

Using Influencer Marketing as An Effective Tool to Share Public Health Messages and Promote Community Health Center Services

INFLUENCER MARKETING – AN OVERVIEW

Social Media Influencers use their social media platforms to share their insights, perspectives, and information and have developed a reputation for expertise, good advice, and/or compelling content. In a public health campaign, they can enhance a health center’s outreach by bringing a personal story to the public health message being pushed out. Along with other credible third-party organizations and people, social media influencers become part of the arsenal that can support and promote your health center’s messages and help drive engagement and awareness.

Social Media Influencers often use several resources for creating content – their own research on a topic, personal stories, and branded or partner sponsored products, services, or information.

Influencer Marketing is a channel of marketing where organizations can connect, communicate, and engage with consumers in an authentic and direct way through social media influencers. It is hard to buy and build an online audience, but through **Influencer Marketing**, organizations can collaborate with an online influencer to “borrow” the influencer’s trusted platform to market a company’s products or services or share information about a topic to the influencer’s audience.

TYPES OF INFLUENCERS

Influencers can be categorized by the size of their following, the social media platforms where they primarily post content, and the topics they most often cover. Understanding their size, platforms, and focus areas can help your health center target the type of influencers you want to partner with.

SIZE OF FOLLOWING			
≥1,000,000	Mega	Celebrities or experts with national and international reputations	
500,000-1,000,000	Macro		
50,000-500,000	Mid-tier		
10,000-50,000	Micro	<ul style="list-style-type: none"> Professional storytellers Community builders who sell ideas to their followers Very passionate about the topics they write about Less reach than mega influencers have - but often have highly engaged and responsive followers Produce & share authentic content 	
< 10,000	Nano	<ul style="list-style-type: none"> Not professional Everyday social media users Share very authentic content Majority of posts feature typical content like photos of their family, friends, pets, videos, and memes Often review and share advice on products and services 	
PLATFORMS			
<ul style="list-style-type: none"> Blog Instagram/Facebook 	<ul style="list-style-type: none"> Reddit TikTok 	<ul style="list-style-type: none"> Twitch/Discord Twitter 	<ul style="list-style-type: none"> YouTube
TOPICS			
<ul style="list-style-type: none"> Culture Food Gaming 	<ul style="list-style-type: none"> Health Hyper-local Lifestyle 	<ul style="list-style-type: none"> Parenting Politics Tech 	<ul style="list-style-type: none"> Wellness

THE INFLUENCER MARKETING PLAN

Interested in engaging with influencers? Start by developing a plan using the components below to help you establish and reach your influencer marketing goals.

INFLUENCER MARKETING PLAN COMPONENTS	CONSIDERATIONS
<u>Campaign Goal</u>	<ul style="list-style-type: none"> ● Educate audience about a health issue ● Drive online users to health center website ● Increase numbers of people getting a certain health screening, vaccine, etc. ● Engage in online communication about a health issue or health center service
<u>Define Success</u>	<ul style="list-style-type: none"> ● What does success look like? Digital metrics, engagement, knowledge, foot traffic into health centers? ● How does it fit in with your overall marketing strategy?
<u>Target Audience</u>	<ul style="list-style-type: none"> ● Who are you trying to engage in health center services or specific medical care?
<u>Assets</u>	<ul style="list-style-type: none"> ● What content can you give the influencer to share – graphics, photos? ● What is the call to action you want them to promote? ● Is there a website landing page you want them to recommend? ● Can you offer them key messages or facts about the issue you want them to talk about?
<u>Influencer Ask</u>	<ul style="list-style-type: none"> ● What is in it for the influencer? ● How does the partnership help the influencer? ● What are expectations of the influencer? It is important to be very clear on what content they are expected to create, post, promote, reshare etc.
<u>Timeline</u>	<ul style="list-style-type: none"> ● Plan for recruitment and onboarding ● Design assets ● Number of weeks you want the influencer to post content
<u>Budget</u>	<ul style="list-style-type: none"> ● Compensation - influencers are professionals, so they need to be compensated ● Supporting partnerships can take several forms: fees for producing and posting content; extra budget for boosting posts and amplifying content; advertising; & reposting influencer posts on your health center’s social media channels ● Asset creation or out-of-pockets costs (can also include staff time or other human resources)
<u>Metrics and Measurement</u>	<ul style="list-style-type: none"> ● Hashtags are an easy, low-cost way to track and measure ● Set up your Google Analytics to help track and measure traffic to your health center’s website ● Ask influencers to self-report views/engagements

WHITMAN WALKER'S MICRO-INFLUENCER MARKETING PROGRAM

Normalizing Conversations Around Health Issues & Helping Empower Community Members to Access Affordable Health Care Services

Whitman Walker Health (WW) has been a leader in the fight against HIV since its founding in 1978. The health center primarily serves youth, communities of color, men who have sex with men and LGBTQIA.

As the health center's patient population has grown, WW diversified and expanded its cadre of marketing channels to reach its community where they are, particularly online. With the support of a grant from D.C. Dept. of Health, WW's social media team created and maintains an influencer marketing program to:

- expand how and where it markets its health care services
- normalize conversations around sexual health
- empower patients to achieve their health goals
- increase reach of its social media posts, and traffic to digital accounts

WW micro-influencers already have a strong relationship with the health center. They have been volunteers and authentically post about WW services on their social channels. In addition, influencers have a deep knowledge and content expertise on the health and social issues relevant to the WW's community and have a high engagement with their audience which helped increase WW's social media metrics.

Core Program Components

- Three micro-influencers are engaged for a year commitment
- Influencers reach unique and diverse audiences of the WW community
- Weekly requirements for content creation and posts include scripts for weekly Instagram Live segments and WW produced social media content
- Influencers have freedom to choose topics; WW reviews all content
- WW provides social media templates to help support message consistency and accuracy
- WW is acknowledged as a community partner
- Dedicated annual budget supports funding for staff resources, influencer fees etc.

Success

- Influencer marketing program has helped increase engagement in WW's social media channels
- Metrics include number of engaged users, impressions, reach, live views, post-live video views, and content interactions

IDENTIFYING, RECRUITING, AND BUILDING RELATIONSHIPS WITH INFLUENCERS

Identifying

- While you can purchase data bases with names of influencers, you can also start building an influencer list by searching online with Google, Yahoo, and other search engines, across many social media channels, and by following relevant hashtags on social media.

In addition to conducting a manual search, you can take advantage of the following tools that offer free search capabilities:

https://influence.co/influencer_searches

<https://hypeauditor.com/free-tools/>

These tools allow you to find influencers using search parameters such as interest category, location, platform, follower count, etc. Note that you may need to sign up for a free account in order to conduct searches and that there will likely be limitations on the number of searches, etc.

- Create a list of influencers you want to curate and work to grow and foster those relationships (like you would with traditional media).
- Keep in mind the audience you are trying to reach and the health issue or health center services you are promoting. It is important to make sure that the influencers are compatible with your topic and audience so they will share the passion for and interest in the topic you want them to write about. Their excitement about the topic will come through in the stories and content they create.
- Look for influencers who are aligned with the values that you want to represent because they are representing your organization or community.

Recruiting

- When actively recruiting, you can direct message influencers on their social platforms, and follow up with a email. Influencers receive hundreds of impersonal pitches – tailor your message to each influencer, including what inspired you to reach out and that the opportunity is compensated.
- Once recruited, have a formal scope of work (SOW) or memorandum of agreement (MOA) created that clearly outlines roles, responsibilities, types of content to be created with clear direction, campaign time frame, and compensation.

Influencer contract resources

Influencer agreements are generally straightforward. Below are links to sample templates:

<https://learn.g2.com/influencer-contract>

<https://influencermarketinghub.com/influencer-contract-template/>

Contract checklist: <https://weareindy.com/blog/how-to-write-an-influencer-contract-12-essentials-for-your-checklist>

Building Relationships

- Collaboration is key. Keep communication open during the campaign period, timely respond to influencer questions, and review draft content, but allow the influencer to use his or her own voice and style.
- If you partner with an influencer or group of influencers, be sure to support and stay with them if they receive negative comments or comments based on misinformation. Provide them access to medical experts or others who can help them responds and back them up.
- Nurture your relationships with influencers as you would journalists, producers, and reporters. Keep them informed of health center news or public health information. Follow their channels to keep a pulse on their content, perspectives, and audience engagement. Engage with their content by liking, sharing, or commenting on relevant posts.

Looking to incorporate influencer marketing into your communications efforts? Not sure where to begin?

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