



OLDER.HC
Health care for older people

oa4gp.info/index.php

social media plan



Presentation Outline

- About Us
- mission & vision`
- social media strategy
- social media platforms
- the content
- our social goals
- KPIs

About Us



Older.HC is a healthcare service for older people in which we provide information for other people who live in a community to communicate with them in a correct and help them for a better life



Our Vision

We look forward to seeing the elderly living in a nice and quiet community. We hope that they never feel that they are getting old or that they have problems because of their age

Our Mission

We want anyone who knows how dangerous it is to ignore the elderly properly. We want every elderly person at home to feel safe, confident in dealing with, without anxiety, without feeling forgotten, without feeling many physical and psychological diseases. We want him to be smiling and reassuring all the time



social media strategy

we will use social media platforms to publish our content such as (blogs, tips for communicating with the elderly, announce the activities we will do, make emotional videos, attractive images, and content) we often use podcasts episodes for them

all of them will be along with website rules of strategy like SEO

social media platforms



the content

1. blogs
2. tips for them and sons on how to communicate with them
3. podcasts episode
4. videos
5. images
6. events
7. interviews



Goals

01

get 50K awareness in the first 5 months

02

get 10K engagement in the same time od
awareness

03

get 15K traffics for our blogs by the end of
2021

04

download & listen to our podcasts episodes on
our websites by 50 % in the end of 2021

KPIs

01

page views

02

comments & shares

03

web site traffic

04

number of downloads or listen

Thanks