Evaluation for National Public Health Week Social Media Campaign

Elyse Maxwell
Health Communication Manager
Planning

• Selecting an event: National Public Health Week

• Engage in national conversation while keeping a local focus.

• Use custom posts for each of the four TSET brands, corresponding to daily theme.

• Adopt a frank approach to difficult topics.
Goals and Objectives

Create interest, awareness and action through specific, time-bound and measurable results:

• Average engagement rate: 3%
• Average number of comments/shares per custom piece: 2
Results

• Average engagement rate: 8%
• Average number of comments per custom piece: 4
• Average number of shares per piece: 22
• Spent $1,471 of $1,600 budget for promotion

Image analysis revealed trend:
Most jarring graphics performed best
Top Performing Images
Ripple Effect

- Infographic style successfully used to promote annual report.

- Turned these images into posters to use at board retreat.

- Shocking and pointed approach used to determine next media campaign for TSWM.

- Mini-campaign approach generated a high ROI and has been used multiple times across TSET brands.
Contact Information

Elyse Maxwell
Health Communication Manager
Oklahoma Tobacco Settlement Endowment Trust

Office: 405-522-4775
Email: elysem@tset.ok.gov