

OPQC Communications Strategy

Newsletter

Objectives

- Internal (Active Projects)
 - Promote upcoming events (i.e. webinars, Learning Sessions, etc.)
 - Share OPQC specific accomplishments (i.e. data, infographics, awards, recognition, publications, etc.)
 - Remind teams of due dates for data submission, MPR submission, etc.
 - Provide project specific guidance
- External
 - Promote statewide events (i.e. conferences, fundraisers, CEU/CME opportunities, etc.)
 - Share project overviews
 - Share relevant news related to OPQC's mission (i.e. policy updates, public health campaigns, etc.)

Audience

- Internal (Active Projects)
 - Current project participants only
- External
 - Current project participants
 - Past project participants
 - OPQC Newsletter registrants (sign up through the public website)

Content Strategy

- Internal sources
 - Project staff will work with faculty to generate ideas for clinical, data, and QI content.
 - Project staff will draft content for review by OPQC faculty leadership.
 - Project staff will generate content communicating upcoming events and deadlines.
- External sources
 - Weekly, project staff will receive automated google alerts for OPQC mission-relevant news stories.
 - Project Staff will review posts and content from other organizations (i.e. Healthy People 2020, March of Dimes, Ohio Collaborative to Prevent Infant Mortality, Ohio Hospitals Association, etc.) and repost faculty-approved content.
 - Faculty will communicate other external sources with project staff as they see fit.

Roles and Responsibilities

<i>Responsibility</i>	<i>Role</i>	<i>Name (if applicable)</i>	<i>Tasks</i>
Development of newsletter content	Project Staff		<ul style="list-style-type: none"> • Will solicit and consolidate input from QICs, Data Management Team, faculty and other project staff • Will draft content, distribute for approval, and incorporate changes
Distribution of newsletter	Project Staff		<ul style="list-style-type: none"> • Will send newsletter to designated groups on designated dates

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Follow up from newsletter	Project Staff		<ul style="list-style-type: none"> Will review Constant Contact for bounces on the business day following newsletter distribution Will follow up with project-specific project staff/QICs on plan to obtain correct email addresses Will update email addresses and maintain Constant Contact mailing lists as needed
Monitoring newsletter metrics	Project Staff		<ul style="list-style-type: none"> Project staff will set and track monthly goals regarding newsletter metrics (i.e. opens, clicks, etc.) <ul style="list-style-type: none"> Goals will be plotted on a quarterly basis with input from faculty and staff, and attention to upcoming events (i.e. recruitment waves, Learning Sessions, etc.) Metrics will be reported out monthly to appropriate staff.

Social Media

Objectives

- Promote upcoming events (i.e. webinars, Learning Sessions)
- Share OPQC specific accomplishments (i.e. data, infographics, awards, recognition, publications, etc.)
- Share relevant news related to OPQC's mission (i.e. policy updates, public health campaigns, etc.)
- Promote Burness materials

Audience

- Participating sites and care providers (i.e. nurses, lactation consultants, physicians, social workers, etc.)
- Non-participating care providers
- Patients and families with an interest in issues related to prematurity and perinatal outcomes
- Advocacy and community organizations
- Potential funders, key state and national stakeholders, media

Content Strategy

- Internal sources
 - Staff will work with faculty to generate ideas for clinical and QI content.
 - Staff will draft content for review by OPQC faculty leadership.
 - Announcements from opqc.net will be promoted using social media, linking back to the OPQC website.
 - Project staff will generate content communicating upcoming events and deadlines.
 - Burness communications (videos, patient brochures)
- External sources
 - Weekly, project staff will receive automated google alerts for OPQC mission-relevant news stories.

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- Project Staff will review posts and content from other organizations (i.e. Healthy People 2020, March of Dimes, Ohio Collaborative to Prevent Infant Mortality, Ohio Hospitals Association, etc.) and repost faculty-approved content.
- Faculty will communicate other external sources with project staff as they see fit.

Networks

- Twitter
 - Primary
 - Will post at least once per day
- Facebook
 - Secondary
 - Will post at least once per week

Roles and Responsibilities

<i>Responsibility</i>	<i>Role</i>	<i>Name (if applicable)</i>	<i>Tasks</i>
Coordination of social media accounts	Project Staff		<ul style="list-style-type: none"> • Will consult with more seasoned social media experts in the Anderson Center for strategies and planning. • Will keep abreast of hospital social media policies, ensure compliance with these policies, and alter practices as needed. • Will attend trainings, lunch and learns, and webinars when available.
Coordination of social media content	Project Staff		<ul style="list-style-type: none"> • Will search for relevant content and vet this content with appropriate faculty. • Will consult with Burness Communications, a communications firm specializing in public health, to establish consistent messaging.
Moderation of social media content	Project Staff		<ul style="list-style-type: none"> • Will serve as primary moderators for comments. • Will escalate concerns to the Project Manager (Katie Clarke-Myers) or faculty and will consider deletion or offline discussions as needed. • Posts violating HIPAA regulations will be removed immediately and handled offline via phone or email. <ul style="list-style-type: none"> ○ If comments require moderation/removal, the comment and any actions taken will be logged on a tracker
Monitoring social media metrics	Project Staff		<ul style="list-style-type: none"> • Project staff will set and track monthly goals regarding social media metrics and growth (i.e. followers, likes, shares, etc.) <ul style="list-style-type: none"> ○ Goals will be plotted on a quarterly basis with input from faculty and staff, and

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			<p>attention to upcoming events (i.e. recruitment waves, Learning Sessions, etc.)</p> <ul style="list-style-type: none"> Growth will be monitored/tracked on a monthly basis using free social media analytics tools (i.e. SumAll, twittercounter). Metrics will be reported out monthly to appropriate staff.
Promoting social media growth	Project Staff		<ul style="list-style-type: none"> Project staff, with guidance from faculty, will run quarterly “mini-campaigns,” or three day long campaigns involving frequent posts aimed at sharing information and increasing awareness about OPQC-specific topics (i.e. common health issues for preterm infants) <ul style="list-style-type: none"> These campaigns can run near large-scale events like Learning Sessions The frequency of these campaigns can change based on need or success

Public Website (www.opqc.net)

Objectives

- Share OPQC specific accomplishments (i.e. data, infographics, awards, recognition, publications, etc.)
- Promote OPQC’s mission and relevant news (i.e. policy updates, public health campaigns, etc.)
- Provide resources for interested sites and families
- Share information about upcoming Learning Sessions

Audience

- Participating sites and care providers (i.e. nurses, lactation consultants, physicians, social workers, etc.)
- Non-participating care providers
- Patients and families with an interest in issues related to prematurity and perinatal outcomes
- Advocacy and community organizations
- Potential funders, key state and national stakeholders, media

Content Strategy

- Internal sources
- External sources

Roles and Responsibilities

Responsibility	Role	Name (if applicable)	Tasks

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Internal SharePoint Site

Objectives

- Archive OPQC materials

Audience

- Participating sites and care providers only

Content Strategy

- Internal sources
- External sources
 - None

Roles and Responsibilities

<i>Responsibility</i>	<i>Role</i>	<i>Name (if applicable)</i>	<i>Tasks</i>