



Growing with Accessia Health to Meet Evolving Social Media Needs

CHALLENGE

- ✓ **BUILD BRAND AWARENESS**
- ✓ **REACH + INFORM TARGET AUDIENCES**

Accessia Health rebranded to better reflect its mission and services and the national nonprofit sought a public relations partner to share the news of its rebrand and a social media partner to advise on updating its social media channels. Dittoe Public Relations was able to serve in both the PR and social media roles and adapt to Accessia Health's evolving social needs from advisement to hands-on management and paid campaigns.

Following a rebrand to better reflect its overall mission and patient services, Accessia Health sought a public relations partner to share the news of its rebrand with patients, donors and the healthcare industry at large. It also sought a social media partner to assess its current social media standing and how to turn its various social channels into reliable and consistent channels of communication.

SOLUTION

- ✓ **DEVELOP A STRATEGIC SOCIAL MEDIA APPROACH**

Organic Social Media

Dittoe Public Relations was able to serve as both a public relations partner and social media adviser thanks to our expertise in both sectors. For Accessia Health, our teams created and executed a PR strategy for the rebrand launch and conducted research to identify opportunities for updates and future growth.

Dittoe PR provided social media consultations throughout 2022. In early 2023, Accessia Health shared they needed more hands-on social media support. Dittoe PR identified Accessia Health's social media goals and developed a thorough social media management strategy.

SOLUTION

✓ ESTABLISH A CLEAR & CONCISE BRAND VOICE ACROSS ALL SOCIAL MEDIA CHANNELS

The social media strategy included an audit of Accessia Health's four social channels (LinkedIn, Facebook, Twitter and Instagram), a thorough analysis of competitors and target audiences, social listening and follower acquisition tactics, the content drafting and approval process, and a high-level overview of event promotion and campaign plans, hashtags, and reporting methodology.

✓ BUILD AWARENESS & EDUCATE KEY TARGET AUDIENCES ABOUT ACCESSIA HEALTH'S PATIENT SERVICES

Through editorial planning, Dittoe PR developed and shared compelling content via a shared content calendar that was updated on a bi-weekly basis. The Accessia Health team could review the content calendar to approve posts and content in real time to align with our recommended posting frequency of 2-4 posts per week (per page) and 2-5 Stories per week. We monitored all platforms daily and actively engaged with followers and the media.

✓ POSITION THE ACCESSIA HEALTH LEADERSHIP TEAM AS NICHE, INDUSTRY EXPERTS

Dittoe PR worked closely with the Accessia Health team to create and share original content for all channels. We sourced proprietary images, graphics and video as often as possible, and advised the Accessia Health team on what content to capture at on-site events. The Accessia Health staff shared these images and videos with Dittoe PR for posting, ultimately working together to source and maintain a robust content library that supported social media efforts. In addition, Dittoe PR created 6-10 social media graphics for Accessia Health per month.

Paid Social Media Advertising

✓ GROW & DEVELOP THE EXISTING AUDIENCES ON EACH PLATFORM

Following successes from organic social media content, Accessia Health raised its scope of work with Dittoe PR to include paid social media advertising campaigns. Dittoe PR developed and executed ongoing social media advertising campaigns by developing powerful, targeted and attention-grabbing ads across LinkedIn, Facebook and Instagram.

With a modest advertising budget, Dittoe PR developed and finalized B2B and B2C campaign concepts, messaging, creative and copy. The B2B focus audience included Accessia Health's pharmaceutical and healthcare donors who saw monthly fundraising and general awareness campaigns through LinkedIn with 4-6 campaigns per month. The B2C-focused audience saw general awareness campaigns through up to 4 Facebook and Instagram campaigns per quarter.

Dittoe PR achieved strong results for Accessia Health's social media pages with both organic and paid social campaigns. In our year of social media management (March 2023–2024), Dittoe PR secured:



NEW FOLLOWERS



IMPRESSIONS



ENGAGEMENTS



LINK CLICKS



PUBLISHED POSTS

The cost-effectiveness of social media advertising allowed Accessia Health to capitalize on its budget for fundraising and awareness efforts. Our team measured the CPM, or cost per mille, which is the price organizations pay for every 1,000 impressions an ad receives. Across LinkedIn, Facebook and Instagram, Accessia Health's CPM averaged \$1.39, which is well below average campaign costs across all three platforms.