

# Transforming **One Health's** Social Media Presence

**A Case Study**

*By Sami Tachiri*



**One  
Health**

# One Health's needs

- **To revamp and invigorate** its social media strategy
- **To better engage its diverse audience.** Although they already had an existing approach, they desired a more effective means of communicating their healthcare services across platforms.

## My Main Task and Role

**My primary responsibility was to overhaul One Health's social media presence.** This involved crafting a comprehensive strategy aligned with their brand and business goals, focusing on audience engagement and increasing brand visibility.



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# Approach to Handling the Problem

Initially, **I conducted an in-depth audit of One Health's current social media landscape**, identifying gaps and opportunities. **Researching closely the client**, I developed a tailored content strategy and content pillars, leveraging audience personas and insights derived from data analytics. **I employed a blend of educational, interactive, and engaging content formats** across various platforms to cater to their diverse audience base.

## Skills and Tools Used

Through a combination of analytics tools, social media management platform, and creative software, **I created stimulating content**,  
● crafted compelling copy as well as aesthetically pleasing posts. The content was **aligned with the company's brand guidelines** and delivered on time by **providing strategic direction** and close collaboration with the client.

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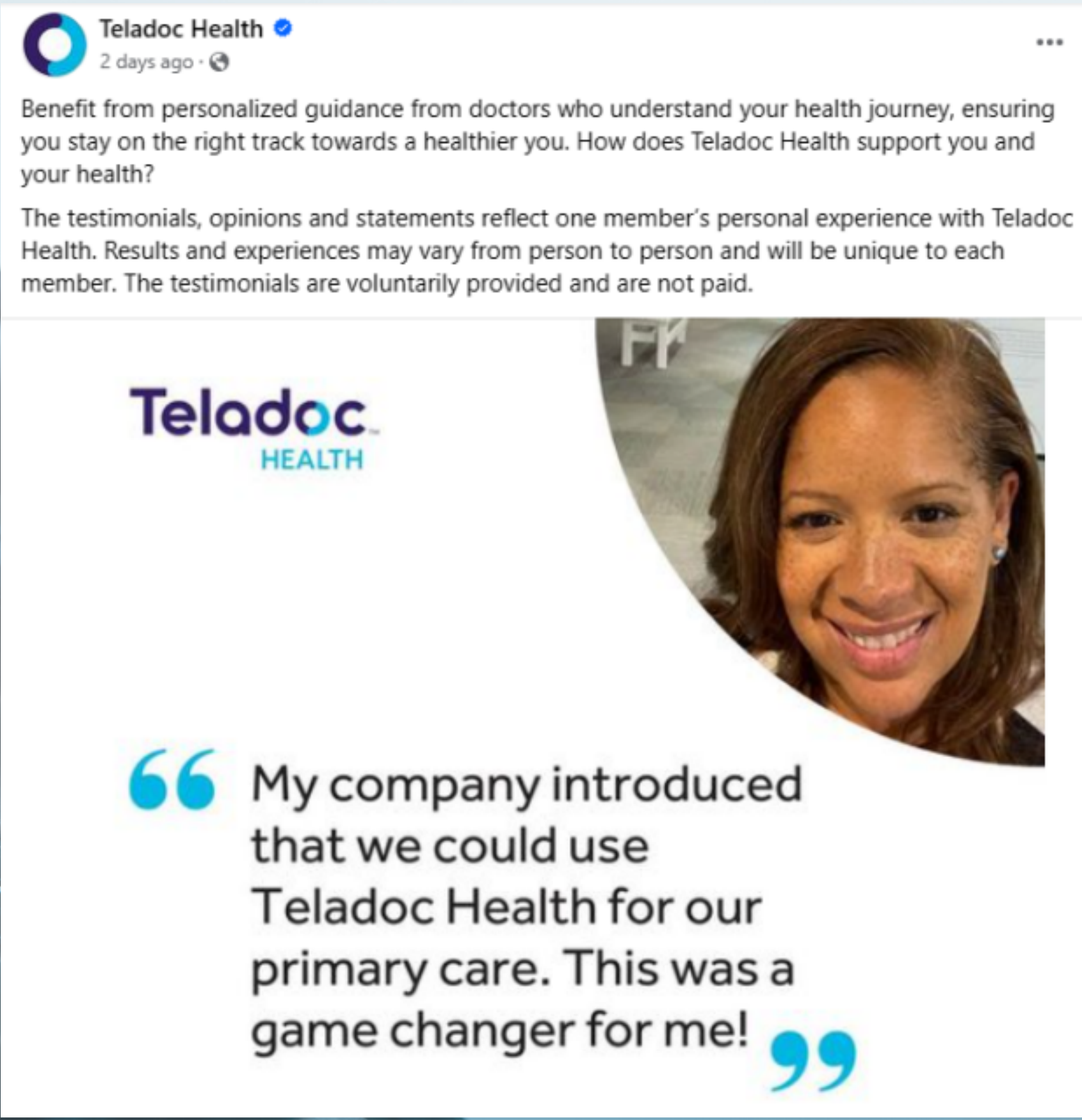
# Achieving Project Goals and Reflections

This project should **result in quantifiable outcomes** such as **enhanced customer interaction**, enhanced **click through rates**, and improved **brand awareness**. This highlighted the value of data based approach and cooperation with clients to **develop consistent and effective messaging across several social media channels**.



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# Competitor Research



**Teladoc Health** ✓  
2 days ago · 🌐

Benefit from personalized guidance from doctors who understand your health journey, ensuring you stay on the right track towards a healthier you. How does Teladoc Health support you and your health?

The testimonials, opinions and statements reflect one member's personal experience with Teladoc Health. Results and experiences may vary from person to person and will be unique to each member. The testimonials are voluntarily provided and are not paid.



“ My company introduced that we could use Teladoc Health for our primary care. This was a game changer for me! ”

**Description:**

Teladoc Health is a pioneering telemedicine company that specializes in providing remote healthcare services to individuals across the globe. Leveraging cutting-edge digital platforms and technology, Teladoc Health connects patients with licensed healthcare professionals, allowing them to access medical consultations, diagnoses, treatment plans, and prescriptions conveniently from the comfort of their homes or any location with internet access.

The organization offers a wide spectrum of medical services, covering various medical specialties such as internal medicine, general medicine, mental health, dermatology, pediatrics, and more. Through secure online platforms, patients can engage in video or phone consultations with board-certified physicians, specialists, therapists, and healthcare providers, ensuring timely and accessible healthcare solutions.

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Teladoc Health aims to enhance accessibility to healthcare, reduce barriers to medical assistance, and provide efficient, quality care by embracing technology-enabled healthcare solutions.

Website: [Teladoc Health Website](#)

# Content Pillars

## Health and Wellness Education:

- **Purpose:** The target content pillar provides instruction on different aspects of health and wellness. The blog focuses on giving helpful facts about medical fields like preventive care, healthy lifestyle, and mental health among others. Hence, this is aimed at giving the audience information on how they can make some important decisions concerning their health and take charge of it.

## Humanizing Healthcare:

- **Purpose:** The second pillar is meant for the humanization of the experience which shows the “non-professional” side of One health approach. It has special material focusing on narratives, personal accounts, and the competence of the physicians and other workers. This pillar is designed to engender trust, credibility and an emotional connection between the target market and the agency by featuring doctor spotlights, patient testimonials, behind-the-scenes glimpses and success stories.

## Interactive Engagement:

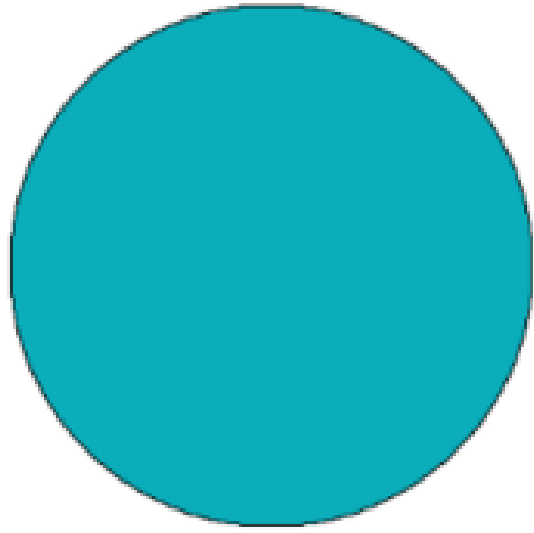
- **Purpose:** It is meant to promote community interaction and engagement within the interactive engagement pillar. This includes engaging content that triggers conversations and audience inclusion in discussion. These could entail polls, quizzes, live Q&A with doctors, health challenges, and user-generated content campaigns. It fosters a lively community of people talking about and engaging with health discussions and promotes the audience’s involvement.

# Mood Board

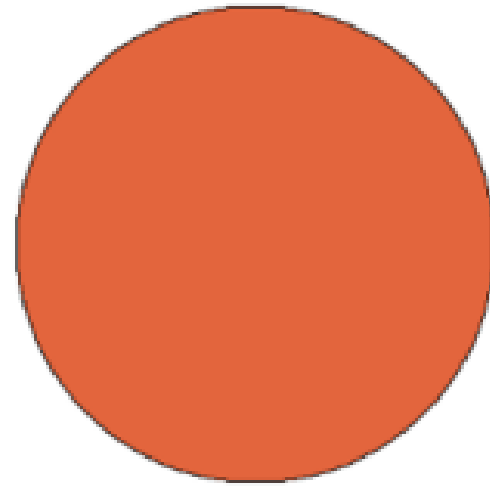


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# Brand Guidelines



Pantone 7466 C  
RGB: 11-173-186  
CMYK: 75-9-27-0  
HEX:0badba



Pantone 4012 C  
RGB: 227-101-61  
CMYK: 6-74-84-1  
HEX:e3653d

## TYPEFACE

### Primary Font

This font can be used for body text and headings. The regular version should be used most frequently, but the bold can also be used for headings and titles to differentiate hierarchy.

Aa

Montserrat Regular

**Aa**

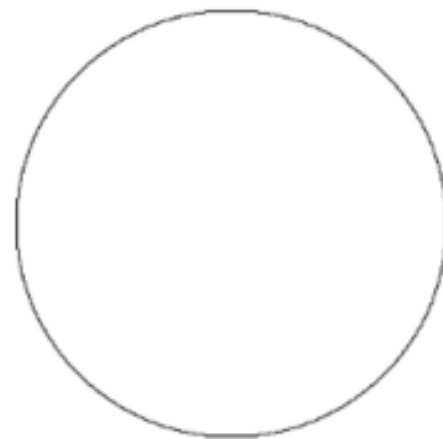
**Montserrat Bold**

### Secondary Font

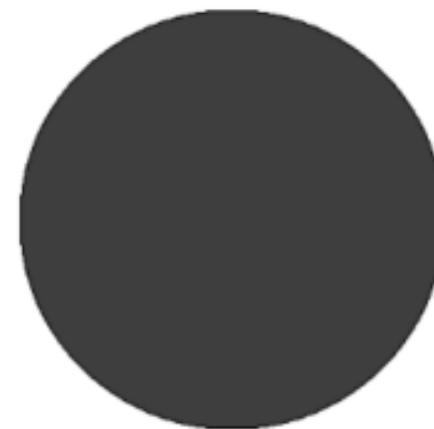
This font is used mostly as an accent.

Aa

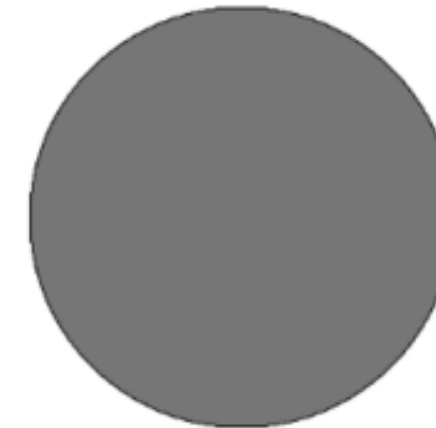
Lora Regular



Pantone 000 C  
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CMYK: 0-0-0-0  
HEX:ffffff



Pantone 446 C  
RGB: 62-62-62  
CMYK: 68-61-60-49  
HEX:3e3e3e



Pantone Cool Gray 9 C  
RGB: 119-118-118  
CMYK: 55-47-46-11  
HEX:777676

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# Target Audience



Sica

35 years old | Small Business Owner  
New Jersey

"I've prioritized health since I became a mom."

## ABOUT

Sica is a full-time mom, wife, and part-time business owner. Her first priority is her family. As a first-time mom, she's quite paranoid, and her Google history is filled with questions like "Is it normal for kids to have fever when teething?", "How long should my daughter sleep?", and more

## LIKES

- Asking for advice from friends she trusts
- Mommy groups
- Anything organic

## DISLIKES

- Expensive healthcare
- Germs
- Waiting for a doctors appointment



Philip

65 years old | Retired  
Massachusetts

"I'm afraid of doctor visits."

## ABOUT

As a retiree, Philip is now enjoying the fruits of his labor. He enjoys living a simple life where he can regularly visit with friends and family. He doesn't like going to the doctor as he's afraid they might find something wrong.

## LIKES

- Bowling
- Relaxing
- Playing with his grandchildren

## DISLIKES

- Needles
- Apps (not digitally savvy)
- Doctor's check ups



Marnie

42 years old | IT Manager  
New York

"I'm starting to feel old."

## ABOUT

Marnie works 10 to 14 hours per day as an IT manager for a fast-paced tech company in Manhattan. She often works on 5 to 6 hours of sleep per night and doesn't eat regular meals. She knows her lifestyle isn't sustainable but so far hasn't done anything to change it.

## LIKES

- Fast-paced lifestyle
- Achieving goals
- Anything related to tech

## DISLIKES

- Exercising
- Getting health check-ups
- Feeling weak



Rob

28 years old | HR Manager  
Pennsylvania

"I'm looking for a cost-effective health provider for my company."

## ABOUT

As an HR Manager, it's Rob's job to look for a good health provider for the mid-sized company he's working for. In a recent survey, however, most employees answered that they prefer having a larger salary as compared to getting health benefits.

## LIKES

- Helping people
- Being healthy
- Good communication

## DISLIKES

- Too much screen time
- Lack of personal touch
- Relying too much on technology



# Editorial Calendar

WEEK 1							
Day	Time	Format	Copy for Facebook	Copy for Instagram	Copy for Twitter	Image	Source/links
12/05	10:00 AM	Image/tip	<b>Dive into a healthier lifestyle!</b> Incorporating vibrant fruits and veggies 🍎🥦 strengthens immunity and enhances well-being. Share your go-to nutritious recipe with us! #HealthyLivingTips #Nutrition	<b>Boost your health with a colorful plate!</b> Adding diverse fruits and veggies 🍎🥦 can revitalize your immunity. Share your top healthy recipe for a nutritional boost! #HealthyLivingTips #Nutrition	<b>Fun fact:</b> A rainbow of fruits and veggies 🍎🥦 can supercharge your health! What's your ultimate healthy recipe? Let's exchange ideas for better nutrition! #HealthyLivingTips #Nutrition	<a href="https://drive.google.com/file/d/1gwCwat32n5CwKiajSHWDgqni6dWfk0Fm/view?usp=sharing">https://drive.google.com/file/d/1gwCwat32n5CwKiajSHWDgqni6dWfk0Fm/view?usp=sharing</a>	<a href="#">One Health – My projects (wordpress.com)</a>
12/06	12:00 PM	Animation of illustration and text	👤 <b>Meet Dr. Patel</b> , our devoted pediatrician committed to children's health. Join us as she shares her inspiring journey in pediatric care. #DoctorSpotlight #Pediatrics	👤 <b>Introducing Dr. Patel</b> , our compassionate pediatrician specializing in children's well-being. Discover her heartfelt story in pediatric care. #DoctorSpotlight #Pediatrics	👤 <b>Say hello to Dr. Patel</b> , our dedicated pediatrician ensuring every child's health journey is cared for. Join us as she shares her remarkable experiences in pediatric care. #DoctorSpotlight #Pediatrics	<a href="https://drive.google.com/file/d/1oFyEeE9D8jW61GLResbtLeUz0ieYSndY/view?usp=sharing">https://drive.google.com/file/d/1oFyEeE9D8jW61GLResbtLeUz0ieYSndY/view?usp=sharing</a>	<a href="#">Shadow a Pediatrician a Work for Day   SGU</a>
12/07	10:00 AM	Carousel	📢 <b>Let's take on a health challenge together!</b> This weekend, join us in pledging to prioritize hydration! Share your best tips for staying refreshed by drinking more water in the comments! 💧 #HealthChallenge #StayHydrated	📢 <b>Calling all health enthusiasts!</b> It's time for a weekend health challenge! Let's commit to staying hydrated! Share your clever tricks for upping your water intake in the comments below! 💧 #HealthChallenge #StayHydrated	📢 <b>Join the health challenge this weekend!</b> Let's make hydration a priority! Share your top tips for drinking more water in the comments! Stay refreshed and energized! 💧 #HealthChallenge #StayHydrated	<a href="https://drive.google.com/file/d/1XCcDmVfNmBmeAtm9fHnhZxMES6Y3H_X/view?usp=sharing">https://drive.google.com/file/d/1XCcDmVfNmBmeAtm9fHnhZxMES6Y3H_X/view?usp=sharing</a>	<a href="#">NATIONAL HYDRATION DAY - June 23, 2023 - Angie Gensler</a>
WEEK 2							
12/12	10:00 AM	Photo/Story	<b>Did you know? Quality sleep significantly influences overall health!</b> How many hours do you rest each night? Share your sleep routine with us in the comments! 😴 #HealthyHabits #SleepWell	<b>Quality sleep is key to good health!</b> How many hours do you snooze? Share your nightly routine in the comments and let's talk about the importance of a good night's rest! 😴 #HealthyHabits #SleepWell	<b>Sleep matters!</b> 😴 How many hours of quality sleep do you get? Share your sleep routine in the comments! Let's promote better sleep habits together! #HealthyHabits #SleepWell	<a href="https://drive.google.com/file/d/18U4Ng6xiKQZKU9mnp1OyJS_KO09mjLrW/view?usp=sharing">https://drive.google.com/file/d/18U4Ng6xiKQZKU9mnp1OyJS_KO09mjLrW/view?usp=sharing</a>	<a href="#">Tips for Better Sleep   CDC</a>
12/13	12:00 PM	Image/Quote	<b>A heartfelt thank you to our amazing users</b> for sharing their experiences! 🌟 Your trust inspires us to continuously strive for excellence in healthcare service. #ThankYou #PatientExperience	<b>We would like to express our gratitude</b> to our incredible users for sharing their stories! Your trust fuels our dedication to delivering exceptional healthcare. 🌟 #ThankYou #PatientExperience	<b>A big thank you to our users for sharing their experiences!</b> Your trust motivates us to keep delivering top-notch healthcare service. 🌟 #ThankYou #PatientExperience	<a href="https://drive.google.com/file/d/1m5udiS4P79pt1SZs7UyONdMxLjGFhtgN/view?usp=sharing">https://drive.google.com/file/d/1m5udiS4P79pt1SZs7UyONdMxLjGFhtgN/view?usp=sharing</a>	<a href="#">One Health – My projects (wordpress.com)</a>
12/14	11:00 AM	Infographic	<b>Exercise not only boosts mood but also strengthens immunity!</b> 🏃💪 What's your go-to workout routine? Inspire others by sharing your favorite exercises in the comments! #FitnessMotivation #WorkoutRoutine	<b>Did you know? Regular exercise enhances mood and immunity!</b> 🏃💪 Share your workout routine 🏃 and inspire others on their fitness journey! #FitnessMotivation #WorkoutRoutine	<b>Exercise is a mood booster and immunity enhancer!</b> 🏃💪 What's your workout routine 🏃? Share your favorite exercises in the comments and motivate others! #FitnessMotivation #WorkoutRoutine	<a href="https://drive.google.com/file/d/1ubZVkgBUzzuYEx2GcpBOAkSdpc0I2vif/view?usp=sharing">https://drive.google.com/file/d/1ubZVkgBUzzuYEx2GcpBOAkSdpc0I2vif/view?usp=sharing</a>	<a href="#">Let's be active for health for all - YouTube</a>






• [Link to the Editorial Calendar](#)



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# Video AD

scene	Audio	Video	Text	Time frame
1	Heartwarming music		Are you in urgent need of a doctor but have to schedule an appointment?	3 seconds
2	Heartwarming music		Our dedicated team of experts is here to attend to your every need.	5 seconds
3	Heartwarming music		No-matter the age No-matter the circumstances No-matter the condition	5 seconds



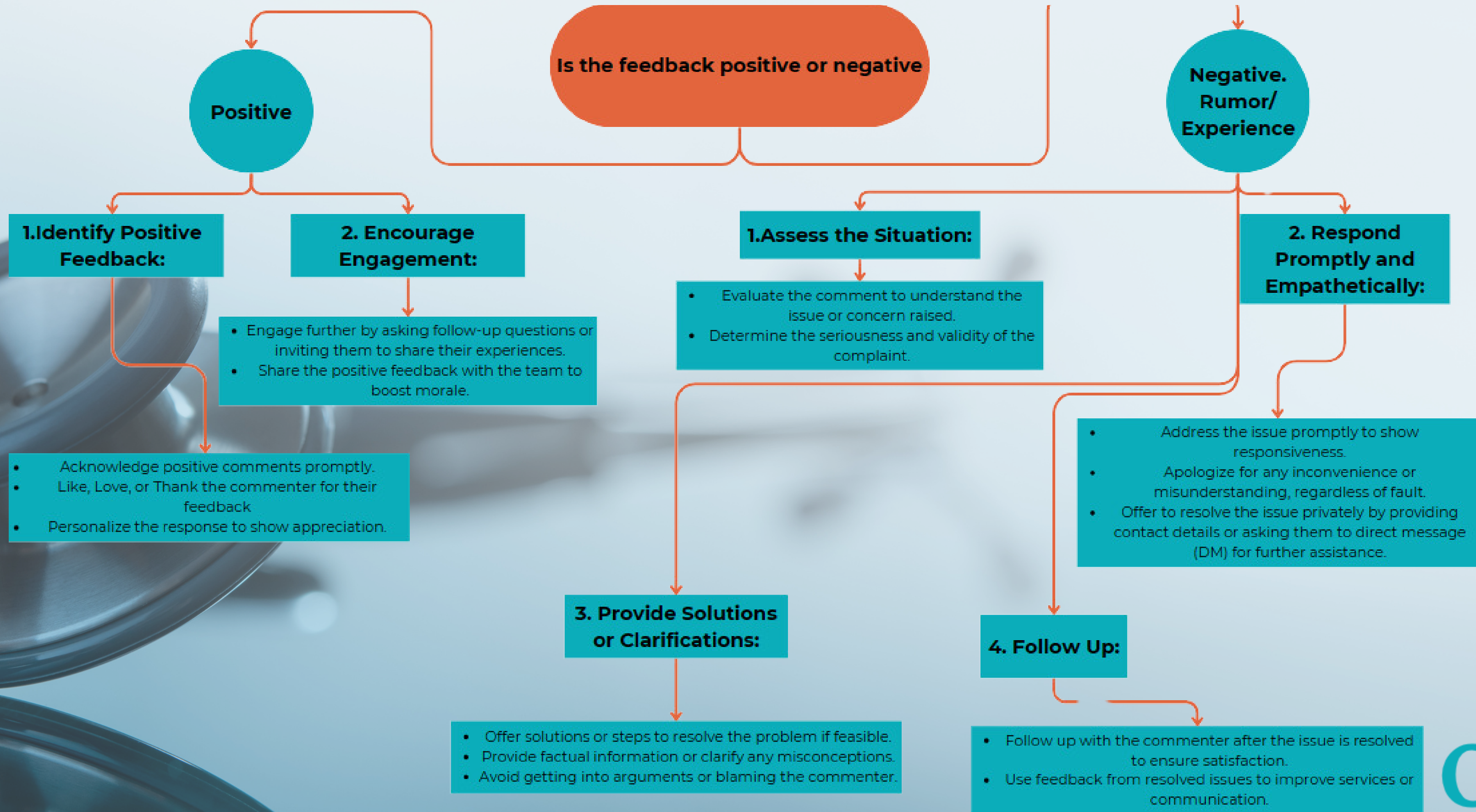
• [Link To Video Ad](#)



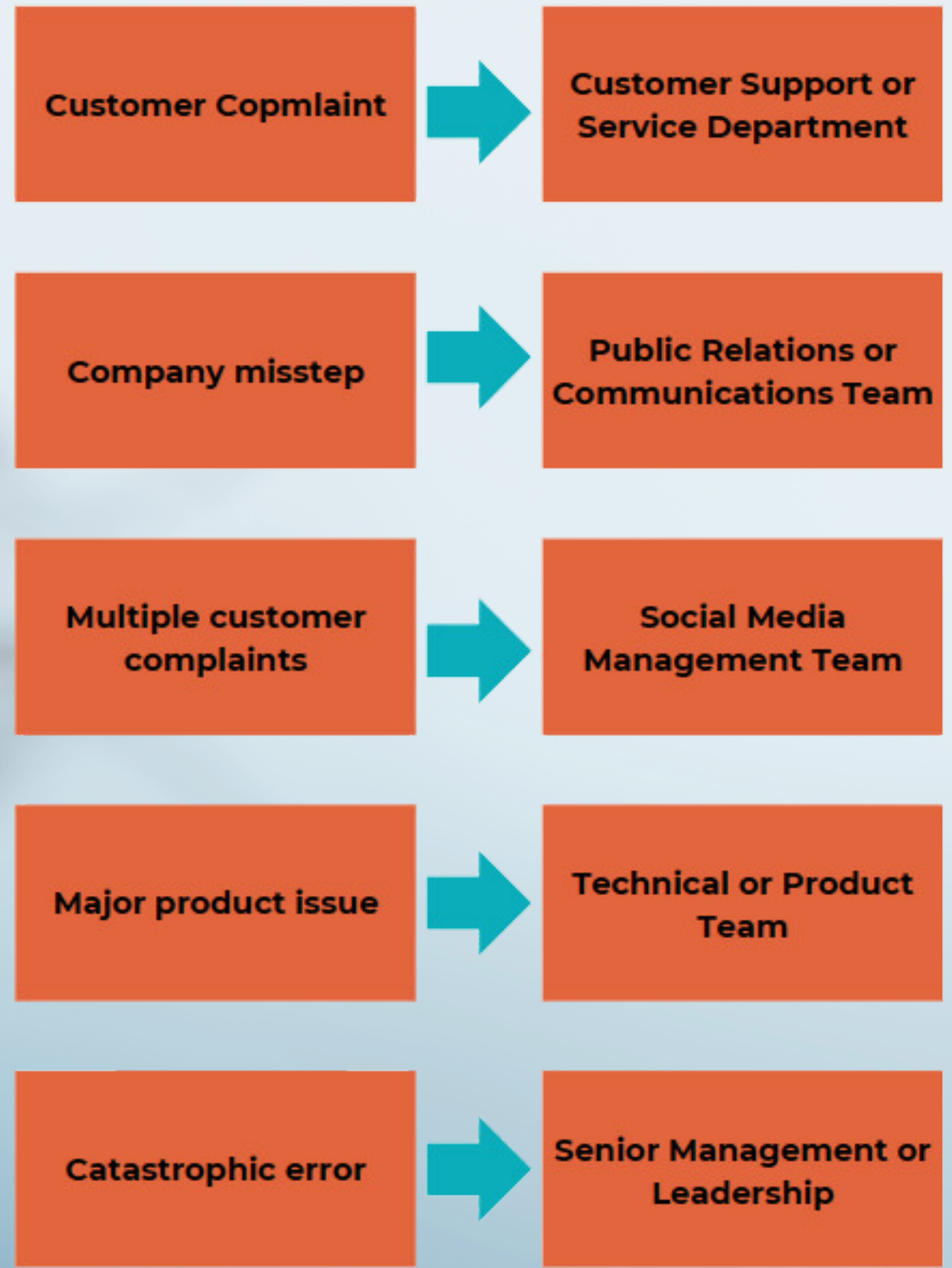
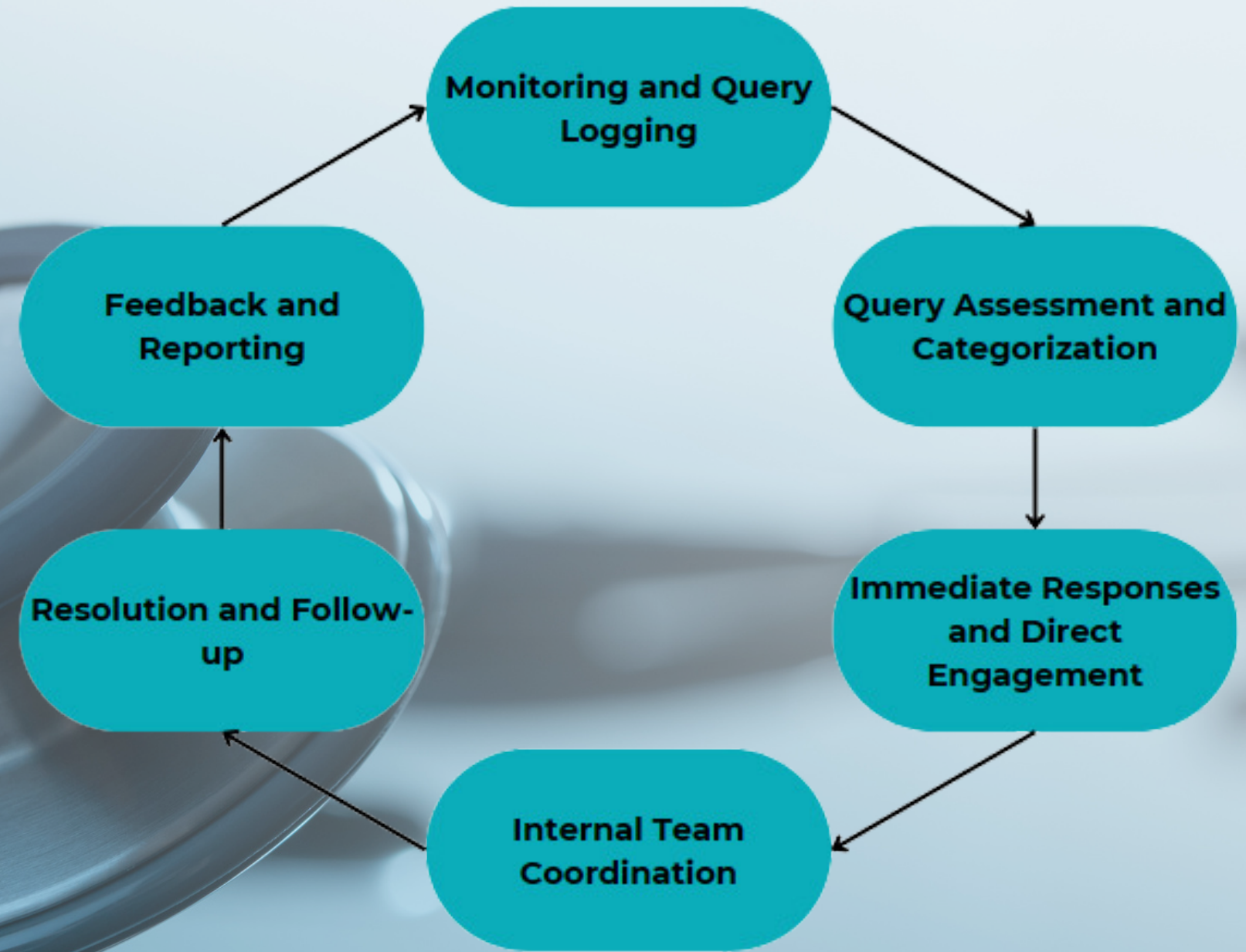
4	Heartwarming music	<b>Blank</b>	We are here to provide you with easy, convenient, and above all, Healthy tips. That will help you create a stressless environment for you and those you care about.	10 seconds
5	Heartwarming music		Do what's right for you... Call us now.	5 seconds
6	Heartwarming music	<b>One Health</b>	<b>No Text</b>	3 seconds

**One Health**

# Social media playbook



# Social media playbook



# Platforms & Social Media Campaigns

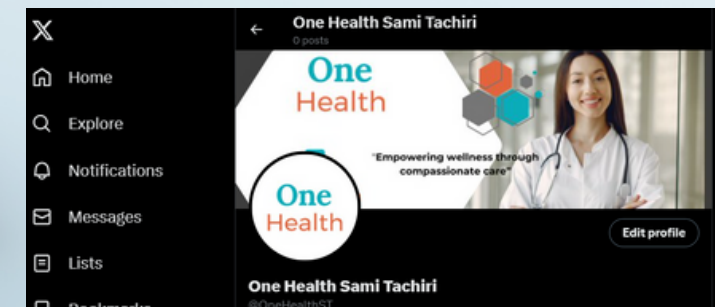


Click to the links below to view the campaigns

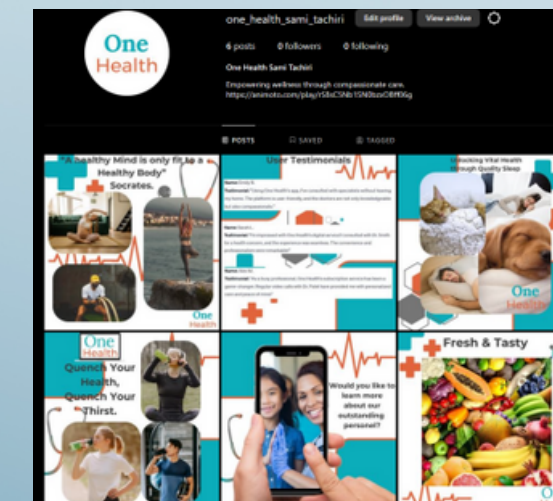
[Facebook](#)



[Twitter](#)



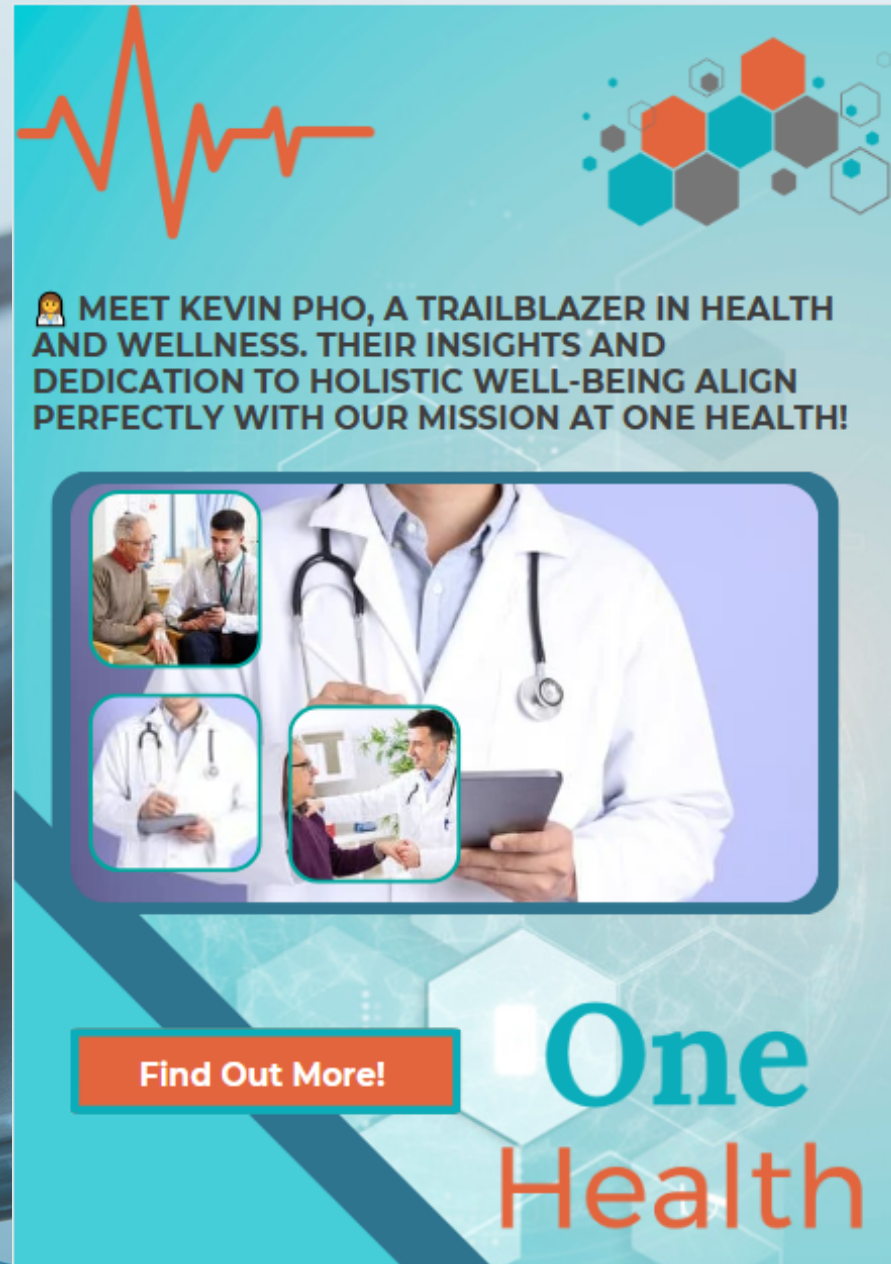
[Instagram](#)



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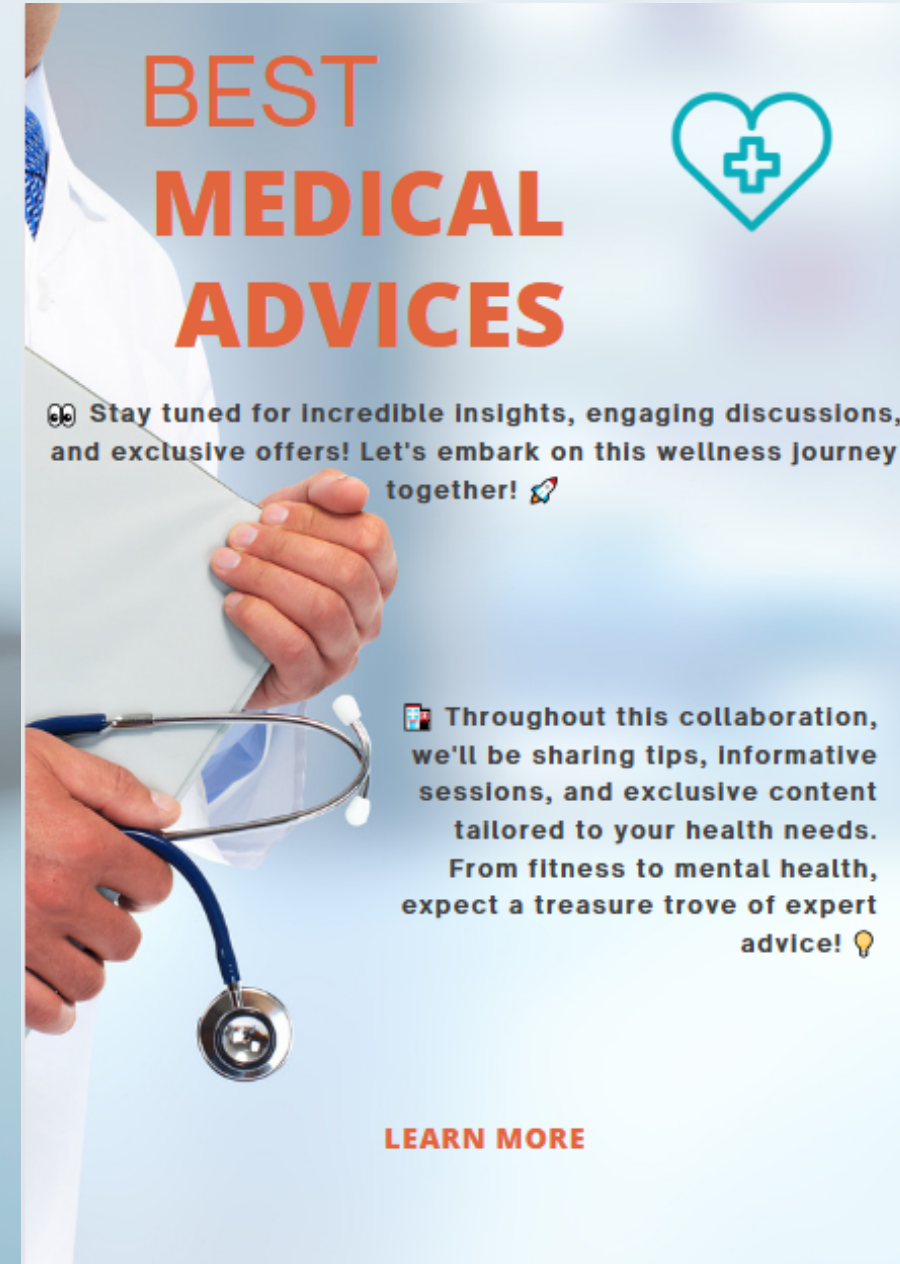
# Potential Partnership Campaigns



**MEET KEVIN PHO, A TRAILBLAZER IN HEALTH AND WELLNESS. THEIR INSIGHTS AND DEDICATION TO HOLISTIC WELL-BEING ALIGN PERFECTLY WITH OUR MISSION AT ONE HEALTH!**

[Find Out More!](#)

# One Health

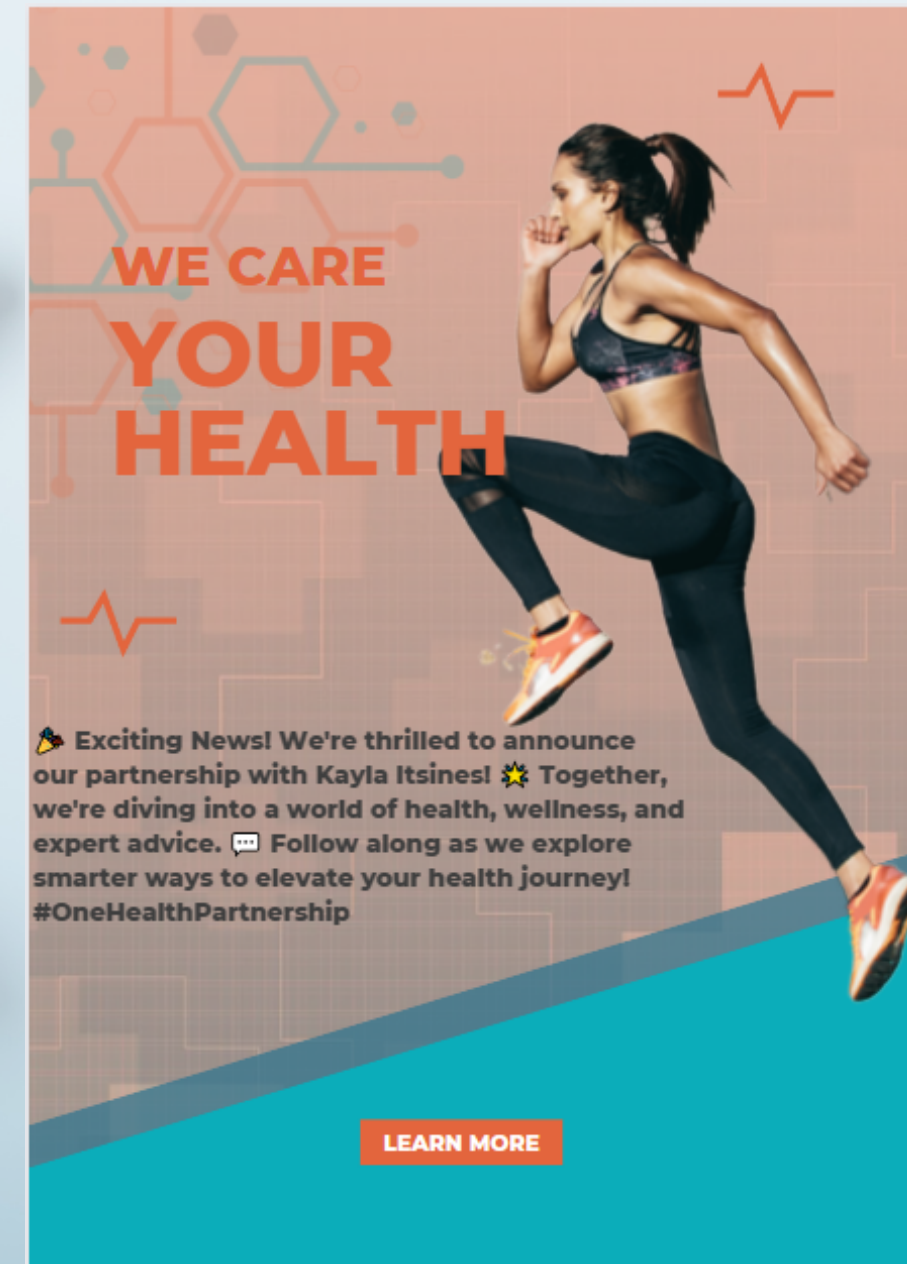


## BEST MEDICAL ADVICES

Stay tuned for Incredible Insights, engaging discussions, and exclusive offers! Let's embark on this wellness journey together!

Throughout this collaboration, we'll be sharing tips, informative sessions, and exclusive content tailored to your health needs. From fitness to mental health, expect a treasure trove of expert advice!

[LEARN MORE](#)



## WE CARE YOUR HEALTH

Exciting News! We're thrilled to announce our partnership with Kayla Itsines! Together, we're diving into a world of health, wellness, and expert advice. Follow along as we explore smarter ways to elevate your health journey! #OneHealthPartnership

[LEARN MORE](#)

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*Thank  
you!*

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