

Washington State Board of Health and the Governor's Interagency Council on Health Disparities partnered to implement a paid social media campaign from August 25 – August 31, 2015. The purpose of the campaign was to promote health equity in Washington and raise awareness of the work the Council and Board are doing to eliminate health disparities in the state.

The paid social media campaign was in effect from Tuesday, August 25 – Monday, August 31. The funding for the campaign was made available by the Council through the Office of Minority Health State Partnership Grant. The total amount spent was 650 dollars and included five targeted campaigns distributed on both the Board Facebook and Twitter accounts as well as the Council Facebook and Twitter accounts. For purposes of today's Board meeting, I will share the positive return on investment for the Board's campaigns.

The Board's campaigns included *Promoting the Board's Facebook Page* to increase likes and overall viewer/reader engagement on Facebook, and *Promoting the Board's Website* on Facebook and Twitter to increase awareness of and visits to the Board's website.

Content on the Board's Facebook Page, Twitter handle, and its website during this time specifically focused on health equity and the shared work and vision of the Board and Council to eliminate health disparities for people living in Washington. Examples include Oral Health,

Outcomes from the campaigns included:

Promoting the Board's Facebook Page: The Board more than doubled its audience during the six day campaign. The Board increased its Page 'likes' by 143, increasing its overall Page 'likes' to 239. Content reached 34,006 people and averaged engagement with 1,588 people.

Promoting the Board's Website: The Board received 333 additional clicks to its website, increasing its users by 339%, Page Views by 47%, and Sessions by 271% over the same time period. The campaign generated 536 sessions in its first two days.

Promoting the Board on Twitter: The Board received 594 new profile visits, added 24 new followers, and was seen by an audience of more than 22,000 during the six day campaign. The Board's Twitter followers increased to 357; it continues to grow, albeit in smaller amounts, from the momentum of the paid campaign generated.

Currently, the Board Facebook Page and Twitter account continue to see increased engagement, additional likes, and more shares from followers than prior to the start of the paid campaigns. In addition to its current followers of local, state and regional health partners, the Board's reach is now national and includes followers from across the U.S.

Questions?