

One
Health

Social Media Marketing Plan Case Study

Golsareh Esbomahali
April 19, 2025

www.gesbomahali.com

Introduction

- **Client:** One Health – A New York-based general hospital undergoing digital transformation.
- **Challenge:** Declining reputation and lack of digital presence.
- **Needs:** Develop and implement a multi-platform social media strategy to promote One Health's digital services.
- **Key Deliverables:**
 - Social media strategy across Facebook, Instagram, and Twitter (X)
 - Content pillars and a structured content calendar
 - Branding and engagement strategies
 - Community management and response guidelines
 - Growth strategy through partnerships

One Health Social Media Goals

Business Goal	Social Media Goal	Metrics
Increasing brand awareness of One Health's digital healthcare services	Expose target audience to social media content on Facebook, Instagram, and Twitter (X)	Impressions (how many people have seen a post)/reach # of followers
Presenting One Health as a trusted leader in Digital health care services	Share patient success stories, and industry insights.	# of engagements Type of engagements
Grow the customer base by increasing app usage and subscriptions	Drive target audience to products/services and convert audiences into active users	# of clicks to website/app or subscription links

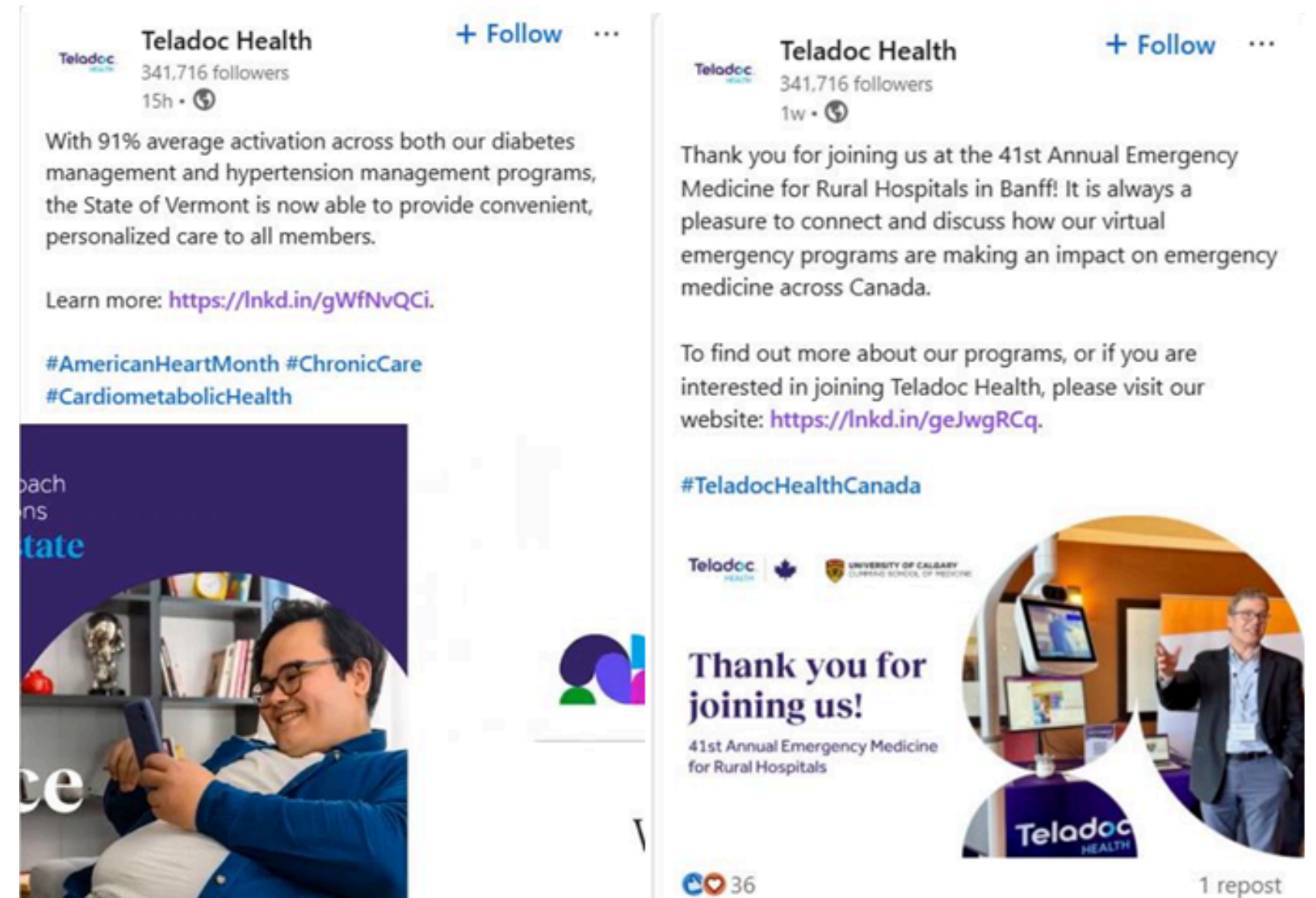
My Role & Responsibilities

My role was to create and execute a comprehensive social media strategy that aligned with One Health's goals. This included:

- **Researching competitors** and industry trends to define the best social media approach.
- **Developing content pillars and a content calendar** tailored to One Health's audience.
- Creating **engaging social media content**, including posts, videos, and testimonials.
- Establishing **brand consistency** through expanded **brand guidelines** for social media.
- Designing a **community management strategy** with response templates for customer inquiries and feedback.
- Implementing **a growth strategy** through strategic partnerships with online pharmacies and diagnostic labs.

1. Comprehensive Research & Strategy Development

- Conducted **competitor analysis** to understand platform trends and engagement techniques.
- Identified **platform-specific strategies** (Facebook for engagement, Instagram for storytelling, Twitter/X for updates).
- Focused on **content pillars** (Health Education, Patient Stories, Promotions) to ensure diverse yet aligned content.



Social Media Content Strategy

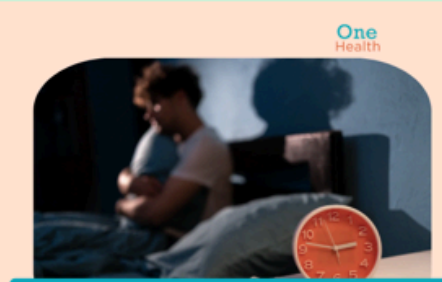
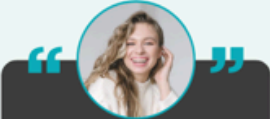

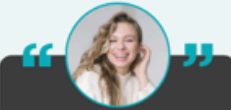
Platform	Audience	Strategy
Facebook's diverse content format (text, videos, and community groups) drives traffic to website	Primarily Millennials, Gen X, and Baby Boomers (Sica, Philip, Marnie, Rob)	Drive engagement through educational posts, announcements and updates; Links to our articles in website Announcing limited time offers to encourage people to use the service
Instagram's visual content is ideal to increase engagement and tell stories	Millennials and Gen X (Sica, Marnie, Rob)	Showing the application easy use, patients testimonials to build trust and addressing audience concern for health care deficiency and how we can solve them
Twitter's real-time updates on healthcare trends, industry insights, and quick Q&As.	Millennials, Gen X, Healthcare professionals (Marnie, Rob)	sharing timely updates and engaging in relevant discussions

Content Pillars

Health Education & Tips	Patient Stories & Testimonials	Industry News & Thought Leadership	Promotions & Service Highlights
<p>Provide valuable health tips, wellness advice, and expert insights to educate the audience.</p> <p>This comes to life through:</p> <ul style="list-style-type: none">- Health tips & infographics- Blog posts from doctors- Quick tips via Reels & Stories- Wellness challenges	<p>Build trust through real patient experiences and success stories from using One Health's digital services.</p> <p>This comes to life through:</p> <ul style="list-style-type: none">- Video testimonials- Before-and-after patient stories- User-generated content (UGC)- Doctor-patient Q&A sessions	<p>Position One Health as a digital healthcare leader by sharing industry trends and expert insights.</p> <p>This comes to life through:</p> <ul style="list-style-type: none">- Industry updates on digital health trends- Announcements of upcoming webinars, seminars, and conferences.- Insights from the Hospital Director- Live-tweeting from webinars	<p>Promote digital healthcare services, subscription plans, and limited-time offers to drive conversions.</p> <p>This comes to life through:</p> <ul style="list-style-type: none">- Limited-time promotions (e.g., Labor Day 20% off)- Subscription plan highlights- App feature demonstrations- Free trial offers

2. Content Creation & Branding

- Created a structured **content calendar** to maintain consistency.
- Designed **branded templates** and **engaging visuals** for a cohesive social media presence.
- Developed **short-form videos** to increase audience engagement.

Date	Time	Copy for Facebook	Copy for Instagram	Copy for Twitter	Image
Mon	11:00 AM	<p>👉 Struggling with late-night anxiety? You're not alone. Nighttime anxiety can hit hard, keeping your mind racing when all you want is rest. But the good news? You can take control of your sleep with these expert-backed strategies from Dr. X.</p> <ul style="list-style-type: none"> ☑ Stick to a routine – A set bedtime and wake-up schedule signals your body it's time to sleep. ☑ Try pre-sleep snacks – Tart cherries, chamomile tea, or Brazil nuts can naturally promote relaxation. ☑ Unplug & unwind – Swap doomscrolling for journaling, reading, or stretching before bed. ☑ Breathe through it – The 4-7-8 breathing technique slows your heart rate & calms your mind. ☑ Write it down – If anxious thoughts wake you up, journaling can help release them. <p>Want more tips? Dr. X shares insights in our latest blog. Read here: [Insert Link]</p> <p>What's your go-to way to unwind before bed? Let's share in the comments! #OneHealth #BetterSleep #AnxietyRelief</p> <p>Source: Cleveland Clinic – How to Calm Your Anxiety at Night</p>	<p>🌙 Can't turn off your thoughts at night?</p> <p>When the world slows down, our anxieties get louder. But small changes can help calm your mind and improve your sleep.</p> <ul style="list-style-type: none"> ☑ The 4-7-8 Breathing Method – Inhale for 4 sec, hold for 7, exhale for 8. ☑ Pre-sleep snacks – Tart cherry juice, chamomile tea, or Brazil nuts aid relaxation. ☑ Put your phone to bed – Say no to doomscrolling & give yourself tech-free time. ☑ Journal your thoughts – Writing down worries can help release stress. <p>🗨️ What's one habit that helps you wind down at night? Drop your best tip below! #OneHealth #MindfulLiving #SleepBetter</p> <p>Source: Cleveland Clinic – How to Calm Your Anxiety at Night</p>	<p>Your brain: "Let's stress about everything at 2 AM." You: Not again! Try this: Write it down—your journal won't judge. Sip chamomile tea, not your thoughts. Breathe in, hold, exhale More tips? Read here: [Insert Link] #OneHealth #SleepBetter #AnxietyTips</p>	 <p>Struggling with late-night anxiety? You're not alone.</p> <p>Learn more in our new blog post</p>
Wed	11:00 AM	<p>"Since using One Health's subscription service, I've saved time and received expert care without waiting rooms. The video consultations are professional, and I feel heard by my doctor." – Sarah, One Health Patient ❤️</p> <p>Virtual care means no long waits, no stress—just expert medical advice when you need it. Try it today and experience healthcare that fits your life.</p> <p>Sign up now! [Insert App Link]</p> <p>#OneHealth #VirtualCare #HealthcareAnywhere</p>	<p>Customer TESTIMONIALS</p>  <p>Since using One Health's subscription service, I've saved time and received expert care without waiting rooms. The video consultations are professional, and I feel heard by my doctor.</p> <p>👉 One Health is here for you.</p> <p>🔗 Link in bio to book your virtual consultation today!</p>	<p>Customer TESTIMONIALS</p>  <p>Since using One Health's subscription service, I've saved time and received expert care without waiting rooms. The video consultations are professional, and I feel heard by my doctor.</p>	<p>Customer TESTIMONIALS</p>  <p>Since using One Health's subscription service, I've saved time and received expert care without waiting rooms. The video consultations are professional, and I feel heard by my doctor.</p>

Sample Templates

Patient Stories & Testimonials

Promotions & Service Highlights

Industry News & Thought Leadership

Customer **One Health**
TESTIMONIALS

“”

Since using One Health's subscription service, I've saved time and received expert care without waiting rooms. The video consultations are professional, and I feel heard by my doctor

This template features a light blue background. At the top right is the One Health logo. Below it, the text 'Customer' is in a dark grey font, followed by 'TESTIMONIALS' in large, bold, teal letters. A circular portrait of a smiling woman with long blonde hair is centered, flanked by large teal quotation marks. Below the portrait is a dark grey rounded rectangle containing a testimonial in white text.

20% OFF
WE CARE 6th to 8th March

This promotional template has a teal background. At the top, '20% OFF' is written in white. Below it, 'WE CARE' is in very large, bold, white letters. To the right of 'WE CARE', the dates '6th to 8th March' are in a smaller white font. At the bottom, there is a collection of white and orange tools including wrenches, pliers, a screwdriver, and a hard hat.

We Lead the Future of Digital Healthcare

One Health's Hospital Director

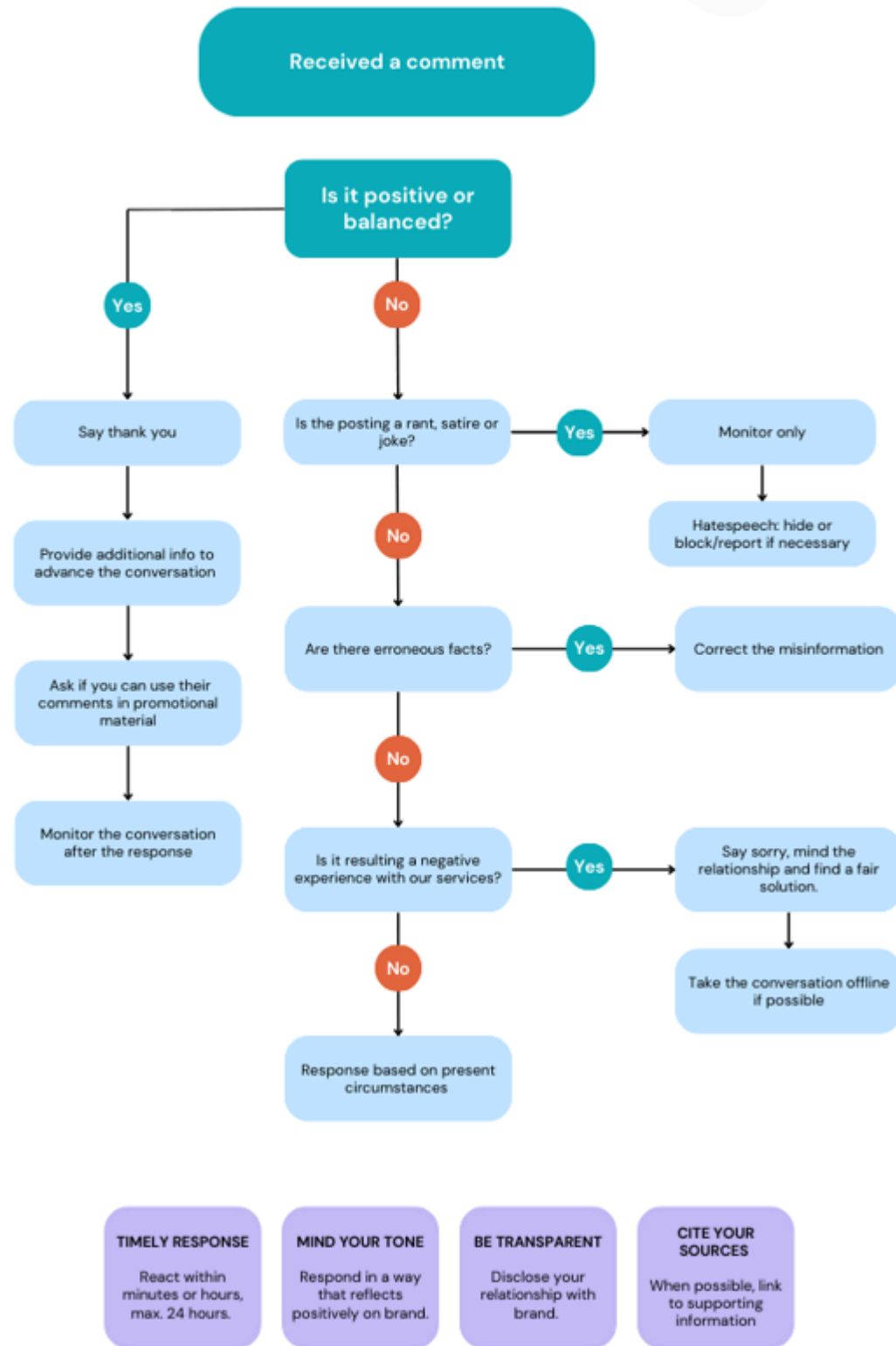
One Health @areallygreatsite

This thought leadership template has a light blue background. At the top right is the One Health logo. Below it, the headline 'We Lead the Future of Digital Healthcare' is in bold black text. A photograph of a man in a white lab coat and glasses with his arms crossed is framed in a teal rounded rectangle. To the left of the photo, the text 'One Health's Hospital Director' is written vertically. At the bottom left is the One Health logo, and at the bottom right is the social media handle '@areallygreatsite'.

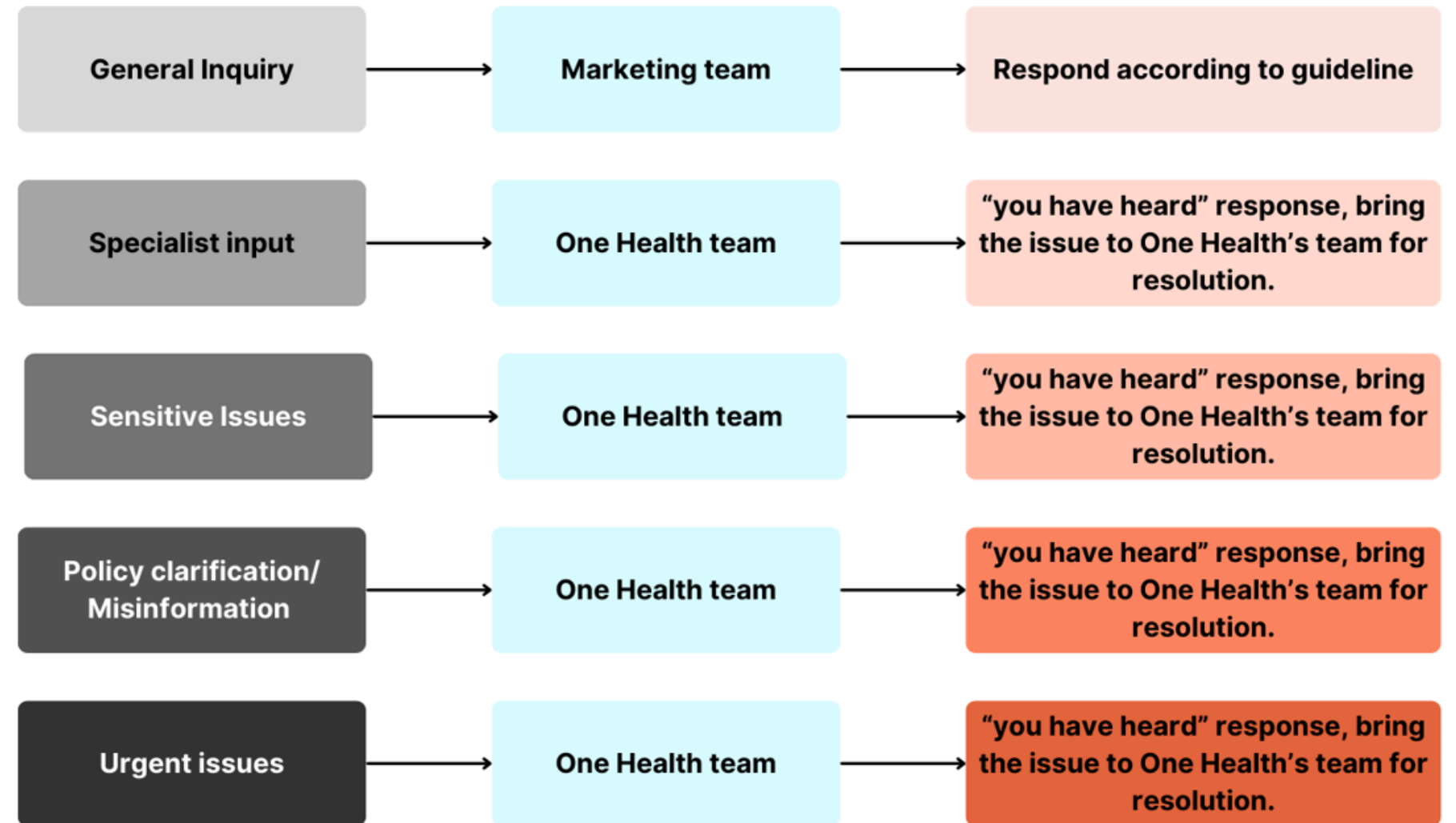
3. Community Management & Engagement

- Developed a **social media response** guide and FAQs to **ensure consistent brand voice** in customer interactions.
- Designed **engagement strategies** to foster trust and encourage conversations.
- Proactively addressed misinformation and customer inquiries to maintain credibility.

Social Media Response Guideline



Internal Response Process



4. Growth Strategy through Partnerships

- Identified **potential partners** such as online pharmacies and diagnostic labs to expand One Health's reach.
- Proposed **co-branded campaigns and promotional offers** to drive app downloads and engagement.

Your Health. Your Convenience. ❤️
One Health is now partnered with lab Xmed to bring medical testing straight to your doorstep!

- 📍 No more waiting rooms!
- ✔ Book a lab test with One Health
- ✔ A licensed professional collects your sample at home
- ✔ View your secure results in your One Health app!

❤️ Taking care of your health has never been this easy.

Download our app and book your at-home test today! [Link]



Skills & Tools Utilized

- ✓ **Social Media Management Tools** – Used **Facebook Business Suite** and **Buffer** for content scheduling.
- ✓ **Content Creation & Design** – Created visuals using **Canva** for graphics and templates.
- ✓ **Content Calendar Planning** – Organized and structured content planning using **Google Sheets & Excel** for an efficient content calendar workflow.
- ✓ **Video Production** – Produced short-form videos using **Animoto**.
- ✓ **Community Management** – Applied best practices for **proactive engagement** and brand reputation management.

Project Success & Key Takeaways

Through **strategic execution, content optimization, and partnership-driven growth**, I successfully positioned One Health as a **credible digital healthcare provider, increasing engagement and brand visibility**.

This project reinforced the **importance of a strategic, research-driven approach** to social media marketing. From competitor analysis to content planning and branding, every step required a **balance between data-driven decisions and creative execution**.

The biggest challenge was **translating client expectations into an actionable, effective marketing strategy** while ensuring it aligned with industry best practices. **Soft-selling through problem-solving, clear communication, and managing expectations** were key takeaways.

Thank

You

Contact info:

Website: www.gesbomahali.com

Email address: g.esbomahali@gmail.com

LinkedIn: www.linkedin.com/in/golsareh-esbomahali