# HBA Global Social Media Strategy

**GOAL:**

The HBA will leverage social media channels to help drive visibility of the HBA brand; and generate impactful engagement with targeted audiences. Specifically, the strategy and tactics will aim to:

* Increase brand awareness and position the HBA as a thought leader
* Drive traffic to HBA website
* Boost brand engagement
* Grow the HBA community
* Support the larger HBA marketing strategy

**2020 BENCHMARKS:**

* 10 percent follower growth on all channels for 2020 (same target as last year)
* Average monthly engagement rate1
  + Twitter, Facebook, LinkedIn: 1 percent
  + Instagram: 3 percent
* Link clicks (to HBA website) per month
  + LinkedIn: 800
  + Twitter: 200
  + Facebook: 200
* Posts per week
  + Twitter, Facebook, LinkedIn: 5 posts per week)
  + Instagram: 3 posts per week + 3 Instagram stories per week
* Average monthly impressions on HBA posts
  + LinkedIn: 45K (2019 average 70,000, accounting for some big months around flagship events)
  + Twitter: 45K (2019 average 52,000, accounting for some big months around flagship events)
  + Facebook: 20K (2019 average 25,000)

Social media targets for 2020 were based on the HBA’s social media performance for the past two years and also took into consideration average benchmarks for each social network as well as industry related benchmark data2.

The HBA will use the above data points in addition to the new conversion tracking metrics to measure the HBA’s digital impact. These metrics indicate an actively growing, highly engaged community that is interested in what the HBA has to say and offer. Typically, these data points are the most **actionable** for businesses looking to **drive traffic and make sales**. For a **general awareness campaign**, community growth, impressions and total engagements tend to be the key data points. Since the **Marketing and Communications Plan** includes both types of campaigns, we’ll be tracking all of those data points in the monthly reports.

1 Engagement rate is a metric that tracks how actively involved with your content your audience is. Engaged consumers interact with brands through “likes” comments and social sharing (often referred to as engagements). The engagement rate is a metric often used in analyzing the efficacy of brand campaigns.

2 Non-profit benchmark averages showed an average monthly engagement rate of 0.54 percent on LinkedIn, 0.55 percent on Twitter, 0.17 percent on Facebook and 2.14 percent on Instagram. The targets that have been set for 2020 are a bit higher than these averages after taking into consideration the HBA’s social media performance in 2019.

**STRATEGY:**

The HBA marketing team will execute tactics in current channels to promote campaigns aligned with the master marketing calendar. Tactics will be informed by 2018 and 2019 metrics, the 2019 communications audit, as well as information on emerging trends like social influencers. In addition to a proactive approach, the team will also engage in social dialogue on issues of interest to the HBA or where the HBA can lend expertise and timely and relevant perspective.

The social media strategy follows the marketing and communications plans drafted for the following promotional campaigns:

* Membership
* Corporate partners
* Gender Parity Collaborative
* Flagship events
* Regional events
* Virtual offerings
* Special events/marketing partnerships
* Leadership visibility (monthly)
* Timely opportunities
  + Proactive opportunities: The HBA will engage on issues relevant to the HBA and the brand such as International Women’s’ Day, the 100th anniversary of the 19th amendment and other relevant issues in the news cycle.
  + Reactive opportunities: The HBA will continually monitor trending media topics and will lend insight, expertise and/or a timely relevant perspective when relevant.

These 2020 plans and campaigns support HBA’s Strategic Initiatives to:

* Establish the HBA as a leader that advances gender parity
* Expand the HBA’s product portfolio to better support our mission and satisfy target customers
* Accelerate the HBA’s impact and develop effective global growth

The social media strategy includes a combination of posts that use compelling images and graphics with relevant links, as well as more video on all four platforms as a way to increase engagement. In addition to organic posts, the team will be assessing the effectiveness of paid advertising including paid influencers or platforms as a part of the overall strategy, with the goal to have it more fully integrated as a tool to support the ongoing marketing campaigns.

**TARGET AUDIENCES:**

Members

Potential members

Corporate partners

Potential corporate partners

Potential Gender Parity Collaborative members

Media partners

Media (business, mainstream)

**ALIGNMENT WITH DIGITAL INNOVATORS (DI) AND REGIONAL MARKETING TEAMS:**

To sustain the strong relationship with our extraordinary volunteer leaders, the Digital Innovators committee will stay under the HBA’s Global Marketing Council with Melissa Elder acting as the volunteer liaison. . Aligning with the Global Marketing Council Chair Stefania Migliuolo, Melissa will continue to hold bi-weekly meetings, that have a focus on social media education topics that are of interest to the group members. An HBA marketing staff member will also participate in the meetings to share updates on HBA central campaigns and calendars.

In an effort to boost regional social media engagements, representatives from each regional marketing team will be encouraged to participate in these bi-weekly meetings and activities to better align with HBA campaigns, editorial topics and social media calendars.

Collectively, this united group of social media tacticians will follow the HBA central media strategy and calendar but also look to leverage opportunities to personalize and localize social media posts to better engage with local and company members, as well as promote their local events.

**Q1 TACTICS:**

**JANUARY:**

* HBA
  + Publish monthly campaign calendar aligned with master marketing/editorial calendar
    - Membership posts aligned with enhanced value—new webinars
    - Corporate partner announcements
    - Woman of the Year , Honorable Mentor and STAR announcements
    - Posts to promote regional mentoring programs
    - Membership renewal and new members (see member testimonial graphics)
    - Career Conversations
* Promote partnerships with media and marketing partners
* Start to finalize the overall marketing campaign strategy for the 100th anniversary of the 19th amendment
* Leadership Visibility Campaign
  + Publish monthly campaign calendar aligned with Laurie’s speaking engagements and events, timely news topics and the HBA marketing strategy.
    - Woman of the Year announcement and JP Morgan event coverage
    - Laurie’s event coverage
    - Two thought leadership articles
    - 1-2 video posts
    - Relevant article shares
* Gender Parity Collaborative
  + Publish monthly campaign calendar aligned with the Collaborative’s themes as outlined by the Collaborative’s director.
    - Posts from Global Council meeting, 8-9 Jan.
    - Member Q&As
    - New member announcements
    - Thought leadership articles
    - Relevant article shares

**FEBRUARY:**

* HBA
  + Publish monthly campaign calendar aligned with master marketing/editorial calendar
    - Membership posts aligned with enhanced value (see video and member testimonial graphics)
    - Woman of the Year
      * Registration
      * Sponsorship
    - Corporate partner announcements
    - Webinars
  + Begin to plan for Rising Star and Luminary announcement in March (see “Brady Bunch” images from 2019)
  + Finalize and launch the campaign for International Women’s Day and membership promotion in March
  + Begin planning the National Volunteer Week (NVW) social media takeover
    - Identify seven volunteers, send interview questions
    - Choose best answers and draft Q&A’s for NVW microsite
* Brainstorm and draft campaign for 100th anniversary of 19th amendment
* Leadership Visibility Campaign
  + Publish monthly campaign calendar aligned with Laurie’s speaking engagements and events, timely news topics and the HBA marketing strategy.
    - Laurie’s event coverage
    - Woman of the Year
    - Women of color thought leadership article—Feb Black History Month
    - Two thought leadership articles
    - 1-2 video posts
    - Relevant article shares
* Gender Parity Collaborative
  + Publish monthly campaign calendar aligned with the Collaborative’s themes as outlined by the Collaborative’s director.
    - Member Q&As
    - New member announcements
    - Thought leadership articles
    - Relevant article shares
* Promote partnership with media and marketing partners.

**MARCH:**

* HBA
  + Publish monthly campaign calendar aligned with master marketing/editorial calendar
    - Membership posts aligned with enhanced value
    - International Women’s Day promotion
    - Rising Stars and Luminaries announcement
    - Woman of the Yera
      * Registration
      * Virtual live stream
    - Career Conversations
    - Corporate partner announcements
    - International Women’s Day membership campaign
    - Webinars
    - 100th anniversary of 19th amendment
  + Finalize the National Volunteer Week (NVW) social media takeover
    - Finalize and submit Q&As for the microsite
    - Gather all images and draft social content to prepare for April’s social takeover
  + Draft Woman of the Year live coverage plan in accordance with show flow
* Promote partnership with media and marketing partners (Eyeforpharma Barcelona)
* Finalize campaign for 100th anniversary of 19th amendment
* Leadership Visibility Campaign
  + Publish monthly campaign calendar aligned with Laurie’s speaking engagements and events, timely news topics and the HBA marketing strategy.
    - Laurie’s event coverage
    - Two thought leadership articles
    - 1-2 video posts
    - Relevant article shares
    - 100th anniversary of 19th amendment
* Gender Parity Collaborative
  + Publish monthly campaign calendar aligned with the Collaborative’s themes as outlined by the Collaborative’s director.
    - Member Q&As
    - New member announcements
    - Thought leadership articles
    - Relevant article shares

**April:**

* HBA
  + Publish monthly campaign calendar aligned with master marketing/editorial calendar
    - National Volunteer Week (19-25 April)
    - 2020 Woman of the Year Live coverage (29 April)
      * Salute to the Stars
    - Virtual Woman of the Year
    - 20th Anniversary of Honorable Mentor
    - Building Better Business Connections (3BC)
    - Career Conversations
    - Corporate -partner announcements
    - Webinars
    - 100th anniversary of 19th amendment
    - Release of Times 100 Most Influential People
* Promote partnership with media and marketing partners (World Health Care Congress WHCC) and eyeforpharma Philly
* 100 day lead up to 100th Anniversary of 19th amendment
* Leadership Visibility Campaign
  + Publish monthly campaign calendar aligned with Laurie’s speaking engagements and events, timely news topics and the HBA marketing strategy.
    - Laurie’s event coverage (WHCC)
    - Hall of Femme Congrats
    - Woman of the Year Live Coverage
    - Two thought leadership articles
    - 1-2 video posts
    - Relevant article shares
    - 100th anniversary of 19th amendment?
* Gender Parity Collaborative
  + Publish monthly campaign calendar aligned with the Collaborative’s themes as outlined by the Collaborative’s director.
    - Member Q&As
    - New member announcements
    - Thought leadership articles
    - Relevant article shares
    - Woman of the Year tie-in?
    - GPC solutions summit

**May:**

* HBA
  + Publish monthly campaign calendar aligned with master marketing/editorial calendar (LINK)
    - Woman of the Year recaps, call for nominations for 2020
      * Honoree videos
      * Photo recaps
    - Career Conversations
    - Corporate partner announcements
    - ACE awards nominations
    - Annual Conference call for speakers
    - Webinars
    - 100th anniversary of 19th amendment
  + Draft Annual Conference marketing plan and begin to brainstorm social component
* Leadership Visibility Campaign
  + Publish monthly campaign calendar aligned with Laurie’s speaking engagements and events, timely news topics and the HBA marketing strategy.
    - Laurie’s event coverage (3BC)
    - Woman of the Year recap
    - Two thought leadership articles
    - 1-2 video posts
    - Relevant article shares
    - 100th anniversary of 19th amendment?
* Gender Parity Collaborative
  + Publish monthly campaign calendar aligned with the Collaborative’s themes as outlined by the Collaborative’s director.
    - Member Q&A’s
    - New member announcements
    - Thought leadership articles
    - Relevant article shares

**June:**

* HBA
  + Publish monthly campaign calendar aligned with master marketing/editorial calendar
    - Post Woman of the Year recaps, call for nominations for 2020
    - Career Conversations
    - Corporate partner announcements
    - ACE awards nominations
    - Webinars
    - 100th anniversary of 19th amendment?
  + Finalize Annual Conference marketing plan and social component
* Promote partnership with media partners
* 60 day lead up to 100th Anniversary of 19th amendment
* Leadership Visibility Campaign
  + Publish monthly campaign calendar aligned with Laurie’s speaking engagements and events, timely news topics and the HBA marketing strategy.
    - Laurie’s event coverage
    - Two thought leadership articles
    - 1-2 video posts
    - Relevant article shares
    - 100th anniversary of 19th amendment?
* Gender Parity Collaborative
  + Publish monthly campaign calendar aligned with the Collaborative’s themes as outlined by the Collaborative’s director.
    - Member Q&As
    - New member announcements
    - Thought leadership articles
    - Relevant article shares

**July:**

* HBA
  + Publish monthly campaign calendar aligned with master marketing/editorial calendar
    - Career Conversations
    - Corporate partner announcements
    - ACE awards nominations
    - Webinars
    - 100th anniversary of 19th amendment?
    - Annual Conference teaser
  + Finalize Annual Conference marketing plan and social component
* Promote partnership with media partners
* 30 day lead up to 100th Anniversary of 19th amendment
* Leadership Visibility Campaign
  + Publish monthly campaign calendar aligned with Laurie’s speaking engagements and events, timely news topics and the HBA marketing strategy.
    - Laurie’s event coverage
    - Two thought leadership articles
    - 1-2 video posts
    - Relevant article shares
    - 100th anniversary of 19th amendment?
* Gender Parity Collaborative
  + Publish monthly campaign calendar aligned with the Collaborative’s themes as outlined by the Collaborative’s director.
    - Member Q&As
    - New member announcements
    - Thought leadership articles
    - Relevant article shares

**August:**

* HBA
  + Publish monthly campaign calendar aligned with master marketing/editorial calendar
    - Career Conversations
    - Corporate partner announcements
    - ACE awards nominations
    - Webinars
    - 100th anniversary of 19th amendment (26 August)
    - Annual Conference registration opens
      * Keynote announcements
    - PharmaVOICE 100
    - Reposts for European Leadership Summit
* Promote partnership with media partners
* 100th Anniversary of 19th amendment
* Leadership Visibility Campaign
  + Publish monthly campaign calendar aligned with Laurie’s speaking engagements and events, timely news topics and the HBA marketing strategy.
    - Laurie’s event coverage (PharmaVOICE 100)
    - Two thought leadership articles
    - 1-2 video posts
    - Relevant article shares
    - 100th anniversary of 19th amendment
* Gender Parity Collaborative
  + Publish monthly campaign calendar aligned with the Collaborative’s themes as outlined by the Collaborative’s director.
    - Member Q&As
    - New member announcements
    - Thought leadership articles
    - Relevant article shares

**September:**

* HBA
  + Publish monthly campaign calendar aligned with master marketing/editorial calendar
    - Career Conversations
    - Corporate partner announcements
    - ACE awards announcement
    - Webinars
    - Annual Conference
      * Sponsorship
      * Early bird deadline
      * Keynote announcements
    - Reposts for European Leadership Summit
  + Develop plan for National Mentoring Day on 27 October (see social media blitz from 2019)
    - Send out survey email
    - Review responses and choose featured mentees and mentors, draft social content
  + Work with DI team to develop 2020 social media game (similar to #Posts4Parity in 2019) at Annual Conference
  + Work with HBA Europe to align social media strategy for European Leadership live coverage and finalize plan for Instagram takeover
  + Annual Conference: draft content for speakers to post on their social channels
* Promote partnership with media partners
* Leadership Visibility Campaign
  + Publish monthly campaign calendar aligned with Laurie’s speaking engagements and events, timely news topics and the HBA marketing strategy.
    - Laurie’s event coverage
    - Two thought leadership articles
    - 1-2 video posts
    - Relevant article shares
* Gender Parity Collaborative
  + Publish monthly campaign calendar aligned with the Collaborative’s themes as outlined by the Collaborative’s director.
    - Member Q&As
    - New member announcements
    - Thought leadership articles
    - Relevant article shares
    - Solutions Summit

**October:**

* HBA
  + Publish monthly campaign calendar aligned with master marketing/editorial calendar
    - Career Conversations
    - Corporate Partner announcements
    - Webinars
    - Annual conference
      * Sponsorship
      * Rate deadline
      * Pre-conference seminars
      * Breakout sessions
    - European Leadership Summit – Instagram takeover
    - National Mentoring Day (27 October)
      * Open registration for all mentoring programs
    - Woman of the Year nominations
    - Day of the Girl
    - Annual Business Meeting and 2021 Board Announcements
    - Chapter/regional nominations
  + Work with DI team to finalize 2020 social media game at Annual Conference
  + Draft Annual Conference live coverage plan in accordance with show flow
* Promote partnership with media partners
* Leadership Visibility Campaign
  + Publish monthly campaign calendar aligned with Laurie’s speaking engagements and events, timely news topics and the HBA marketing strategy.
    - Laurie’s event coverage
    - Two thought leadership articles
    - 1-2 video posts
    - Relevant article shares
* Gender Parity Collaborative
  + Publish monthly campaign calendar aligned with the Collaborative’s themes as outlined by the Collaborative’s director.
    - Member Q&A’s
    - New member announcements
    - Thought leadership articles
    - Relevant article shares

**November:**

* HBA
  + Publish monthly campaign calendar aligned with master marketing/editorial calendar
    - Career Conversations
    - Corporate partner announcements
    - Webinars
    - Annual conference live coverage
    - Annual conference event recaps
    - Regional mentoring programs
    - Chapter/regional nominations
  + Work with DI team to finalize 2020 social media game at Annual Conference
* Promote partnership with media partners
* Leadership Visibility Campaign
  + Publish monthly campaign calendar aligned with Laurie’s speaking engagements and events, timely news topics and the HBA marketing strategy.
    - Laurie’s event coverage
    - Two thought leadership articles
    - 1-2 video posts
    - Relevant article shares
    - Annual Conference live coverage
* Gender Parity Collaborative
  + Publish monthly campaign calendar aligned with the Collaborative’s themes as outlined by the Collaborative’s director.
    - Member Q&As
    - New member announcements
    - Thought leadership articles
    - Relevant article shares
    - Annual Conference tie-in

**December:**

* HBA
  + Publish monthly campaign calendar aligned with master marketing/editorial calendar
    - Career Conversations
    - Corporate Partner announcements
    - Webinars
    - Regional mentoring programs
    - JP Morgan 30-day teaser/ Woman of the Year 2021 teaser announcement
    - International Volunteers Day?
* Promote partnership with media partners
* Leadership Visibility Campaign
  + Publish monthly campaign calendar aligned with Laurie’s speaking engagements and events, timely news topics and the HBA marketing strategy.
    - Laurie’s event coverage
    - Two thought leadership articles (Year in Review)
    - 1-2 video posts
    - Relevant article shares
* Gender Parity Collaborative
  + Publish monthly campaign calendar aligned with the Collaborative’s themes as outlined by the Collaborative’s director.
    - Member Q&As
    - New member announcements
    - Thought leadership articles (Year in Review)
    - Relevant article shares