

# 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

**RAISING THE GRADE**  
1 800 QUIT NOW

**23.3%**  
ADULT RATE OF SMOKING

TSET

This infographic features a blue header with a white line graph icon. The main content is on a light gray background, showing a white torn-paper effect with the text '23.3% ADULT RATE OF SMOKING'. To the left is a blue skull and crossbones icon. To the right is a vertical green bar with white icons for lungs, a heart, and a gravestone, with the TSET logo at the bottom.

**RAISING THE GRADE**  
TOBACCO STOPS WITH ME.

**4,400**  
NEW DAILY SMOKERS EACH YEAR.

**500**  
KIDS

TSET

This infographic has a blue header with a white line graph icon. The main content is on a light gray background, featuring a 3x3 grid of nine green icons of a person smoking. To the right is a vertical green bar with white text: '4,400 NEW DAILY SMOKERS EACH YEAR.' and '500 KIDS' with a sad face icon. The TSET logo is at the bottom.

**STARTING AT HOME**  
ShapeYourFutureOK.com

**32.1%**  
OBESITY RATE

**27.6%**  
U.S. AVERAGE

TSET

This infographic has a blue header with a white location pin icon. The main content is on a light gray background, featuring a green map of Oklahoma with a white callout bubble containing '32.1% OBESITY RATE'. Below the map is a blue silhouette of a family. To the right is a vertical green bar with white icons for a slice of pizza, a scale, and a USA map, with the text '27.6% U.S. AVERAGE' and the TSET logo at the bottom.

## 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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