: Contact and use influencers for guest workouts, recipes and mindfulness exercises on Instagram Live.

Tactic 2: Post motivational content on stories that can take users to the website to learn more on how to be Healthy for Good as well as read blogs

Social Media Examples & Video



- Eat smart
- Move more
- Be well



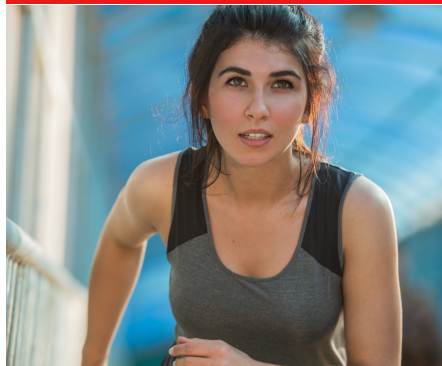
Heart healthy doesn't have to be hard! Sign-up for our Healthy for Good newsletter!



New Year, new you! Follow #HealthyForGood and learn more ways to stay healthy in 2019.



Sign-up for our email and post your favorite heart healthy tips to #HealthyForGood!



Ready to workout? Here are 5 moves you can do at your desk!



What's your favorite weekend workout? Share yours at #HealthyForLifeChat!



Get ready to workout! We've got 5 new moves to show you on our story! #HealthyForLife



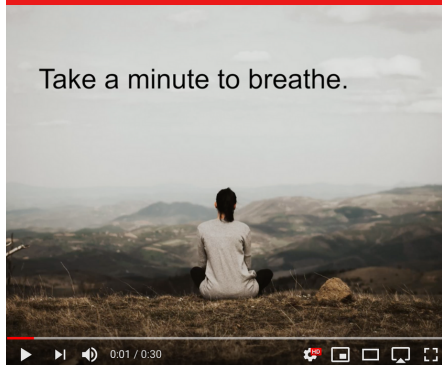
Mindfulness is important to your mental health. Here are some relaxing images to help you meditate.



How do you practice mindfulness? This Thursday we'll talk about mindfulness. Follow along --> #HealthyForLifeChat



Take a minute and breath! Look at this picture while inhaling and exhaling to help relieve stress!



Mondays are hard. Take a minute to breathe with us and reduce some of your stress!



Mindfulness can be practiced everyday, even in your office! #HealthyForGood



Long day at work? We can help - Just remember to inhale and exhale. #HealthyForGood



Video link: <https://www.youtube.com/watch?v=4P6bosblQeQ>

Influencers

In regards to social media influencers, the individuals needed to not only align with Healthy for Good's goals and strategies, but also be credible and willing to promote a healthy lifestyle on their channels. By searching and listening on social media to topics such as healthy, wellness, exercise and mindfulness, I was able to find three influencers who had good followings and aligned with Healthy for Good's goals.



Carly Ferguson is a health and wellness influencer that dedicates her Instagram to making delicious yet healthy food as well casual fitness. Casual fitness is important because Healthy for Good wants to make sure that influencers are authentic people who promote attainable goals. As a millennial herself, she really taps into what millennials are looking for in terms of her posting style and the food that she makes. Healthy for Good could benefit from her influence because it taps into a market that's already interested in their health and wellness. If Carly were to be an influencer, she could reach more people and bring awareness to the campaign.

Profile stats: 1,394 posts and 7,064 followers



Lauren Ash is an influential woman who is known for getting women of color interested in doing yoga and participating in many other wellness activities. Lauren is also very influential among people of color because she founded a company that focuses on empowering women of color and giving them a voice. She's a perfect fit for Healthy for Good not only because African American men and women are prone to heart disease, but because she's a positive influence to her community. It's important that they're aware of this and taking active steps to prevent heart disease from affecting their daily lives. Lauren Ash could help reach that audience better and bring important awareness to the healthy living campaign.

Profile stats: 330 posts and over 33,500 followers



Kevin Curry is a big influencer with over a million followers. He is also an African American dedicated to wellness and eating right. He also hosts a video segment called #BreakingBread where he talks to different people of influence about real-world issues such as mental health. Kevin is also devoted to dismantling the stigma of mental health which is a big part of the American Heart Association's healthy living campaign. Kevin really touches on all facets of the healthy living campaign and poses a lot of opportunity for the Healthy for Good campaign to spread the word to a large audience of people who are already interested in health and bettering themselves.

Profile stats: 2,802 posts, 1.3 million followers

Influencer Outreach

Hi "Influencer",

My name is "name" from the American Heart Association. Here at the American Heart Association, we're dedicated to promoting heart healthy living as well as promoting our Healthy for Good initiative. This initiative is dedicated to help young millennials such as yourself who strive to live healthy, active and mindful lives accomplish their goals and prevent heart disease. You're dedication to spreading health and wellness interested us, and we would love to create some amazing content that you and your followers would enjoy. So, let's get to the point - we would love to have you as a social influencer for the American Heart Association's Healthy for Good campaign!

Please let us know how you feel about becoming a social media influencer for our brand. I would be happy to send you examples and more information on our campaign.

I'm looking forward to speaking with you and encourage you to reach out if you have any questions.

Thank you for your time,

"Name"

"Title"

American Heart Association



Healthy For Good™

Community and Social Media Guidelines

In order to provide all users with a safe and positive experience in our community, please review the community and social media guidelines to ensure a positive experience for all. By following the guidelines, you help to ensure that the American Heart Association community and social media interaction remains an enjoyable environment for everyone. Violating these rules will result in deletion of offending comments, messages and posts as well as the removal from viewing channels and community spaces.

The following are the guidelines and apply to all comments, posts and messages within the American Heart Association community:

Be Respectful and Kind

- Any generalizations of any group or individual based on their race, gender, religion, sexual orientation, disease, disability or age will be removed.
- Any comments attacking another person in a crude and malicious manner will be immediately deleted and the poster will be banned from participating in the community.
- Any comments or posts that use language that incites violence or is aimed at offending others will be immediately deleted.
- This includes racial slurs and derogatory language towards minorities and other groups of people.
- Any bullying or harassing posts/comments will be deleted immediately.
- Harassing or attacking the American Heart Association team will not be tolerated

Privacy is Important

- The American Heart Association cares about our community members' privacy. Please do not post sensitive medical information or contact information about yourself or others. Posts containing this information will be deleted immediately.
- Direct messages and other private screenshots or posts will be immediately deleted to ensure users' privacy.

Keep it Legal

- Anything containing illegal substances, pornography or illicit materials will be deleted and possibly banned from the community.

Community and Social Media Guidelines

No Spam

- Excessive postings of the same comment or link across multiple posts or in response to multiple comments will result in the removal of all comments from the spammer or excessive poster.

No False Information

- Posts containing false information and conspiracy theories will be deleted.

Report Inappropriate Behavior

- If you see something that offends you, makes you uncomfortable or is a violation of our guidelines, please flag the post so that we can review the claim and take swift action.

Guideline Modifications

- The American Heart Association is dedicated to creating an inclusive online environment. Anything that violates our guidelines, is subject for deletion and review by American Heart Association community and social media moderators. We realize that the digital landscape is always evolving; therefore, our guidelines will be modified to accompany changes. Please review our guidelines from time to time to stay up-to-date on any possible changes.

We're all human and mistakes happen. If you believe that your comment or post was removed in error, please email us at AHAModerator@aha.org.

Measuring Success

Before strategies and tactics are deployed, it's important to make sure that a plan for measurement is in place. Since Healthy for Good will be measuring performance on Facebook, Twitter and Instagram, it would be best to use Hootsuite for analytics, scheduling posts, social listening and collaboration across the American Heart Association social media team.

In regards to what kind of things we'll be measuring, it's important to make sure they're relevant to our strategy. The following will be measured to ensure the Healthy for Good social media campaign is successful:

- Increasing engagement by 30% on Facebook and Twitter.
- Monitoring the new Instagram channel's engagement and modifying its engagement goal as it progresses.
- Increase the use of the #HealthyForGood hashtag across Instagram and Twitter by 50%.
- Increase reach by 50% on Facebook and Twitter.
- Monitor the new Instagram channel's reach and modifying its reach goal as it progresses.
- Increase user generated posts with people who are locally affected by there AHA chapters.
- Increase email subscriber to Healthy for Good's email newsletter.
- Develop and measure influencer campaigns.
- Increase website traffic by 20%.

Timeline

All things considered, the Healthy for Good social media goals should be achieved within a 18 months of it's start date. After this date, the campaign will be thoroughly measured and modified for the future.

Bibliography

5 Objectives to Integrate Into Your Social Media Marketing Strategy. (2018, January 08). Retrieved from <https://blog.digimind.com/en/agency/campaign-execution/5-objectives-to-integrate-into-your-social-media-marketing-strategy/>

About Us. (n.d.). Retrieved from <https://www.heart.org/en/about-us>

Glass, J. (2017, April 1). Social Media Async Lectures. Lecture.

Healthy For Good. (n.d.). Retrieved from <https://www.heart.org/en/healthy-living>

Heart Disease Facts & Statistics. (n.d.). Retrieved from <https://www.cdc.gov/heartdisease/facts.htm>

Role of Race and Ethnicity in Cardiovascular Health. (2017, April 24). Retrieved from <https://www.thecardiologyadvisor.com/prevention/cardiovascular-outcomes-by-race-and-ethnicity/article/652338/>