



Brand Communications Success on Facebook



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#powerofPR

about @sharecare



Discovery
COMMUNICATIONS



HEARST corporation



HCA
Hospital Corporation of America™

HERITAGE GROUP
PARTNERS IN HEALTHCARE

WELLINGTON
MANAGEMENT®

CLARITAS
CAPITAL

a **health and wellness engagement platform** providing a **personalized experience** to help consumers live their healthiest lives, created in 2010 by WebMD founder Jeff Arnold and Dr. Mehmet Oz



sharecare enables engagement with consumers at any point
in their personal health journey, both directly, and in partnership
with healthcare providers and partners.

One profile architected
for delivering
ultrapersonalization
and maximizing
interoperability

Retail Profile

amazon.com

Social Profile

facebook

Financial Profile

mint

Business Profile

Linked in

 **sharecare**

Health Profile



sharecare offers the complete online health experience...



An All-Inclusive Health Profile



Comprehensive Tools and Services



Influential Clients



Consumer Reach

...and we have this guy!

5.6m



this combo has yielded impressive numbers



An All-Inclusive Health Profile



Comprehensive Tools and Services



Influential Clients



Consumer Reach



The Oz Effect

this combo has yielded impressive numbers

87m

registered users

4.2m

dynamic profiles

5b

health data points

1.2b

emails sent/year

500k+

iOS app downloads

but with only **148k+** Likes on Facebook,

we obviously haven't totally figured it out.

At least not yet.



on



here we go...

- objectives
- execution
- measurement
- success
- recent learnings
- looking ahead



objectives (on Facebook)

- short term: grow Likes - a lot
 - increase brand awareness & loyalty
 - establish leading role in health & wellness vertical
- long term: it's about the money, honey
 - drive app downloads
 - generate traffic to sharecare.com
- ad infinitum: drive disruption in healthcare

execution: striking a delicate balance

- quality vs. quantity
- observe - don't imitate - the competition
- know - and engage with - our audience
- experiment but don't force it
- manage expectations in the c-suite
- use available tools without breaking the bank

measurement: what keeps me up at night

- Facebook Insights
- Google Analytics
- Buffer
- Adaptly



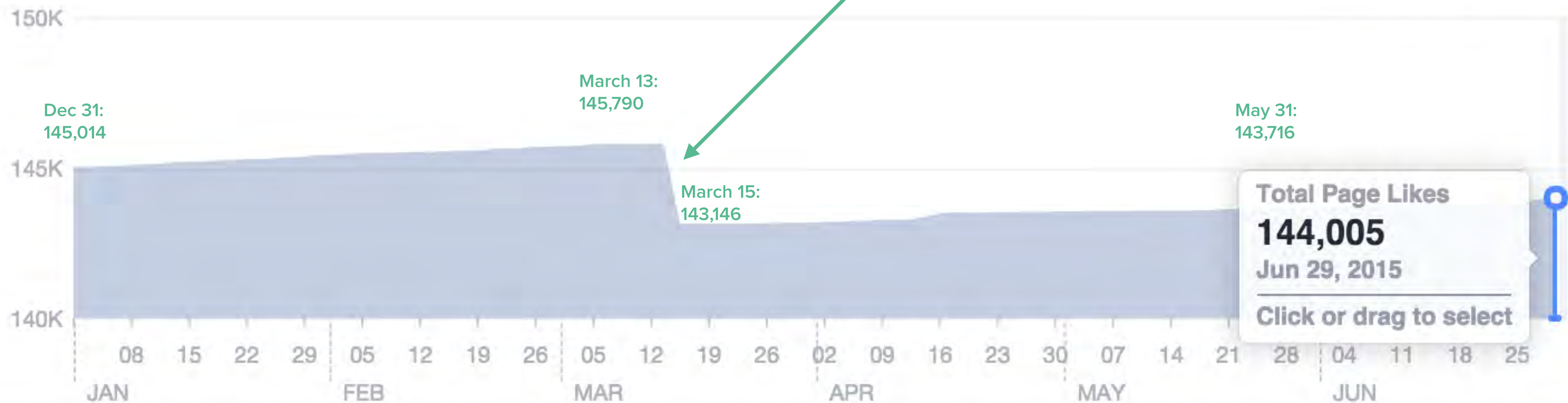
“success”: what haunts my dreams

- do they really, really like us?
- if a post falls in the woods...
- being a good Facebook citizen to our partners & clients
- video. everything video. all. the. time.

total Likes

a.k.a., PR people finally have to use algebra

In March, Facebook removed likes from people with deactivated accounts to ensure our Page like count is accurate.



total Likes

don't overextend your team - or your brand

Merger request for RealAge approved;
additional Likes tens of thousands less than
expected - and was suggested - by Facebook.

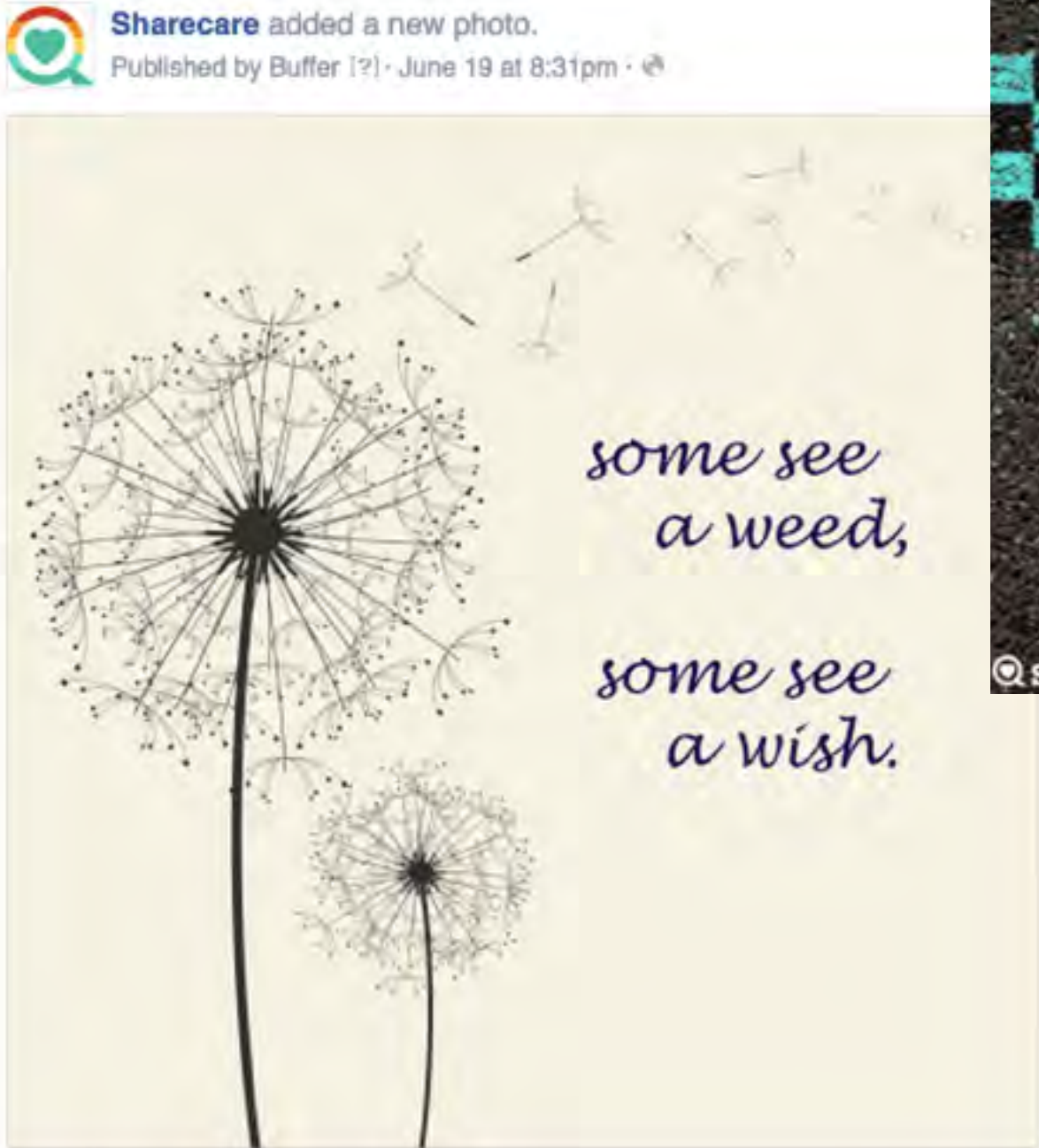


engagement

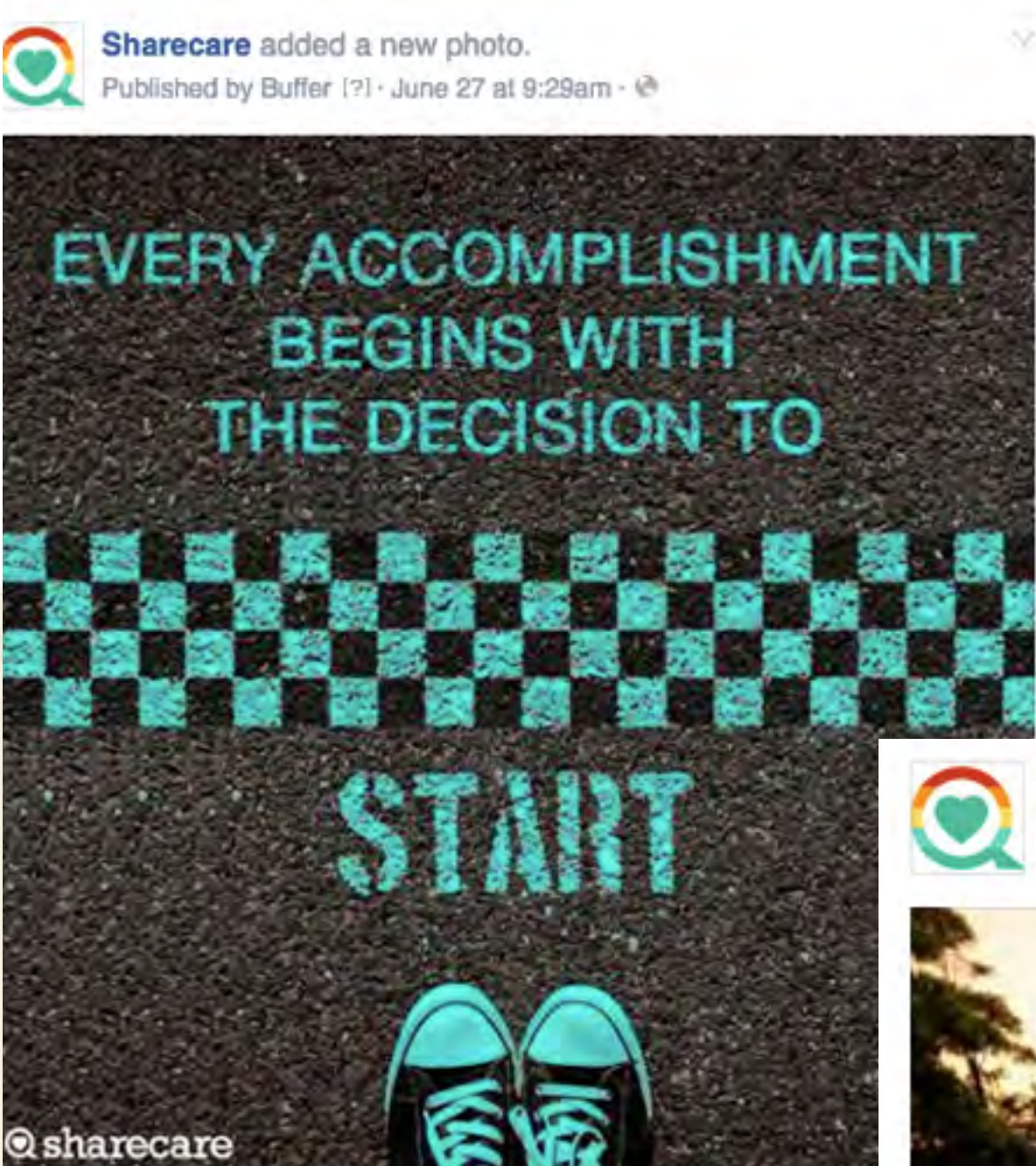
i'm all 'bout that quote, 'bout that quote, no links...



reach: 26.7K
ER: 5.2%



reach: 19.7K
ER: 5.9%



reach: 10K
ER: 4.4%



reach: 9K
ER: 4.2%

partner & client support

don't just check the box...



Reach: 1.2K

ER: 0.8%



Reach: 2.3K

ER: 0.3%

partner & client support

...take a deep, strategic breath



Reach: 500 (geotargeted)
ER: 4%

video: not all are created equal


all video longer than 1 minute had less than 25% completion rate

**Sharecare**
Published by Holly Lauren [?] · June 5 ·

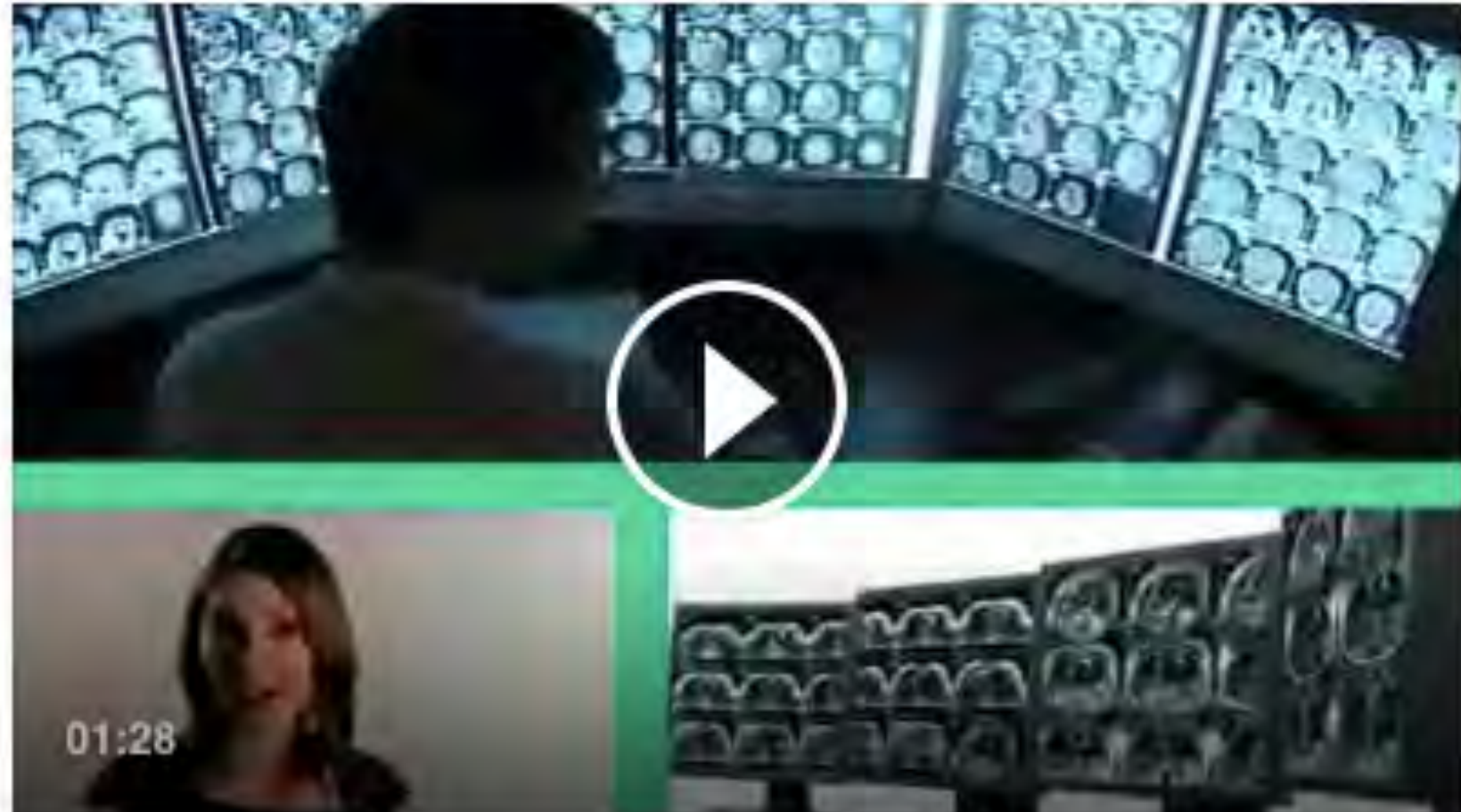
Excited for a family-friendly BBQ but want to make your meal a little healthier? Check out Dr. Robin Miller's tips to grill healthy!



Reach: 2.2K
Views: 551
30-second views: 56
Avg watch time: :15/1:17
Completion rate: 20%

**Sharecare**
Published by Holly Lauren [?] · June 17 at 8:01pm ·

Curious about what the doctor ordered? In this episode of our Common Tests Explained video series, we explain what's really going on during a CT Scan.



Reach: 2.6K
Views: 735
30-second views: 122
Avg watch time: :20/1:27
Completion rate: 24%

video: not all are created equal

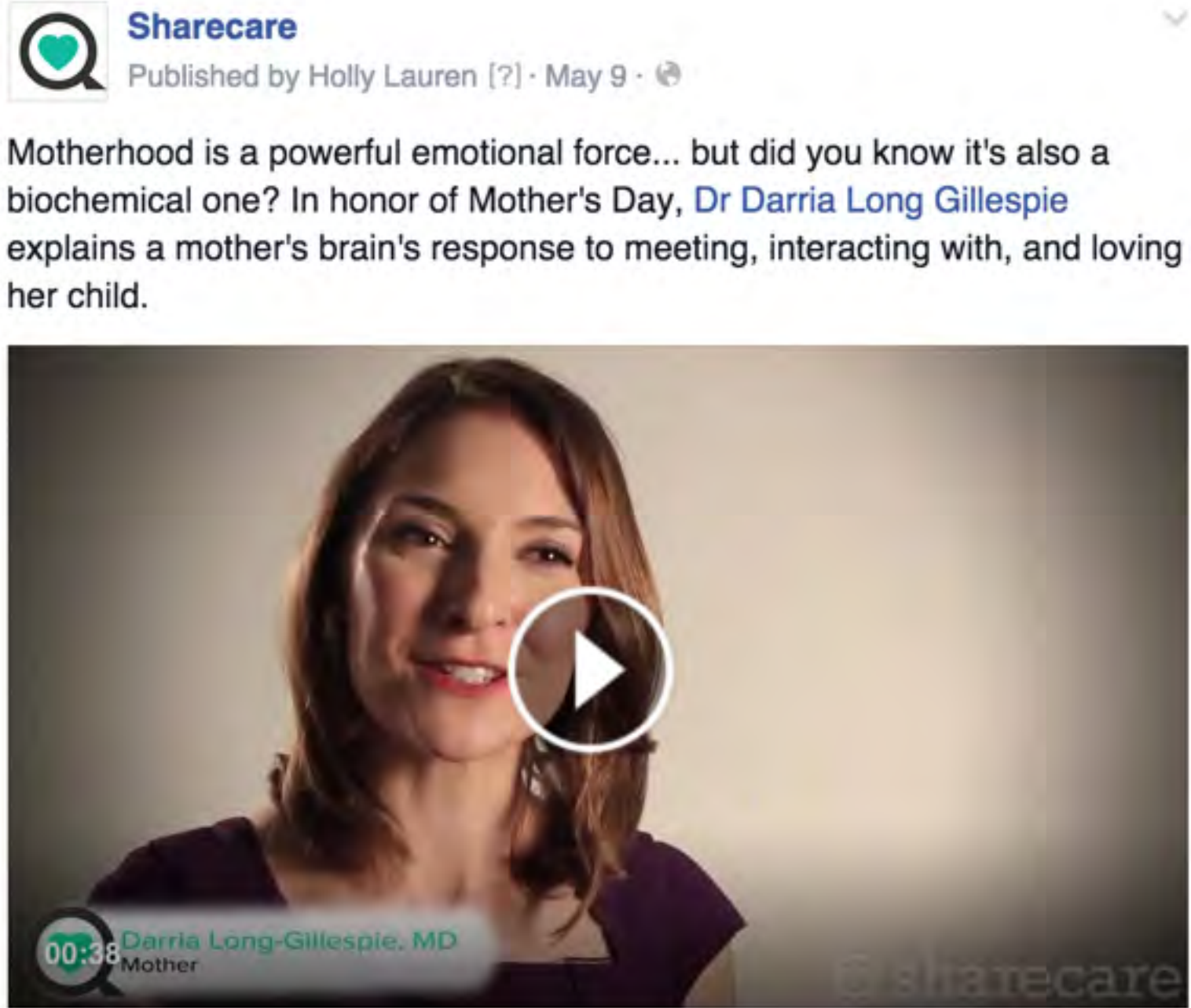
all video shorter than :30 had more than 55% completion rate



Reach: 8.9K
Views: 4.3K
30-second views: 703
Avg watch time: :14/:37
Completion rate: 39%



Reach: 7.1K
Views: 2.8K
30-second views: 1K
Avg watch time: :12/:19
Completion rate: 79%



Reach: 7.1K
Views: 2K
30-second views: 312
Avg watch time: :15/:37
Completion rate: 42%

recent learnings

- quote me on it: (when you can't use humor) inspiration kicks ass
- k.i.s.s.: it's a Facebook posting, not a dissertation
- the maze runner: refine, adjust, evolve. always.
- video killed the radio star: it's about (short, dynamic, original) content, i don't care who you are
- shocked, said no one ever: Facebook is a for-profit institution

looking ahead

- play cat-and-mouse
- learn from “mistakes”
- stake our claim
- be opportunistic, not shameless
- show me (well, really Facebook) the money. at least a little.



thank you.

#powerofPR