



2023 HBA GLOBAL SOCIAL MEDIA STRATEGY

#HBAlmpact





Overview

- Goals
- Benchmarks
- Historical Trends
- Messaging and Strategy
- Priority Audiences
- Tactics

Goals

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:

1

Increase Brand awareness and **position the HBA as a thought leader on key issues of gender equality and health equity.**

2

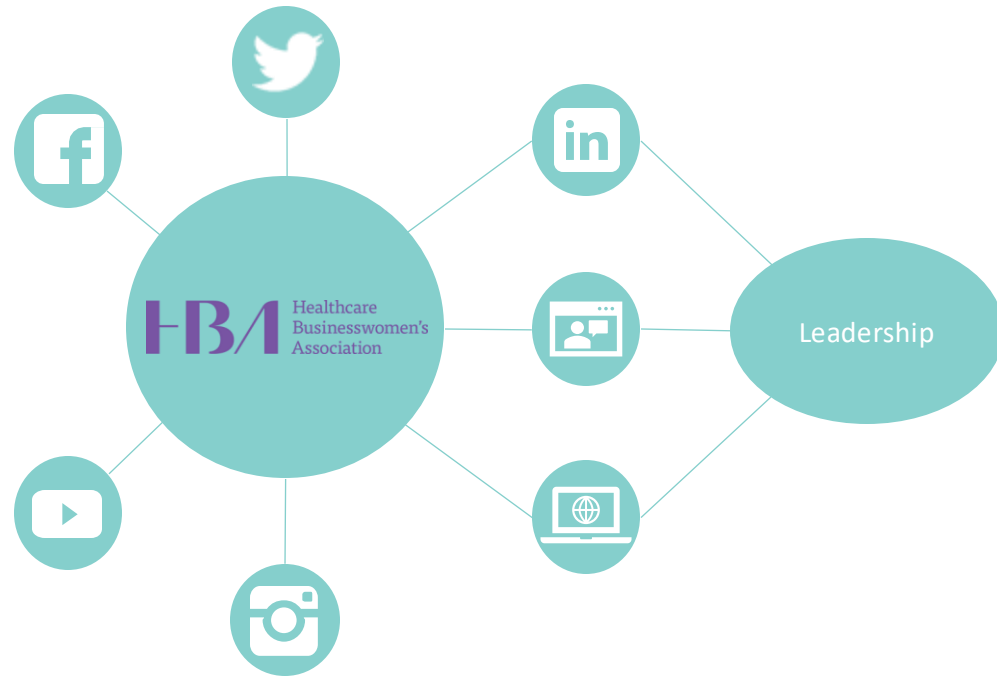
Promote the refreshed messaging via compelling content to boost brand engagement

3

Support the larger HBA marketing strategy.

2023 Benchmarks

HBA Digital Ecosystem



Average 20 percent community growth across all channels

One percent average monthly engagement rate

Average 1,500 link clicks per month

Five to seven posts per week per channel

100,000 average monthly impressions on HBA posts

HBA and GPC website traffic: Five percent increase in overall yearly web traffic

Highlight HBA's diverse community by leveraging 50 members as influencers through engaging videos

Messaging Strategy



Content Strategy



Original posts with branded graphics

Testimonials (graphics and video)

Social media takeovers

Original video content

Shared content: relevant news, influencer content

LinkedIn Live

Thought leadership articles

Infographics

Pulse surveys

Priority Audiences



Members and Potential Members

Current members and prospective members with an interest in advancing their careers in the business of healthcare. As most members are established through a corporate level partnership, these audiences are tied.

Areas for Growth: U.S., Europe, APAC and corporations with female leaders in C-suite or Board



Corporate Partners

Companies currently partnering or interested in partnering with the HBA or the Gender Parity Collaborative programming to strengthen their commitment to advancing women, enhance their competitive edge, and become a catalyst for change.

Areas for Growth: U.S., Europe, APAC and corporations with female leaders in C-suite or Board



Event and Media Partners

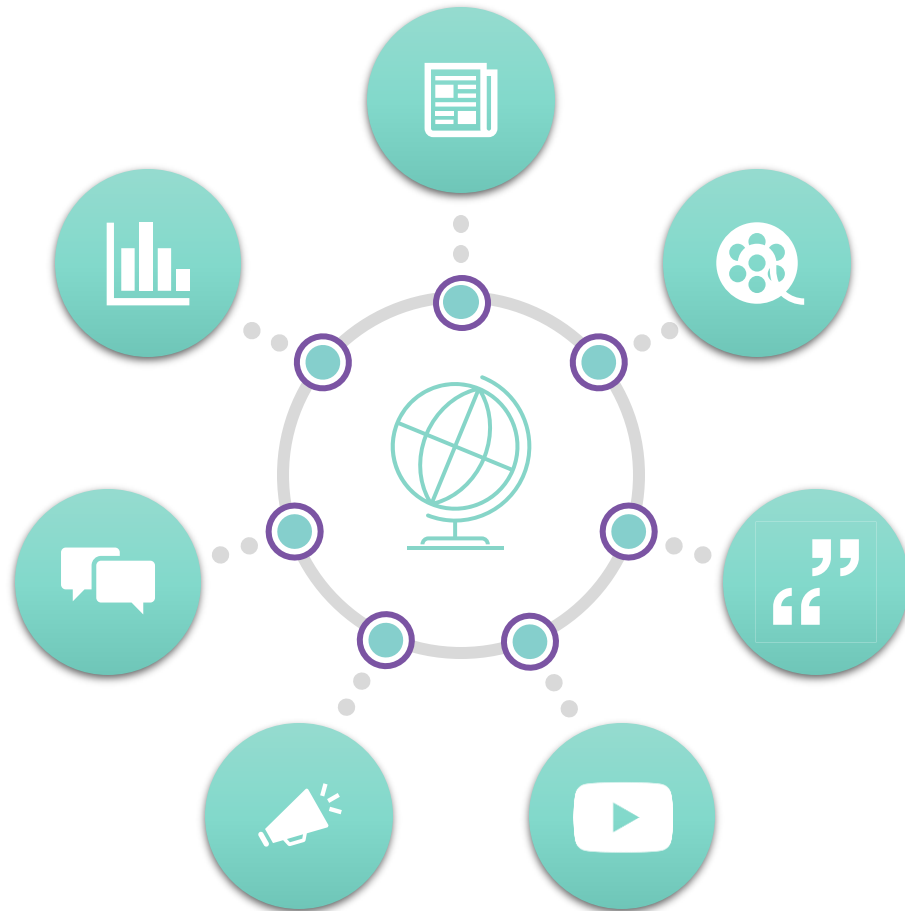
Companies that host events and media companies who cover topics that align with the HBA's mission.



Executive Peers

C-suite business leaders in the healthcare industry, individuals who hold board position and senior-level executives across industries.

Regions & Affinity Groups



Professional level Hootsuite accounts for all regions for social media scheduling and analytics reporting.

Each region has their own access to the Gather Voices video platform.

Monthly open forums to ask questions and share ideas.

LinkedIn business pages for greater reach, and the opportunity to publish thought leadership content.

Toolkits with sample copy and social graphics created for all flagship events.

Tactics: Q1

<ul style="list-style-type: none"> • MLK Day thought leadership article • National Mentoring Month • WOTY announcements 	<ul style="list-style-type: none"> • Black History Month Campaign • Woman of the Year • AC Save the Date • 2022 Annual Report 	<ul style="list-style-type: none"> • Women's History Month • IWD Campaign • RS/L Announcement (3/21) • Equal Pay Day (All) – (TBD) 	<ul style="list-style-type: none"> • Membership • Corporate Partner Welcomes • Career Conversations • DE&I posts • WOTY
<ul style="list-style-type: none"> • Aha Moment Article* 	<ul style="list-style-type: none"> • WOC data from Impact & Insights report • Aha Moment Article 	<ul style="list-style-type: none"> • Solutions Summit (3/27-28) • Women's History Month • Aha Moment Article 	<ul style="list-style-type: none"> • New member welcomes • Member spotlights • Media Coverage
<ul style="list-style-type: none"> • MLK Day TL article • LinkedIn Live with ACE Honorees • Board Visibility Campaign Launch (video) 	<ul style="list-style-type: none"> • Black History Month social takeovers ft. CP Key Liaisons • 2022 Annual Report 	<ul style="list-style-type: none"> • IWD/WHM – thought leadership video • EU Pay Gap Article 	<ul style="list-style-type: none"> • Event and media coverage • Board Visibility Campaign (video)
JAN	FEB	MARCH	ONGOING

	Key:
	HBA
	Collaborative
	Leadership

*The Aha Moment campaign is a new initiative that was launched Q4 2022 featuring representatives from GPC companies sharing their experiences working with the Collaborative.

Tactics: Q2

<ul style="list-style-type: none"> National Volunteer Week (16-22) Social Takeovers Celebrate Diversity Month Times 100 MM&M Hall of Femme WOTY 	<ul style="list-style-type: none"> 2023 WOTY Live Coverage WOTY Recaps ACE Nominations Asian & Pacific Islander Month 	<ul style="list-style-type: none"> Juneteenth/Pride Month WOTY 2024 Noms ACE Nominations EU Leadership Summit (6/9) EU Cultural Diversity Day? 	<ul style="list-style-type: none"> Membership Career Conversations Corporate Partner Welcomes DE&I posts 2022 Annual Report Snapshots
<ul style="list-style-type: none"> Diversity Month Campaign Aha Moment Article WOTY? 	<ul style="list-style-type: none"> Mother's Day Infographic Aha Moment Article 	<ul style="list-style-type: none"> Solutions Summit (6/27-28) Aha Moment Article 	<ul style="list-style-type: none"> New member welcomes Member spotlights Media Coverage
<ul style="list-style-type: none"> Video: Thanking volunteers & announcing NVW takeovers 	<ul style="list-style-type: none"> WOTY Coverage Thought Leadership: Mother's Day 	<ul style="list-style-type: none"> Thought leadership: Juneteenth 	<ul style="list-style-type: none"> Event and media coverage Board Visibility Campaign (video)

APRIL

MAY

JUNE

ONGOING

Tactics: Q3

<ul style="list-style-type: none"> • AC Teaser • Membership Flash Sale • Fortune 500 List • Disability Pride Month • Canada Day? 	<ul style="list-style-type: none"> • AC Registration Opens • Women's Equality Day (26) • WOTY Noms 	<ul style="list-style-type: none"> • PharmaVOICE 100 • International Equal Pay Day 9/18) • Hispanic Heritage Month (9/15) • WOTY Noms • ACE Winners • Hope Program 	<ul style="list-style-type: none"> • Membership • Career Conversations • Corporate Partner Welcomes • DE&I posts • Annual Conference
<ul style="list-style-type: none"> • Fortune 500 List • Aha Moment Article 	<ul style="list-style-type: none"> • Women's Equality Day • Aha Moment Article 	<ul style="list-style-type: none"> • Global Council Meeting (9/27) • Aha Moment Article 	<ul style="list-style-type: none"> • New member welcomes • Member spotlights • Media Coverage
<ul style="list-style-type: none"> • video: C-suite/leadership reflection 	<ul style="list-style-type: none"> • Thought leadership article: AC theme • Video: Women's Equality Day 	<ul style="list-style-type: none"> • Thought leadership article: International Equal Pay Day 	<ul style="list-style-type: none"> • Event and media coverage • Board Visibility Campaign (video)

JULY

AUG

SEPT

ONGOING

	Key:
	HBA
	Collaborative
	Leadership

Tactics: Q4

<ul style="list-style-type: none"> • Day of the Girl (11) • WIW study • Nat'l Mentoring Day (27) • WOTY Noms • World Mental Health Day? 	<ul style="list-style-type: none"> • AC Live Coverage & Recaps • ACE videos • Mentoring reg opens • Regional Noms • Cyber Monday/Black Friday/Giving Tuesday • Annual Business Meeting 	<ul style="list-style-type: none"> • WOTY 2024 Teaser • AC Recaps • Mentoring EB deadline • Meet the Staff videos? 	<ul style="list-style-type: none"> • Annual Conference • Membership • Career Conversations • Corporate Partner Welcomes • DE&I posts • Mentoring Programs
<ul style="list-style-type: none"> • WIW study • Aha Moment Article 	<ul style="list-style-type: none"> • Aha Moment Article 	<ul style="list-style-type: none"> • End of Year Reflections 	<ul style="list-style-type: none"> • Impact and Insights report • New member welcomes • Member spotlights • Media Coverage
<ul style="list-style-type: none"> • video: mentoring 	<ul style="list-style-type: none"> • Thought leadership article: AC Recap 	<ul style="list-style-type: none"> • Thought leadership article: End of Year Reflections 	<ul style="list-style-type: none"> • Event and media coverage • Board Visibility Campaign (video)

OCT

NOV

DEC

ONGOING