

Thank you for submitting our form!

Here are the details you sent us:

First Name: Alexander

Last Name: Dueso

Company Name: Broward Community & Family Health Centers

Company Phone: 954-266-2999

Your Email Address: axdueso@bcfhc.org

Your Main Phone & Ext: 954-266-2999 ext 250

1. Please provide username of each of your social media sites: Facebook:

<https://www.facebook.com/broward.communityhealth/>

Twitter: https://twitter.com/bcfhc_broward?lang=en

Instagram: <https://www.instagram.com/bcfhc/>

Pinterest:

Linkedin:

Youtube: https://www.youtube.com/channel/UC4hviTRgqXHD3E0qJcHfv_w?view_as=subscriber

Yelp: <https://www.yelp.com/biz/broward-community-and-family-health-centers-inc-hollywood-2>

Google Business Listing: Broward Community and Family Health Centers

2. Please provide password of each of your social media sites: Facebook: Username:

bcfhcinfo@gmail.com Password: BrowardCommunity

Twitter: Username: bcfhc_broward Password: BrowardCommunity

Instagram: Username: bcfhcinfo@bcfhc.org Password: BrowardCommunity

Pinterest:

Linkedin:

Youtube: Username: Bcfhc1998@gmail.com Password: BrowardCommunity

Yelp:

Google Business Listing:

3. What are your top goals for your social media campaign? Are you trying to increase awareness, grow your community, increase engagement, increase website traffic?: Our top goals are to highlight our services, our success stories and health awareness. We are trying to increase awareness of the services we provide to the community, increase engagement with our patients to become healthier by having healthier habits.

4. How would you describe the audience you are trying to reach on social media?: Our audience is specific to Broward county residence and the surrounding counties (north Miami-Dade and south West Palm Beach), between all age ranges

5.If you have social media accounts created, who is managing the accounts currently? Please explain your past techniques, content, etc.? What has been effective and what hasn't?: Our social media accounts is handled by Jamal Lawson. What is posted on our website is mostly events that we are having or will have.

6.How would you describe your brand personality and how would you like your captions and engagement comments to come across? Are you friendly and conversational? Funny or more serious? Any feedback is helpful.

: Our brand personality is on the more serious side. However, we would like to provide awareness and for patients to share their stories which could perhaps be friendly and entertaining.

7. Are there any accounts on social media that you admire in your industry? What appeals to you that you'd like to see implemented on your accounts?: Have not done any research in this area, we are unfamiliar.

8. Are there any blogs, websites, or other social media accounts that are relevant to your brand that you monitor regularly and could be used as content resources? Please explain and include links.: Have not done any research in this area, we are unfamiliar.

9. As much as knowing what you like is helpful, we also like to know what you don't like. Are there any topics we should shy away from or any accounts that you do not want us engaging with during your campaign?: The topics we should shy away from are politics and religion.

10. In terms of visuals, is there a specific aesthetic you'd like us to stick to for photos or graphics? Please provide branding guidelines if available.: We would like our pictures and/or stock images to reflect our patient population. We can provide race and ethnicity statistics if needed.

11. Are there repeat questions you receive regularly on social media we should be aware of? Our standard practice is to notify you of any questions we don't have answers for and during the campaign we will make note of repeat questions so that we can handle without notifying you every time.: There are no questions that we know of.

12. Is there anything else that you would like to share with us that you think will be helpful for our team?: SEO and social media marketing is new to our organization and we have an idea of which direction we want to go, but we will rely on your expertise. We will be creating a content calendar which will include which services and healthcare awareness topics we want to focus on and will be sending it over next week. In the meantime, for the month of October and November, we would like to focus on mental health awareness, specifically with kids/students and their struggles on home schooling during the COVID-19 pandemic and other mental health issues they may have. A webpage was created for this campaign, <https://bcfhc.org/talktosomeone> and we would like our social media to complement this webpage. We will likely be doing a press release in the coming days for this campaign. The "launch date" for this campaign is set for 10/29/20.

PDF: {submission.pdf}