

READ FIRST

The following was an informal social media strategy pitch I delivered to HERhealthEQ in Spring 2022 and shared with permission. It is based on research from my Social Media Strategies & Tactics class in undergrad. I maintained this strategy from May 2022 - August 2023 (when I left my position to pursue a Master's degree). It is no longer in effect. This plan doubled the nonprofit's Instagram metrics and increased their LinkedIn metrics by 1,700% in less than a year. To see the graphic design associated, visit @herhealtheq on Instagram or HERhealthEQ on LinkedIn and find the posts from the aforementioned timeframe. Posts were designed 6 months in advance via Google Sheets and scheduled 3 months in advance via Hootsuite.



HERhealthEQ Social Media Strategy



Research

There are 6 types of beneficial posts: raise awareness, build community, inspire action, share impact, share people, share statements

Research

Instagram/Facebook: best for shareable content, storytelling, and community engagement

Twitter: best for retweetable statements

LinkedIn: best for behind the scenes, relevant statistics, and partnership building

Research

Pictures & videos of people get more engagement

Donate buttons/CTA wherever possible

Internal team needs to share/engage

Put a face to the brand

Hashtags more effective in caption, use ones that similar nonprofits are using

Polls and questions whenever possible to increase engagement

Wednesdays are the best days for nonprofits (impact and shareable statements will be on Wednesdays)

Internal Action

Make Google Drive folder that Board Members and/or any team member adds photos to OFTEN -ESPECIALLY BOARD MEETINGS

Board members/team members share/repost content, and SIGN UP FOR POST NOTIFICATIONS

Board members post on LinkedIn in real time when working on HhEQ stuff

Board Members send a blurb about HhEQ so they can be used when the highlights run out

Get people on the ground to write testimonials (for LinkedIn, website, etc)

HER.Talks Action

Ideally HER.Talks would be hosted on Facebook or Instagram Live **to increase engagement and put a face to the brand** BUT if they need to be on Zoom, we should pair it with a post-HER Talks discussion on IG/Facebook with someone with social media reach

We need to choose panelists based on their number of followers **to increase reach**

[communications spreadsheet redacted for company privacy]

Specific Instagram/Facebook Action

Add a donate button on Facebook **to increase donations**

Q&As every month **to increase engagement** (ideally a livestream, but text works too)

Weekly polls that correspond to upcoming statistics (See Friday slides) **to increase engagement**

Ex. How many deaths are attributable to NCDs in low and middle income countries: 55%, 65%, 75%, or 85%

Weekly question boxes **to increase engagement and tailor content to audience**

Ex. What's your favorite women's nonprofit (besides us)?, Who should we ask to be a panelist on the next HER.Talks?, Who's your favorite women's health influencer?, What should we talk about in the next HER.Talks?, What are some questions you have for HERhealthEQ? (use in Q&A)

Specific LinkedIn Action

Create Lead Gen button to partnership google form **to build community and get more partners**



Board Members post any/all updates about their work for HhEQ **to build community**

Ask for HER.Talks nominations monthly **to build community and increase engagement**

Post on the ground testimonials **to increase donations**



Partner With Us

Do you have medical equipment to donate? Are you interested to become a strategic partner? Would you like to discuss a financial partnership? Get in touch!

[Get started](#)

Website Traffic

Social media posts AND

I signed us up for Google Search Console so we have access to the search engine words that help us the most ✓

Website needs to have all press ✓

I think we should change it from “Latest Happenings” to “Press & Events” to better match what other companies are doing ✓

<https://www.herhealtheq.org/press-and-events>

Website Press Pages Examples

Medical Herstory Home Stories Submit About Us Events and Workshops Press Contact Donate

Articles

CHATELAINE
How To Become Your Own Best Advocate In The Health Care System

Read More

THE FEMALE LEAD
Medical Herstory: The Stigmatization of Women's Health


Read More

CAMBRIDGE GIRL TALK
Medical Herstory: An Interview with founder Tori Ford


Read More

Interviews

Hear about our work!




We're making headlines!



International Women's Day: Women at the forefront of bioengineering innovation

One of the themes of International Women's Day 2022 is the championing of women forging innovation through technology.



VIEW MORE



How FemTech is Narrowing the Gender Gap in Healthcare.

FemTech, or Female Technology, encompasses software/apps, devices, and innovative products supporting women's health.

VIEW MORE



MOTHER'S DAY SALE - 20% OFF STOREWIDE

Other ideas

Get IG/Facebook people to start a fundraiser for us, whoever raises the most gets to pick the next HER.Talks theme

Ideas for HER.Talks Panelists (health influencers and brands):

	A	B	C	D	E	F	G
1	IG handle	name	person or brand	contact email	follower count	specialty	other accounts
2	@blackamericas	Black America's	Brand	tyeese.gaines@	370	minority health	
3	@pushpregnanc	PUSH for Empow	Brand	info@pushpregn	7,952	maternal health	
4	@pandemicpreg	Pandemic Pregn	Brand		43,500	maternal health	@eli_shore
5	@bumpdated	Bumpdated	Brand	hello@bumpdate	176,000	maternal health	
6	@getboober	Boober	Brand	support@getboo	14,300	maternal health	@jadashapiro
7	@mommy.laborr	Liesel Teen, RN	Person	support@momm	483,000	maternal health	
8	@feministcenter	Feminist Women	Brand	marketing@femi	6,417	reproductive health	
9	@thefemtechrev	Femtech Revolu	Brand	https://thefemtec	615	women's health	
10	@thepelvichub	The Pelvic Hub	Brand	hello@thepelvic	4,879	women's health	
11	@drcarrieff	Dr. Carrie Leff	Person		1,118	women's health	
12	@womenshealth	Women's Health	Brand	media@womhea	1,342	women's health	
13	@bcwomens	BC Women's He	Brand	info@bcwomens	10,500	women's health	
14	@myalloy	Alloy	Brand	support@myallo	3,666	women's health	
15	@forvaginasonly	Dr. Charlise Cele	Person	doctorc@vonly.c	2,715	OBGYN	
16	@helloalphamd	Alpha Medical	Brand	contact@helloalp	9,443	telehealth	
17	@ashley_medica	Ashley (last nam	Person	ashleyroadtomd	5,446	medical school	
18	@medicalhersto	Medical Herstory	Brand	info@medicalhe	3,988	women's health	
19	@give.a.care	Give-A-Care	Brand	nicole@rethinkbr	1,576	breast cancer	
20	@pinkhopeaus	Pink Hope	Brand	info@pinkhope.c	22,000	cancer	
21	@rethinkbreastc	Rethink Breast C	Brand	hello@rethinkbre	32,500	breast cancer	
22	@florida_mobile	Florida Mobile M	Brand	info@floridamob	725	breast cancer	
23	@solismammogi	Solis Mammogra	Brand	Solis.Communic	1,352	breast cancer	
24	@docwoodus	Dr. Tiffany Wood	Person		6,650	OBGYN	
25	@veggiedocmar	Meredith Carbon	Person	theveggiedoc@c	8,814	OBGYN	
26	@emilyjacobsme	Emily Jacobs	Person		15,200	OBGYN	
27	@pelvichealthsf	Rachel Gelman	Person	info@rachelgelm	4,241	women's health	

14-day Cycle Schedule

Monday	Tuesday	Wednesday	Thursday	Friday
Partner/HER. Talk/Press Highlight Video	Questions	Impact	Quiz	Statistic
Board member spotlight	Questions	Shareable statement	Quiz	Statistic

2 shareable posts + 2 engagement posts + 1 face to the brand per week

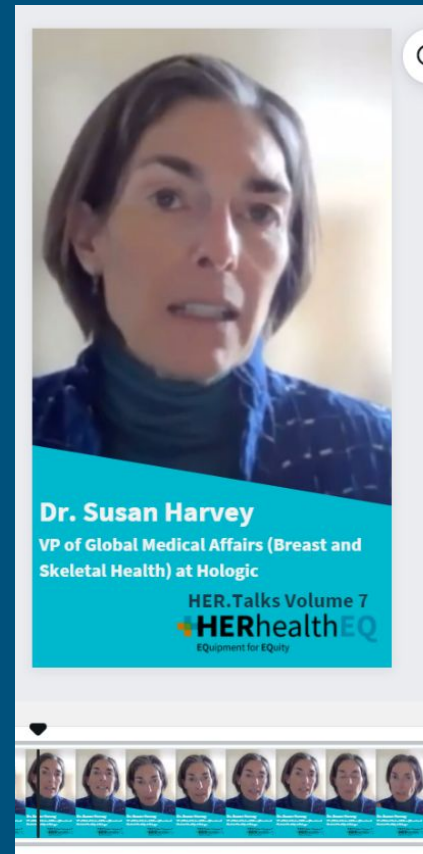
Monday 1: Partner/HER.Talk/Press Highlight

Lets us tag speakers and
companies, gets people to share
content

Message partners on IG to ask if we can post
about them, then record a little video about
their help

[canva folder redacted for company privacy]

**GOAL: build community (when partners repost) / CTA:
sign up for newsletter, visit our website**



Tuesdays: Questions

Increase engagement, tailor content to audience

QUESTION TUESDAY



Who should we ask to be a panelist on the next HER.Talks?

Type something....

Wednesday 1: Impact

Lets us share impact and tag partners

[canva design redacted for company privacy]

A graphic with a blue background and a yellow triangle in the top left corner. The HERhealth logo (Equipment for Equity) is in the top left. A photo of four people (three women and one man) standing together is in the center. To the right of the photo is a white text box with impact information. The website herhealtheq.org is at the bottom.

HERhealth
Equipment for Equity

Impact

In partnership with Jhpiego International, MedGyn and the Kimi Foundation, HERhealthEQ successfully delivered a video colposcope to Burkina Faso. This also includes a two-year service contract for the colposcope, which is used to detect precancerous cervical lesions.

We have screened 1,500 women for cervical cancer in Burkina Faso.

herhealtheq.org

GOAL: share impact, inspire action (donate), build community (when partners repost) / CTA: donate, visit our website

Thursdays: Quiz

Increase engagement

QUIZ THURSDAY

WHAT PERCENTAGE OF DEATHS
ARE ATTRIBUTABLE TO NCDs?

(A) 55-60%

(B) 60-65%

(C) 65-70%

(D) 70-75%

NCDs:
Noncommunicable
Diseases

Fridays: Statistics

Statistics cycle in 4 weeks: NCDs, Breast Cancer, Cervical Cancer, Maternal Health

Gets people to share content, Lets us tag WHO, BCRF, etc

[canva design redacted for company privacy]



GOAL: shareable content, raise awareness, inspire action (donate) / CTA: donate, visit our website

Monday 2: Board Member Highlight

Let's us put a face to the brand and tag the companies where they work

[canva design redacted for company privacy]



The graphic features a teal background with a yellow banner at the top left that reads "BOARD MEMBER SPOTLIGHT". In the top right corner is the HERhealthEQ logo, which consists of a stylized cross made of four squares (two orange, two black) above the text "HERhealthEQ". A central photograph shows Dr. Tyese Gaines, a Black woman with dark hair, wearing a black blazer over a green top, smiling. Below the photo is a white rounded rectangle containing the text "DR. TYEESSE GAINES" in bold black font, with "BOARD OF DIRECTORS" in a smaller black font underneath. At the bottom of the graphic is a large yellow rounded rectangle containing a paragraph of text.

DR. TYEESSE GAINES
BOARD OF DIRECTORS

Dr. Tyese Gaines serves on our Board of Directors. Dr. Gaines is a Board-Certified Emergency Medicine Physician and medical journalist. She is a Branding & Media Coach at Doctor Ty Media, LLC and is the host of Black America's Health.

GOAL: share people, build community (when board members repost) / CTA: visit our website

Wednesday 2: Shareable Statement

Some just general statements, some from HER.Talks and other press things

Lets us tag speaker/companies, gets people to repost

[canva design redacted for company privacy]



GOAL: share statements, build community (when partners repost) / CTA: visit our website, donate

Spreadsheet

[communications spreadsheet redacted for company privacy]

KPIs

IG/FB: Shares, likes, reach, and follows - **GOAL BY AUGUST: Double metrics from last 3 months:** 402 followers (follow rate), average post reach of 142, 15 average likes per post, 3 shares per post

Twitter: Likes, retweets, follows - **GOAL BY AUGUST:** Average 3 likes, 1 retweet, 360 followers

LinkedIn: Follows, pageviews, impressions - **GOAL BY AUGUST:** 667 followers (3 more follows per month on average), 200 page views per month, 2.5k post impressions (200 more on average)

Website traffic - **GOAL BY AUGUST:** 412 website visits per month (25% increase)

Newsletter Signups - **GOAL BY AUGUST:** 35 per month (consistent)

I would like...

Access to the Facebook account (to add a donate button)

Permission to message partners/influencers on social media

More involvement in HER.Talks, ideally to help in choosing/contacting panelists (possibly from suggestions on social media), specifically to choose people with more reach – Can be for post-HER.Talks discussions on social media

- If i were to do that, I would like a HhEQ email address

(If at any point you have the budget, I would love to use Buffer for \$24/month to schedule posts and run analytics)