

COVID-19 AND KIDS INFLUENCER PILOT CAMPAIGN

MARCH - MAY 2022 PROJECT OVERVIEW AND LEARNINGS

INTRODUCTION

One of the communications learnings from the pandemic has been the role local community leaders and influencers, families, and friends have played in people's decision to get the COVID-19 vaccine. Community health centers have successfully leveraged relations with a wide range of traditional and non-traditional community partners to build vaccine confidence and administer the vaccine.

While the local "boots on the ground" outreach has been very successful, more than two years into this pandemic, health center staff and their patients are now faced with a daily deluge of misinformation about the disease, the vaccine, and treatments that is often fed to them through a range of digital communication channels (social channels, emails, web sites, text messages etc.).

Influencer marketing is a type of social media marketing that uses influencers – individuals who have a dedicated social following and are viewed as experts within their niche. Influencer marketing can effectively communicate public health message because of the high amount of trust that social influencers have established with their following. While influencer marketing has been successfully employed by local health departments to disseminate accurate public health messages about COVID-19 and the vaccine and build vaccine confidence, it is not widely being used by community health centers.

Between March and May 2022, the National Association of Community Health Centers (NACHC) partnered with Geben Communication, to implement the COVID-19 Vaccines & Kids: Micro Parent Influencers Share the Facts micro influencer campaign. Geben partnered with three community health centers to conduct micro influencer campaigns in each of their communities – Native American Health Center, Oakland, CA, Roanoke Chowan Community Health Center, Ahoskie, NC, and Valle Del Sol Health Center, Phoenix, AZ. Geben Communication provided strategy and management services including influencer identification and communication, planning for the influencer briefing, and overall project and campaign oversight.

From April 25 – May 13, a team of 10 influencers created original content on social media (Instagram, Facebook, and Twitter primarily) to:

- Educate their respective audiences about their local health center and its services, with a focus on COVID-19 vaccination;
- Encourage their followers to get vaccinated or boosted and/or vaccinate/boost their children; and
- Combat false and harmful mis- and disinformation about the vaccine with factual, science-based information.

TOPLINE RESULT BY THE NUMBERS

35* main feed posts

7.3K+* engagement (likes, comments, shares & video views)

165K+ potential reach

32 stories | 28 link clicks

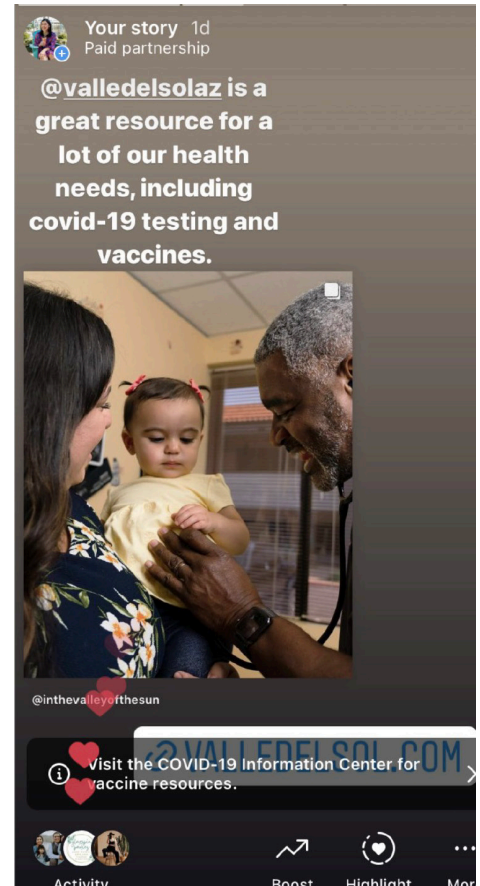
4.1K+ story reach

#valueCHCs
#ThisIsOurShot campaign hashtags



INSIGHTS + TAKEAWAYS

- Working with NACHC and health center leadership to understand their goals and defining features of the surrounding communities before enlisting influencers allowed Geben Communication to select the most thoughtfully aligned partners for the topic.
- The campaign resulted in over a 4% average engagement rate, well above the non-profit industry standard.
- The timing of this campaign came at a unique inflection point in the pandemic, with the lifting of mask mandates, people ready for their lives to return to “normal” and fatigue of COVID-19 vaccine messaging.
 - Audience comments reflected this inflection with influencers receiving a mix of positive posts appreciating the information shared and those that expressed their struggles with “getting back to normal”.
- When they feel supported, influencers committed to a cause are willing to offer their platforms to share vetted information – even when there is a potential social risk.
 - Almost every influencer went over and above what they were contracted for.
 - Several of the influencers shared the graphics from NACHC and said that they were well received by their audiences.



jaimemckee I've been playing the allergies vs. cold vs. Covid-19 game for almost 26 months. When mask mandates were lifted in early March, the colds began almost immediately in our household.

#sponsored I know that these are colds because I've tested my kids repeatedly, in addition to visits to the pediatrician.

I remember the moment vaccines were available to me and it was a very exciting day. Two weeks after my second dose, we threw a birthday party for my youngest and all of my family members who were eligible to be vaccinated were fully vaccinated.

When boosters were recommended, we all got boosted. And last fall when the vaccines were available for my kids, I made their appointments. We all did this because we have elderly family members, as well as family and friends with compromised immune systems. We wanted to get closer to "normal" life and visiting friends and family without worrying so much about the after effects of Covid. I'm fully aware I can catch it and spread it. I'm also aware that the likelihood of me experiencing serious side effects from Covid is less since I'm vaccinated.

I'm extremely grateful for community health centers like @thercchc who have gone out of their way to help make vaccines accessible to community members. The Roanoke Chowan Community Health Center website has a fantastic infographic on flu vs. Covid-19 vs. allergies - I used it just last night (Turns out my allergies are alive and well in 2022!) learn more at <https://www.rcchc.org/covid-19.html>



Liked by **thercchc** and 41 others

APRIL 27

LOOKING AHEAD: RECOMMENDATIONS FOR HEALTH CENTERS WANTING TO ENGAGE WITH INFLUENCERS

Based on the initial pilot results, individual health centers can and should continue to test and refine influencer collaborations. Given limited resources, there are several considerations for health centers to keep in mind in order to make the most of future collaborations:

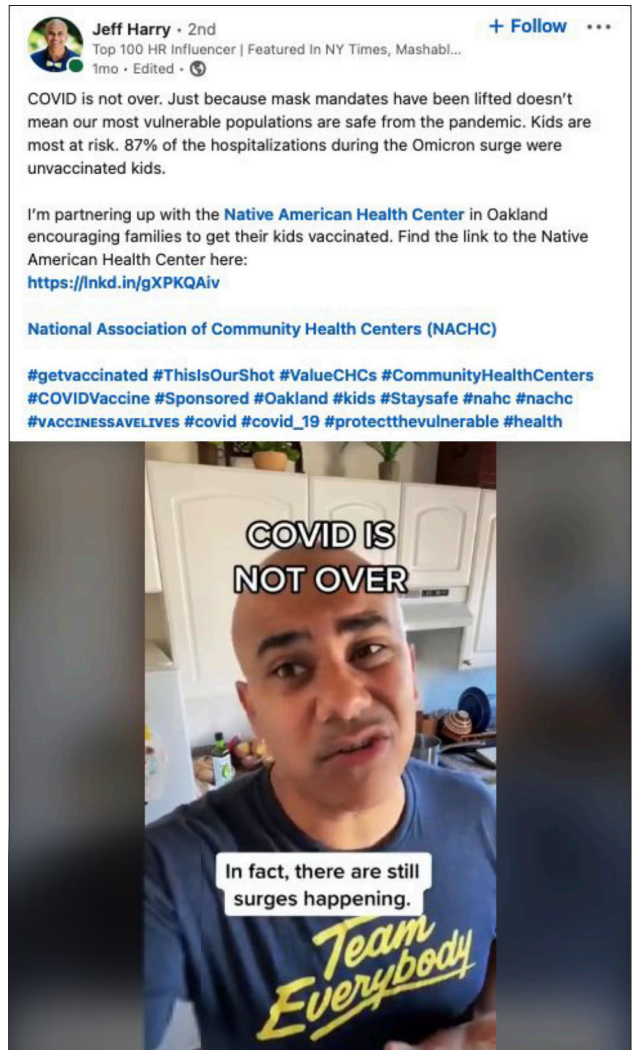
Start small, but with an eye towards the long term.

Influencer collaborations may seem overwhelming, but start small with 1-2 local, committed collaborators, and build as resources permit. Focus on nano (under 10k followers) and micro influencers (between 10k-50k followers), which generally outperform those with huge followings, like celebrities, when it comes to audience engagement.

Determine a measurable call-to-action. For our pilot campaign, we knew measuring shots in arms or inquiries to health centers would be difficult to measure accurately. As a result, we looked at overall engagement rates on social media. Health centers should consider the actions that are both valuable to their work and simple to measure.

Foster relationships. When it comes to health equity and access in the local community, look for partners that are in it for the long term and who have already demonstrated a commitment to the local community in their content.

- **Provide them opportunities** to attend health center events and learn about the critical services provided to the surrounding neighborhoods.
- **Help them** get to know the health and find ways to tell its unique story.
- **Engage with them** on social media when they create health center content, but also, find opportunities to share and like their non-sponsored content, as appropriate. Invested creators often become evangelists when they feel valued.
- **Iterate, co-create, and analyze.** Influencers are experts in building online community. We recommend a collaborative approach where health center staff and influencers are ideating together to create content that will have the greatest impact. Identify and build on the content that resonates.
- **Use small, targeted ad spends.** Since health centers are looking to reach hyperlocal audiences, we recommend applying small social media ad boosts to influencer posts in order to geotarget the local community. A small amount can go a long way.



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