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Social media will be the first point of contact that the Boynton Health audience will have with our brand. It is paramount that we execute our strategy correctly. We want to be proactive with our listening, post relevant content, and have timely engagement.

“When all else fails social media content should be either inspiring, educational, or empowering.”

- SOCIAL MOTTO
BOYNTON HEALTH OBJECTIVES

• Increase brand trust, engagement on social media, visits to the website utilizing impactful photography and videography by December 31, 2021. This is contingent on if the platform will be updated and rebuilt.
• Ensure diverse and underserved populations are represented on social media.
• Using social media, increase follower count, posts reach, mentions, shares (retweets) to increase Boynton Health brand awareness. Drive traffic to Boynton’s website and boost brand engagement by 30%, by December 31, 2021
• Increase video and high quality illustrations
• Decrease high text graphics, such as flyers
• Increase social media advertising buying
• Win marketing and communication awards
PLATFORM USE

We use social media to listen to our audience, build awareness for our social causes, educate our audience, and promote our brand.

Instagram is a vibrant tool to reach our younger and artistic-driven audience. We will post videos, photos, and graphics. The Instagram algorithm loves high-quality images and consistent posting.

We use Facebook to communicate with all school stakeholders, parents, faculty, community, and staff. We use Facebook groups heavily to curate an audience of active listeners.

Twitter is the way we bridge gaps with health care professionals, parents, and students. Expect to write more covid-19 updates, student success, and healthcare tips.

Boynton Health’s Youtube is used to capture students, faculty, and do-it-yourself viewers. We want to use this platform to attract students that need that extra push of exposure and guidance.
With over 150 million users, 16 billion photos shared, and 1 billion likes are happening each day, Instagram photo and video sharing are among the most engaging channels on social media. You can share pictures and short videos with those in your network, giving them a glimpse at what Boynton Health has to offer.

**THINGS THAT MUST OCCUR**

- Videos get very high engagement, so we want to post at least three times a week before lunch or right after rush hour.
- We won’t honestly want to build this audience organically without much-paid advertising.
- Keep post inspirational and empowering with popular hashtags.
- Use this platform to highlight our student’s and alumni work, achievements.
- Popular content topics can be healthcare, inspiration quotes, covid -19 related photos, and photos of students having fun being active.

**Primary Target: Students**
Facebook is the world’s largest social website, with 1.23 billion active users per month. It’s user-friendly and makes engaging others in your community a relatively easy task. Plus, it’s likely that most people within your creative community are already involved with that many users.

**THINGS THAT MUST OCCUR**

- Create a Facebook group community full of parents, students, and faculty.
- Target students and their parents in segmented ads.
- Keep post short and concise.
- Use this platform to start conversations around hot healthcare and student-centric topics.
- Post when your audience is likely to be on Facebook, typically right before lunch or right after rush hour.

**Primary Target:** Parents
The total number of Twitter users in the UK is 15.25 million. 38% of U.S. Twitter users are between the ages of 18 and 29, 26% of users are 30-49 years old. 77% of Americans who earn $75,000 or more use Twitter. 80% of Twitter users are affluent millennials. 93% of Twitter community members are open to brands getting involved, if done so in the right way.

THINGS THAT MUST OCCUR

- Keep Boynton Health’s profile complete.
- Post once a day in the morning, lunch, or after work hours
- Connect with people in the health industry, business professionals that align with the initiatives our students are entering.
- Use this platform to start to connect with researchers and advocates.
- Be active in commenting, tweeting, and interacting professionally and helpfully with your followers because Twitter’s algorithm rewards engagement.

Primary Target: Staff | Faculty
According to Pew Research, YouTube is the most popular online platform in America. YouTube has more than 2 billion logged-in monthly users. YouTube is most popular with users 35 and under, but only slightly. 73% of Americans aged 36 to 45 use YouTube, along with 70% of those aged 46 to 55 and 67% of those 56 and older.

THINGS THAT MUST OCCUR

• Commit to regular posting at least once a week
• Make sure videos subjects align with our USP and brand voice
• Add call to action to all videos. These call to efforts to lead people to our site,
• Use this platform to educate our audience
• Popular content topics can be healthcare, covid-19, tutorials, University Minnesota, etc.
• Follow and like other people’s content

Primary Target: Students
Reddit is a social news platform that allows users to discuss and vote on content that other users have submitted. To help police the site and prevent spammers from bombarding readers, Reddit came up with “karma” points.

THINGS THAT MUST OCCUR

- Encourage user submission
- Use as a customer service tool
- Post noteworthy news and updates about Boynton Health
- Develop and nurture an online community
- Use this a hyper-social listening tool to stay tuned in online

Primary Target: Parents | Community Members
MANAGEMENT & MEASUREMENT

TOOLS WE USE TO MANAGE
- Excel and Google Docs to manage the content calendar
- Brandwatch to monitor social sentiment
- Sprout social to manage and deploy multiple contents to multiple platforms
- Facebook studio manage adds
- Trello project management (Future Basecamp)

KPI’S WE USE TO MEASURE
- Ad conversion rate
- Comments, likes, and shares on a post
- Views on video and Subcribers to channels
- Visitors to website
- People that subscribe channels
- Students who sign up for services
- Survey takers
- Covid KPI’s
SOCIAL MONITORING

IN TERMS OF THE COMPANY, ONE CAN TRACK THE FOLLOWING:

- Brand name
- URL
- Key products
- Key personnel (names, job titles, etc.)

IN TERMS OF THE INDUSTRY, ONE CAN TRACK THE FOLLOWING:

- Health Care
- Covid-19
- News
- Educational findings
- Relevant Hashtags
- Mention of Competitors

SOCIAL LISTENING

Use information gathered from social monitoring to form a proactive social media strategy. See what our audience is mentioning the most; instead, it’s bad or good. Understand what type of content people are sharing about the brand. Analyze the most frequently asked questions on social media.
KEYS TO CONTENT CREATION

• Develop a robust social media calendar with Boynton Health’s strategic objective and brand voice leading the direction.

• Decide if the content is meant to empower, educate, or inspire our audience.

• Decide if the content is hero, hub, or hygiene.

• Map out content via storyboard, shot list, strategy synopsis, mock-up, or presentation. (Share this content with team members and external collaborators.)

• List action items needed to produce content
TRUST THE PROCESS

The social media marketing and management process is implemented to increase efficiency, productivity, creativity, and accountability. Adhering to the process is paramount to our success.

CONTENT CALENDAR
This living document is developed by the social media managers and copywriters and approved by the Creative Multimedia Manager and Director of Marketing and Communications.

CONTENT CREATION
The content calendar is given to Creative Multimedia Manager, Senior Graphic Designer, and Multimedia Specialist to develop the content.

CONTENT DISTRIBUTION
Finalized content is sent to Social Media Managers to distribute on all social media platforms.

MONITOR AND MEASURE
Social Media Managers should check all platforms daily to respond to audience questions, concerns, and rebuttals.
SOCIAL MEDIA

RESOURCES

FULL-TIME STAFF
1. Creative Multimedia Manager
2. Senior Graphic Designer
3. Project Manager

PART-TIME STAFF
1. Student Multimedia Specialist (2)
2. Student Graphic Designer (1)
3. Student Social Media Manager (3)
4. Student Speakers (2)
5. Student Copywriters

SOFTWARE
1. Sprout Social
2. Google Analytics
3. Creative Suite
4. Adobe Spark
VISUAL STANDARDS

Boynton Health’s visual standards are put in place to maintain brand integrity, increase brand awareness and equity. Without these standards, we can not meet our marketing and communication goals.
USE DYNAMIC PHOTOS THAT TELLS A STORY AND RESONATES WITH THE CAPTION.

ALL PHOTOS SHOULD

- Focused on students and the student experience
- Inclusive of all genders, body types, races, & abilities
- Shot on campus when possible to strengthen our affiliation with our UMN community
- Relatable, familiar, and approachable for students
- Empowering
- Accessible
- Aspirational
USING ILLUSTRATION TO UNIQUELY EDUCATE AND EMPOWER OUR AUDIENCE.

ALL ILLUSTRATIONS SHOULD

- Be used to illustrate complex, susceptible subjects
- Inclusive of all genders, body types, races, & abilities
- Use the Boynton Health color palette
- Be relatable to students, parents, and health care professionals
- Point people to Boynton Health services
- Educational
- Empowering
USING VIDEO TO INCREASE ENGAGEMENT AND TELL STORIES OF HIGH IMPACT

3 TYPES OF VIDEOS WE PRODUCE.

**HERO** content is usually inspiring and emotional but also highly shareable and watchable. They can sometimes require a lot of time and resources to produce.

**HELP** content is what brands use to attract new followers and customers. It includes content such as how-to and tutorial videos and articles, guides, infographics, etc.

**HUB** content is usually regularly scheduled content, like the mention of YouTube series or Instagram Reel series.
Here are the basic best practices you can implement to keep Boynton Health’s content accessible. This makes a big impact on the experience that users with vision and/or hearing disabilities have on social media. Use the checklist to double-check your content before posting it.

**HASHTAGS**
- Use hashtags in moderation.
- Put multi-word hashtags in camel case.
- Place hashtags at the end of posts and tweets when possible.
- Place hashtag clouds in the first comment of Instagram posts instead of the caption.

**IMAGES**
- Add alt text to all images, including gifs.
- Add alt text for all copy on images that include flattened text.
- If an image has excessive flattened copy on it (i.e. an official statement or organizational update), link out from the post or tweet to a webpage where the full statement is available as readable text and add alt text to the image.

**EMOJIS**
- Use emojis in moderation.
- Do not use emojis as bullet points.
- Avoid putting emojis in the middle of written content.
- Stick to default yellow emojis unless a custom skin tone is necessary for context.
- Double-check the descriptions of emojis on emojipedia.org before using them.
VIDEOS
- Add closed captioning to all videos that contain dialogue and/or audio.
- Provide a written or audio description of a video if it does not contain audio.
- Add open captioning to videos where closed captioning is not possible (i.e. story features, Instagram Reels, TikTok, etc...)
- Avoid using flashing lights or strobe effects in videos.
- Make live captioning and/or an on-camera interpreter available for live videos.

CHARACTERS & SYMBOLS
- Do not use special Unicode characters from external websites to make type appear in different styles or fonts.
- Do not use ASCII art in posts or tweets.

ALTERNATIVE TEXT
Alternative text—more commonly known as alt text—is the meta description of an image that a screen reader uses to accurately describe it aloud to blind and visually impaired users. The platforms Facebook, Twitter, Instagram, and LinkedIn allow users to write custom alt text for in-feed images. Twitter also allows users to write alt text for Fleets, their Story feature.

ASCII ART
ASCII Art is a design technique that uses characters to create illustrative pictures. However, screen readers cannot decipher ASCII Art and attempt to read the individual characters that make the illustration up instead. Therefore,
ASCII Art is not accessible.

AUDIO DESCRIPTION
Verbalized description of a video that allows blind and visually impaired users to understand its content. On streaming services like Netflix and Disney+, an audio description is available as a track separate from the closed captions track. The platforms YouTube and Vimeo do not allow for separate audio description tracks, unfortunately.

CAMEL CASE
Camel Case—also known as Pascal Case and Title Case—is the method of capitalizing each word in a multi-word hashtag so that screen readers say it correctly. Examples:
#SocialMediaRocks, #UseCamelCase, #GoAlexa

CLOSED CAPTIONS
Closed captioning (CC) and subtitling are both processes of displaying text on a video to provide interpretive info about the dialogue or other audio in the video. Subtitles are intended for viewers who can’t understand the language being spoken in the video. Closed captions can be toggled on and off.

EMOJIS
Colorful icons popular on social media. Every individual icon—including ones with custom skin tones—has its own unique description assigned to it that is read aloud when a screen reader comes across an emoji in content. The appearances and descriptions of emojis can vary based on the device or platform they are being viewed on. Use the site emoji-pedia.org to double-check emoji descriptions.
Text on digital assets such as images and/or PDF files that has been turned into an object and is no longer recognized by a screen reader as readable characters. Flattened text is easily identified by dragging your mouse over the copy in question and seeing if you can highlight the individual words.

Captions or subtitles that are burned into a video during post-production and always visible. They cannot be turned off by viewers.

Assistive software program that allows blind and visually impaired users to consume the text that is displayed on a screen with a speech synthesizer or braille display. Most smart phones have screen readers built into them. On iPhone, the program is called VoiceOver. On Android devices, it’s called TalkBack.

Characters copied and pasted from external websites like IG-Fonts.io and CoolFont.org that are visually different from the social media platform’s native type. This trend became popular on Instagram and has spread to the other platforms. However, not all screen readers can decipher these special Unicode characters, making them inaccessible.
Taking Care of U