



Social Media Strategy

The University of Houston (UH) College of Nursing developed a social media outreach plan that included:

1

Conducting research on the most effective components of social media marketing campaigns, and in particular, campaigns that addressed COVID-19 and vaccine hesitancy.

2

Researching the user demographics of each social platform to better understand the age, race, sex, socio-economic status, education level, etc. of the platform's users. Identified the most commonly held beliefs, behaviors, motivators, etc. of platform users (based on demographics).

3

Using each platform's demographics to match its audience with the most appropriate student products (e.g. Fight with Facts poster, Breastfeeding Awareness poster, etc.) and developing messaging that was launched with each posting.

4

Creating a social media calendar and launch schedule.

5

Launching campaign and tracking metrics to measure the campaign's success

The College of Nursing leveraged four social media platforms:



In addition, the school used a **"CALL TO ACTION"** messaging strategy for all Twitter and Instagram posts, which increased the end-user interaction with the campaign.

The **"CALL TO ACTION"** messaging strategy on Instagram also had a great response, leading to a significant increase in impressions and interactions.

The school used social media to *bust myths* about COVID-19.

COVID-19 Vaccine Misinformation Buster

#BuildingVaxConfidence



To clear misconceptions that have created hesitancy against being vaccinated from COVID-19.

Myth

The ingredients in COVID-19 vaccines are dangerous.



FACT

Vaccine manufacturers are using ingredients including fats, sugars, and salts. The vaccines are free from metals, electrodes, preservatives, tissues (aborted fetal cells), latex, and antibiotics.



Myth

COVID-19 vaccines cause variants of the virus.



FACT

COVID-19 vaccines do not create variants, but rather prevent new variants from emerging.

Myth

The COVID-19 vaccine causes infertility.



FACT

Actually, COVID-19 vaccines are recommended for women who are pregnant as well as men and women attempting to get pregnant.

Myth

"The natural immunity I get from contracting COVID-19 is better than the immunity that I would get from the COVID-19 vaccine."



FACT

The antibodies developed in response to the vaccine lasts longer than antibodies developed during infection. The level of protection varies depending on the severity of illness, time since infection, and age.



Facebook Results

Total Reach: 1,271
Likes and Reactions: 40



Instagram Results

Total Reach: 1,854
Likes and Reactions: 71

During the COVID-19 Vaccine Confidence Grant Social Media Campaign, the Instagram followers increased by **20.6%**.



Twitter Results

Impressions: 4,746
Engagements: 91
Detail Expands: 33
Profile Visits: 3
Link Clicks: 10

During the COVID-19 Grant Social Media Campaign, the school's tweet impressions increased **195.2%** and its profile visits went up **25.9%**.

