

ImproveCareNow | Mini Social Media Campaign Series

Overall Goal: Increase followers and activity on all social media platforms via distribution of mini-campaigns (monthly).

March 2014

Mini Campaign Goal: Increase followers and activity on all social media platforms via distribution of mini-campaigns specifically related to a recap of the ImproveCareNow Learning Session #ICNLS (i.e. gain engagement from patients, clinicians and researcher, online communities).

Campaign: Patient and Family Engagement

Date: March 25-27, 2014

Data on Campaign:

Mar. 25

- Looking for a Spring 2014 Learning Session ([#ICNLS](#)) recap? Subscribe to CIRCLE newsletter by visiting improvecarenow.org
- RT @C3NProject: Have you seen the latest social media statistics resulting from #ICNLS? @ImproveCareNow [[post Instagram photo](#)]
- "I just returned from the [#ImproveCareNow](#) Spring Learning Session where I saw all of this firsthand"-[@NashBeth](#) caretriad.com/2014/03/parent... [#ICNLS](#)

Mar. 26

- Facebook post
 - Thanks to all of those who contributed to the #ICNLS discussion! May our collaborative efforts continue to achieve meaningful quality of life for all patients with #IBD.
- Twitter post
 - Thanks to all of those who contributed to the #ICNLS discussion! May our collaborative efforts continue to achieve meaningful quality of life for all patients with #IBD.
- Did Patient Advisory Council Co-Chair, Jennie David accurately articulate the contagious energy via #ICNLS? We think so! [<http://improvecarenowblog.org/tag/learning-session/>]
- Have we mentioned our #success?! Check it out: [<https://improvecarenow.org/about/our-success>]
 - Facebook post (The HIVE)
 - Twitter post (The HIVE)

Mar. 27

- MT @Sami13Sophia: The [#patient](#) advisory council for [@ImproveCareNow](#) and [@C3NProject](#) were present during the #ICNLS [<http://c3nproject.org/pac>] [#IBD](#) [pic.twitter.com/wSUQETY2oQ]
- Do you have #ICNLS Feedback? We'd love to hear it! Just use #ICNLS in your Twitter response, or email us privately at info@improvecarenow.org.
 - Facebook post (The HIVE)
 - Twitter post (The HIVE)



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- Is your #IBD Care Center part of the @ImproveCareNow network?
[<https://improvecarenow.org/care-providers/join-our-network>]

Target Audience: Patients, Parents, Clinicians, Researchers, Newly Diagnosed, Online CF Communities, Online Chronic Illness Communities

Communication Objectives: Increase awareness of C3N Project by engaging Twitter Followers via general ideas and concepts like “How was your experience at the ICNLS?”.

Evaluation Plan: Manually Count/Track Tweets & RTs post campaign and compare with future campaigns.



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