Evaluation for National Public Health Week Social Media Campaign

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Planning

- Selecting an event: National Public Health Week
- Engage in national conversation while keeping a local focus.
- Use custom posts for each of the four TSET brands, corresponding to daily theme.
- Adopt a frank approach to difficult topics.



Goals and Objectives

Create interest, awareness and action through specific, time-bound and measurable results:

- Average engagement rate: 3%
- Average number of comments/shares per custom piece: 2



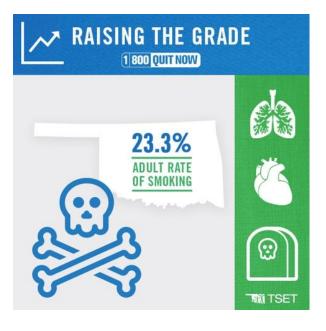
Results

- Average engagement rate: 8%
- Average number of comments per custom piece: 4
- Average number of shares per piece: 22
- Spent \$1,471 of \$1,600 budget for promotion

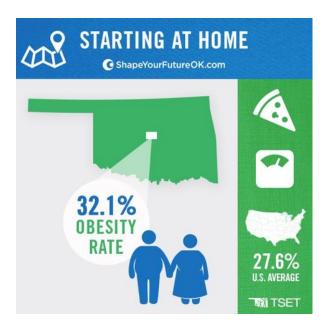
Image analysis revealed trend:
Most jarring graphics performed best



Top Performing Images









Ripple Effect

- Infographic style successfully used to promote annual report.
- Turned these images into posters to use at board retreat.
- Shocking and pointed approach used to determine next media campaign for TSWM.
- Mini-campaign approach generated a high ROI and has been used multiple times across TSET brands.



Contact Information

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