

Social Media Marketing Campaign Plan

MemorialCare Sleep Disorders Center | FY2020

Goals

- Inform audiences about the importance of healthy sleep for all ages and encourage children and adults that are struggling with sleep to undergo a sleep study to identify potential sleep related disorders.
- Highlight the various testing and treatment options available at the MemorialCare Sleep Disorders Center at Long Beach Medical Center and Miller Children's & Women's Hospital Long Beach during National Sleep Awareness Month (March).

Objectives

Direct to Consumer

- Secure a **click rate of 18%** for the April Long Beach Medical Center consumer e-newsletter.
- Secure a **click rate of 20%** for the April Miller Children's & Women's consumer e-newsletter.
 - The click rate is the percentage of subscribers that clicked on a link.

Social Media

Facebook

- **Long Beach Medical Center**
 - Issue **4 organic posts** during March.
 - Increase Facebook "Likes" by **0.25%** for Long Beach Medical Center during March.
 - Secure a combined **"120 total likes"** on organic sleep posts on the LBMC Facebook during March.
- **Miller Children's & Women's**
 - Issue **4 organic posts** during March.
 - Increase Facebook "Likes" by **0.5%** for Miller Children's & Women's during March.
 - Secure a combined **"300 total likes"** on organic sleep posts on the MCWHLB Facebook during March.

Instagram

- **Long Beach Medical Center**
 - Issue **4 organic posts** during March.

- Increase Instagram “Followers” by **1%** for Long Beach Medical Center in March.
- Secure a combined “**120 total likes**” on organic sleep posts on Instagram during March.
- **Miller Children’s & Women’s**
 - Issue **4 organic posts** during March.
 - Increase Instagram “Followers” by **1.98%** for Miller Children’s & Women’s.
 - Secure a combined “**200 total likes**” on organic sleep posts on Instagram during March.

Media

- Secure **two** unique media placements in March as a result of planned proactive pitching.

Key Messages

Consumer Key Messages:

- The MemorialCare Sleep Disorders Center at Long Beach Medical Center and Miller Children’s & Women’s Hospital Long Beach is comprised of a multi-disciplinary, multi-specialty care team of accredited sleep specialists, registered technologists and educators that support the spectrum of sleep disorders at every age, including behavioral sleep disorders.
- The MemorialCare Sleep Disorders Center offers broad testing options to help detect sleep disorders and problems, including home sleep apnea testing.
- Accredited by the American Academy of Sleep Medicine, the MemorialCare Sleep Disorders Center demonstrates a commitment to providing patients the gold standard in diagnosis and management of sleep disorders.
- The MemorialCare Sleep Disorders Center is a regional leader in the comprehensive evaluation and management of sleep related breathing disorders to help patients of every age improve their overall health, chronic illness and even reduce the length of hospital stay.

Direct-to-Consumer

Total Cost: \$0

Through various communications channels, consumers will be educated on the MemorialCare Sleep Disorders Center and encouraged to learn more about various sleep disorder symptoms, prevention tips and treatment options.

LBMC E-NEWSLETTER

The May Long Beach Medical Center consumer e-newsletter will feature an article that focuses on the importance healthy sleep has on the senior population.

Planned Distribution Date: Thursday, May 28

- Health News: Guide for Healthy Sleep for Older Adults

- Expert: Dr. Stephen Brown, M.D., medical director, MemorialCare Sleep Disorders Center, Long Beach Medical Center, Miller Children's & Women's

MCWHLB E-NEWSLETTER

The April Miller Children's & Women's e-newsletter will feature an article about technology's impact on adolescent sleep. The May e-newsletter will feature a patient success story, which will highlight the importance of sleep for a child's health, and the impact a sleep disorder can have on the quality of daily life.

Planned Distribution Date: Tuesday, April 14

- Cost: \$0 (previously contracted cost)
 - Health News: Technology and Adolescent Sleep
 - Expert: Dr. Gary Feldman, M.D.

Planned Distribution Date: Tuesday, May 12

- Cost: \$0 (previously contracted cost)
 - Patient Success: Miller Children's Patient Success Story
 - Patient: TBD
 - Expert: Dr. Gary Feldman, M.D., medical director, Stramski Children's Developmental Center at Miller Children's & Women's

PODCASTS

MemorialCare's weekly dose of wellness health podcast offers listeners practical, useful advice for a lifetime of good health. Dr. Feldman will be a featured guest on the podcast to discuss technology's impact on children and teen's sleep health.

Planned Distribution Date: Thursday, March 26

- Cost: \$0 (previously contracted cost)
 - Topic: Technology and Adolescent Sleep
 - Expert: Dr. Feldman

INTERNAL COMMUNICATIONS

Total Cost: \$0

Across the Long Beach-based MemorialCare entities, there are more than 5,000 combined employees. These employees serve as "brand ambassadors" not only at the entities, but in their personal lives outside of the entity walls. Being brand ambassadors, it is just as important for our employees to know our messaging and market differentiators as it is for the community to know.

CAMPUS UPDATE

Campus Update is an electronic newsletter that goes out to more than 5,000 employees each Tuesday. In March, Campus Update will feature advanced technology and sleep health focused content.

- Announcements: Daylight Savings Time
- Market Differentiation & Growth: Sleep Disorders Center Highlight

MEDIA RELATIONS

Total Cost: \$0

Secure media stories that highlight the need for healthy sleep and MemorialCare Sleep Disorders Center at Long Beach Medical Center and Miller Children's & Women's in local print and online publications.

MEDIA PITCHES

- **Angle #1: Daylight Savings Time and Adult Sleep**
 - **Story Vision:** Highlight the impact Daylight Savings Time has on adult sleep and its effects on mood, workplace productivity and well-being. Story will also include ways to adjust to changes in bedtime.
 - Media Targets:
 - Print: *LA Parent*
 - Radio: *Family Radio, KPCC*
- **Angle #2: Technology and Adolescent Sleep**
 - **Story Vision:** Inform audiences about the impact technology has on children and teen's sleep. Story will cover the impact blue-light and excessive technology usage has on adolescent sleep, as well as their short-term and long-term effects.
 - Media Targets:
 - Print: *Gazettes, Long Beach Post, Long Beach Press-Telegram, Signal Tribune, OC Parent, or LA Parent*
 - Television: KTLA, ABC7, CBS2/KCAL9
 - Visuals: Invite broadcast to capture the sleep center and interview an expert.
- **Long Beach Press Telegram Advertorial:**
 - **Story Vision:** Highlight the importance of healthy sleep for seniors. Include tips for better sleep — such as ways to cope with medication side-effects, pain management — and when to seek help/treatment. Encourage audiences to undergo sleep study at the MemorialCare Sleep Disorders Center and identify sleep disorders.
 - See Direct-to-Consumer Section

SOCIAL MEDIA

Total Cost: \$0

PLANNED ORGANIC CONTENT

- Duration: Sunday, March 1 – Saturday, March 31
 - Platforms: Facebook, Instagram
 - Frequency: **4 times during month**
 - Total:
 - 4 organic posts on LBMC Facebook
 - 4 organic posts on LBMC Instagram
 - 4 organic posts on MCWHLB Facebook
 - 4 organic posts on MCWHLB Instagram
- **LBMC Content**
 - Announce Sleep Month
 - memorialcare.org/LBSleep
 - Daylight Savings Time
 - Daylight Savings Time Reminder
 - Sleep Patient Champion Highlight
- **MCWHLB Content**
 - Announce Sleep Month
 - millerchildrens.org/Sleep
 - Daylight Savings Time
 - millerchildrens.org/Daylightsaving
 - Daylight Savings Time Reminder
 - Dr. Feldman Podcast