# 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

**2021 BENCHMARKS: (Taking into consideration network updates, industry standards and past HBA data)\***

* Community growth
  + 15 percent community growth on LinkedIn and Instagram (+5 percent from 2020 target)
  + 10 percent on Facebook (same target as 2020)
  + 5 percent on Twitter (- 5 from 2020 target based on algorithm updates and HBA data)
* Average monthly engagement rate1
  + 1 percent on LinkedIn and Facebook (industry average on LinkedIn is 0.54 percent and Facebook is 0.12 percent)
  + 0.5 percent on Twitter (industry average is 0.06 percent)
  + 5 percent on Instagram (industry average is 1.75 percent)
* Link clicks per month
  + LinkedIn: 1,000 (+200 from 2020)
  + Twitter: 200 (same as 2020)
  + Facebook: 200 (same as 2020)
* Posts per week
  + Twitter, Facebook, LinkedIn: 5 posts per week (same target as 2020)
  + Instagram: 3 posts per week + 3 Instagram stories per week (same target as 2020)
* Average monthly impressions on HBA posts
  + LinkedIn: 50K (+5K from 2020 target based on HBA data)
  + Twitter: 40,000 (-5K from 2020 target based on algorithm updates and HBA data)
  + Facebook: 10K (-10K based on algorithm updates and HBA data)
* HBA and GPC website traffic: 5 percent increase in overall web traffic

Social media targets for 2021 are based on the HBA’s social media performance for the past three years, board-level KPIs (see appendix A) and also took into consideration average benchmarks for each social network as well as industry related benchmark dataalong with any known algorithm updates.

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 Corporate Communications Plans** include 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.

**STRATEGY:**

The HBA marketing and corporate communications teams will execute tactics in current channels to promote campaigns aligned with the master marketing and communications calendar. Tactics will be informed by HBA metrics over the past three years, the 2020 relevancy project data, 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.

Insights from the 2020 Relevancy project outlined several recommendations and opportunities for the HBA to stay relevant which will begin to be integrated into the 2021 social media strategy. Key takeaways include updated equity terms, identifying priority content, a revised channel strategy for Twitter focusing on news and pop culture, effectively engaging influencers and becoming a data hub.

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

Business as usual:

* Membership
* Corporate partners
* Gender Parity Collaborative
* Flagship events
* Virtual offerings
* Special events/marketing partnerships
* Corporate Communications
  + Leadership visibility
  + Media and marketing partnerships

New and innovative opportunities:

* Proactive opportunities: The HBA will engage on issues relevant to the HBA and the brand such as International Women’s Day, Equal Pay Days, National Volunteer Week and other relevant issues in the news cycle.
* Member pulse surveys (3-4 during 2021)
* Advocacy opportunities: The HBA will continually monitor trending media topics and will lend insight, expertise and/or a timely relevant perspective when relevant, either reactively or proactively.

The social media strategy includes a combination of posts that use compelling images and graphics with relevant links, takeovers and user generated content, 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 evolve in 2021 to better serve its members interests as they have grown within the group. The DI team will continue to 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.

This year may also bring about a coalescing of the Digital Innovators with the HBAiLead affinity group, as the Stakeholder Engagement staff introduces a revised structure for these volunteer-led groups.

The DI team will split into three separate teams of Digital Innovators, Press Corps and LinkedIn Live. Current DI team members can pick and choose which areas are of most interest to them.

An HBA marketing staff member will continue to participate in the meetings to share updates on HBA central campaigns and calendars.

**LINKEDIN LIVE:**

LinkedIn’s influence in career development, corporate hiring, and the ever-changing job market amid the pandemic makes it the perfect platform for driving conversations that impact the HBA’s corporate partners, members, and prospective members. LinkedIn Live is the latest and most anticipated of their video features released in early 2020, with video as the fastest growing content type on the LinkedIn platform.

Live streaming will allow the HBA to connect with key audiences in real-time on relevant topics, ensuring stakeholders are met where they are with the information they are seeking. In addition, the HBA can record the live sessions, so that the content of these live streams can be repurposed for future marketing efforts.

In 2020, the HBA applied for a LinkedIn Live channel and approval is pending for 2021. This team will work together to launch short, recorded videos in an interview style format featuring HBA members, award winners and corporate partners until channel approval is received.

**Goals:**

* Release one video or live stream interview per month in alignment with the HBA overall 2021 marketing and communications strategies
* Average of 350 views per video
* Average engagement rate of 1 percent on this initiative’s video content

**TACTICS:**

**JANUARY:**

**Timely/Editorial Themes:**

Jan: National Mentoring Month, MLK day, JP Morgan, Inauguration Day, WOTY announcement, Ad Board announcement

* HBA
  + Publish monthly campaign calendar aligned with master marketing/editorial calendar
    - Membership posts aligned with enhanced value
    - Corporate partner announcements
    - National Mentoring Month and promotion of regional mentoring programs
    - Woman of the Year, Honorable Mentor and STAR re-announcements
    - Promote Honorable Mentor “Men As Allies” research
    - Membership renewal and new members
    - Career Conversations
    - First recorded LinkedIn Live team video released
    - Announcement of 2021 Advisory Board
    - Release of HBA/Genderworks Honorable Mentor research
* Promote partnerships with media and marketing partners
* 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 re-announcement
    - Laurie’s event and media coverage
    - Two thought leadership articles
    - 1-2 video posts including one promoting National Mentoring Month
    - Lunch with Laurie
    - Relevant article shares
    - Amplifying Scientific Innovation
* 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
    - Member Q&As
    - New member announcements
    - Thought leadership articles
    - Media coverage
    - Relevant article shares

**FEBRUARY:**

**Timely/Editorial Themes:**

Feb: Black History Month; HBA Annual Impact Report release

* HBA
  + Publish monthly campaign calendar aligned with master marketing/editorial calendar
    - Membership posts aligned with enhanced value
    - Black History Month aligned with the HBA’s WOC strategic initiative and the WOC affinity group programming
      * HBA proposes a series of three social takeovers during the month featuring three women of diverse backgrounds and involvement with the HBA: a representative from the WOC affinity group, an HBA volunteer leader and an HBA staff member
    - Woman of the Year
      * Registration
      * Sponsorship
    - Corporate partner announcements
    - Career Conversations
    - Membership renewal and new members
    - 2020 Annual Report Data
    - LinkedIn Live team video
  + Release of second HBA/Genderworks Honorable Mentors articles
  + Begin to plan for Rising Star and Luminary announcement in March (see “Brady Bunch” images from previous years)
  + 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
* 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 and media coverage (JPM event?)
    - Woman of the Year
    - Women of color thought leadership article or video—Feb Black History Month
    - Two thought leadership articles
    - 1-2 video posts
    - Lunch with Laurie
    - 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
    - Media coverage
    - Relevant article shares
* Promote partnership with media and marketing partners.

**MARCH:**

**Timely/Editorial Themes:**

March: International Women’s Day, Women’s History Month, Equal Pay Day (all women) March 31

* 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 Year
    - All Women’s Equal Pay (31 March) – is this US only?
    - Career Conversations
    - Corporate partner announcements
    - 2020 Annual Report Data
    - LinkedIn Live team video
  + Release of third HBA/Genderworks Honorable Mentors articles
  + Finalize the National Volunteer Week (NVW) social media takeover (18-24 April)
    - Finalize and submit Q&As for the microsite
    - Gather all images and draft social content to prepare for April’s social takeover
* Promote partnership with media and marketing partners (eyeforpharma, WHCC)
* 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 and media coverage
    - Two thought leadership articles (IWD)
    - 1-2 video posts (one focused on the RS/L announcement)
    - Lunch with Laurie
    - 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
    - Media coverage
    - IWD 2021
    - Relevant article shares

**April:**

**Timely/Editorial Themes:**

April: National Volunteer Week, Times 100 List

* HBA
  + Publish monthly campaign calendar aligned with master marketing/editorial calendar
    - National Volunteer Week (18-24 April)
    - Career Conversations
    - Corporate -partner announcements
    - Release of Times 100 Most Influential People
    - Membership posts aligned with enhanced value
    - LinkedIn Live team video
  + Release of fourth HBA/Genderworks Honorable Mentors articles
  + Draft Woman of the Year live coverage plan in accordance with show flow
* Promote partnership with media and marketing partners (eyeforpharma, WHCC)
* 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 and media coverage
    - Hall of Femme Congrats
    - Two thought leadership articles
    - 1-2 video posts (one thanking volunteers and announcing takeover)
    - Lunch with Laurie
    - 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
    - Media coverage
    - GPC solutions summit

**May:**

**Timely/Editorial Themes:**

May: WOTY, ASCO

* HBA
  + Publish monthly campaign calendar aligned with master marketing/editorial calendar
    - 2020 Woman of the Year Live coverage (5 or 6 May)
      * *Salute to the Stars???*
    - Woman of the Year recaps, call for nominations for 2022
      * Honoree videos
      * Photo recaps
    - Career Conversations
    - Corporate partner announcements
    - ACE awards nominations
    - Annual Conference call for speakers
    - Membership posts aligned with enhanced value
    - LinkedIn Live team video
  + Release of final HBA/Genderworks Honorable Mentors articles
  + 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 and media coverage
    - Woman of the Year coverage
    - Two thought leadership articles (including Woman of the Year recap)
    - 1-2 video posts
    - Lunch with Laurie
    - 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
    - Media coverage
    - Relevant article shares

**June:**

**Timely/Editorial Themes:**

June: BIO, Juneteenth (19)

* HBA
  + Publish monthly campaign calendar aligned with master marketing/editorial calendar
    - Woman of the Year recaps, call for nominations for 2022
    - Career Conversations
    - Corporate partner announcements
    - ACE awards nominations
    - Juneteenth – *maybe WOC affinity group takeover or takeover by WOC on HBA staff*
    - Membership posts aligned with enhanced value
    - LinkedIn Live team video
  + Finalize Annual Conference marketing plan and social component
* Promote partnership with media partners (BIO, DIA)
* 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 and media coverage
    - Two thought leadership articles
    - 1-2 video posts
    - Lunch with Laurie
    - 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
    - Media coverage
    - Relevant article shares

**July:**

**Timely/Editorial Themes:**

July: U.S. Independence Day (4)

* HBA
  + Publish monthly campaign calendar aligned with master marketing/editorial calendar
    - Membership posts aligned with enhanced value
    - Career Conversations
    - Corporate partner announcements
    - ACE awards nominations
    - Annual Conference teaser
    - LinkedIn Live team video
    - Board nominations
    - Fortune 500 List
  + Finalize Annual Conference marketing plan and social component
* 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 and media coverage
    - Two thought leadership articles
    - 1-2 video posts
    - Lunch with Laurie
    - 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
    - Media coverage
    - Relevant article shares

**August:**

**Timely/Editorial Themes:**

August: 13--Equal Pay Day (black women)

* HBA
  + Publish monthly campaign calendar aligned with master marketing/editorial calendar
    - Membership posts aligned with enhanced value
    - AC registration
    - Career Conversations
    - Corporate partner announcements
    - ACE awards nominations
    - Anniversary of the 19th amendment – Flash sale?
    - *Reposts for European Leadership Summit??? Do we have dates yet?*
    - LinkedIn Live team video
* 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 and media coverage
    - Two thought leadership articles
    - 1-2 video posts
    - Lunch with Laurie
    - 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
    - Media coverage
    - Relevant article shares

**September:**

**Timely/Editorial Themes:**

* HBA
  + Publish monthly campaign calendar aligned with master marketing/editorial calendar
    - Membership posts aligned with enhanced value
    - AC early bird, keynotes, sponsorship
    - Career Conversations
    - Corporate partner announcements
    - ACE awards announcement
    - *Reposts for European Leadership Summit??*
    - PharmaVOICE 100
    - LinkedIn Live team video
  + Draft pulse survey in accordance with National Coffee Day (1 October)
  + Develop plan for National Mentoring Day on 27 October
  + Work with DI team to develop social media promotion (see #Posts4Parity in 2019) at Annual Conference
  + Work with HBA Europe to align social media strategy for European Leadership Summit live coverage
  + Annual Conference: draft content for speakers and sponsors 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 and media coverage (PharmaVOICE 100)
    - Two thought leadership articles
    - 1-2 video posts
    - Lunch with Laurie
    - 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
    - Media coverage
    - Solutions Summit

**October:**

**Timely/Editorial Themes:**

October: Day of the Girl (11), Women Pharmacists Day (12?)

* HBA
  + Publish monthly campaign calendar aligned with master marketing/editorial calendar
    - AC – breakout sessions and precons, sponsorship, rate deadlines
    - Membership posts aligned with enhanced value
    - Career Conversations
    - Corporate Partner announcements
    - European Leadership Summit??
    - National Mentoring Day (27 October)
      * Announce when registration will open?
    - Woman of the Year nominations
    - Day of the Girl (11 October)
    - Annual Business Meeting and 2021 Board Announcements?
    - Chapter/regional nominations
    - 3BC?
    - LinkedIn Live team video
    - Pulse survey in accordance with National Coffee Day (1 October)
    - Women in the Workplace study
  + Draft Annual Conference live coverage plan in accordance with show flow
  + Finalize DI team social media promotion (see #Posts4Parity in 2019) 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 and media coverage
    - Two thought leadership articles (Womens Pharmacist Day)
    - 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
    - Media coverage
    - Relevant article shares

**November:**

**Timely/Editorial Themes:**

November: Annual Conference

* HBA
  + Publish monthly campaign calendar aligned with master marketing/editorial calendar
    - AC – Live coverage & final registration push
    - Membership posts aligned with enhanced value
    - Career Conversations
    - Corporate partner announcements
    - Annual conference event recaps
    - Regional mentoring programs
    - Chapter/regional nominations
    - Mentoring program teaser
    - Cyber Monday/Black Friday/Giving Tuesday
    - LinkedIn Live team video
* 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 and media coverage
    - Two thought leadership articles
    - 1-2 video posts
    - Relevant article shares
    - Annual Conference live coverage
    - Lunch with Laurie
* 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
    - Media coverage

**December:**

**Timely/Editorial Themes:**

December: End of Year reflections; HBA 2022 Board of Directors announcement

* HBA
  + Publish monthly campaign calendar aligned with master marketing/editorial calendar
    - Membership posts aligned with enhanced value
    - Mentoring program teaser
    - Career Conversations
    - Corporate Partner announcements
    - Woman of the Year 2022 teaser announcement
    - LinkedIn Live team video
* 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 and media coverage
    - Two thought leadership articles (Year in Review)
    - 1-2 video posts
    - Lunch with Laurie
    - 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
    - Global Council Meeting
    - Media coverage
    - New member announcements
    - Thought leadership articles (Year in Review)
    - Relevant article shares

**Additional items to note – dates pending:**

* Pulse surveys using LinkedIn
* Asian-American Women’s Equal Day
* All Women’s Equal Pay Day
* Mother’s Equal Pay Day
* Black Women’s Equal Pay Day
* Native American Women’s Equal Pay Day
* Latina Women’s Equal Pay Day
* National Hispanic Heritage month (October-November)
* HBA Annual Business Meeting and New Board Member Announcement
* 3BC

# **Appendix A**

Text

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