

STRATEGIC MEDIA RELATIONS

CATALYSIS – SOCIAL MEDIA PROCESS AND PROJECT MANAGEMENT

CHALLENGE

To help healthcare education organization Catalysis find new ways to reach and engage with its audiences via social media content brainstorming and staff coaching.

TARGET

Target audiences included healthcare leaders who already interacted with Catalysis and healthcare leaders who had the potential of interacting with Catalysis in the future.

SOLUTION

Bottom Line took Catalysis from a point of having no processes in place for social media strategy to a point of confidence and competence with social media. Catalysis' effort to develop its social media presence was an internally-driven project with which Bottom Line partnered to provide additional support. Our contributions to this project took the form of three stages:

Structure and Processes

The first stage of the project put social media structure, ideas, content and processes together within the organization and focused on making sure that individuals knew how to feed into those processes. A single, unified, common spreadsheet was created to act as a social media "shopping cart" for the organization. Experts on a variety of subject matters were able to contribute ideas in an organized, centralized location. In addition, Bottom Line met individually with team members to coach them in the basics of social media, such as what type of content to post, how to craft that content, and how to track impressions and interaction.

Content Development

The second stage was more strategic—Bottom Line helped Catalysis define what kind of content it wanted to create and share. In this stage, Catalysis also started tracking metrics such as which kinds of posts were best received by their audience and what their following was like on individual social networks. Bottom Line helped the organization lay out guidelines for what type of content would be most valuable and identified how to craft a good social post, how to engage followers who respond, and how best to use metrics to track engagement.

Visually-Branded Content

The third stage of the project involved further defining the content Catalysis was distributing on social media and branding it to visually associate it with the organization. The organization is still currently in this stage and has become both competent and confident in coming up with content and sharing it on social media.

Throughout the project, Bottom Line facilitated weekly communications team calls. By integrating social media into the larger agenda of these calls, we were able to keep Catalysis on track, make sure its members were still feeding into the social media processes, and gauge its level of comfort with social media on a weekly basis.

OUTCOME

The organization was very excited to get to a point when all processes were in place and social media strategy was running smoothly. With coaching from Bottom Line, Catalysis went from having no social media presence to feeling confident managing their own social media strategy with no assistance from us.

Bottom Line also helped Catalysis create a very successful twice-monthly e-newsletter. Use of this newsletter drove record-breaking one-day book sales for a book launched by Catalysis and kept target audiences informed and engaged.

Catalysis is still producing its own visually-branded content using the processes that Bottom Line helped set up. The organization has over 3,000 LinkedIn followers and nearly 4,000 Twitter followers, as well as having a presence on Facebook, YouTube, and Google+.

