

A person is running away from the camera, wearing a red tank top and black leggings. Their hair is dark and tied back, and it's blowing in the wind. The background is a bright, hazy outdoor scene with trees and a sun that creates a strong lens flare effect on the left side of the image.

Brand Communications Success on Facebook



Jen Martin Hall
VP, Communications

PR News' Big 4 Conference | San Francisco
August 6, 2015

about @sharecare



 **Discovery**
COMMUNICATIONS™



HEARST *corporation*



HCA
Hospital Corporation of America™

 **HERITAGE GROUP**
PARTNERS IN HEALTHCARE


GALEN
PARTNERS

CLARITAS
CAPITAL

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



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!



That combo has yielded impressive numbers:

sharecare by the 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,

it's clear that we haven't totally figured it out.

At least not yet.



on



objectives on Facebook

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

execution: striking a delicate balance

- quality vs. quantity
- observe - don't necessarily imitate - the competition
- know - and engage with - our audience
- experiment but don't force it
- manage expectations in the c-suite

measurement: what keeps me up at night

- total Likes
- engagement rates on posts
- video completion rates
- trolls

total Likes: do the math

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

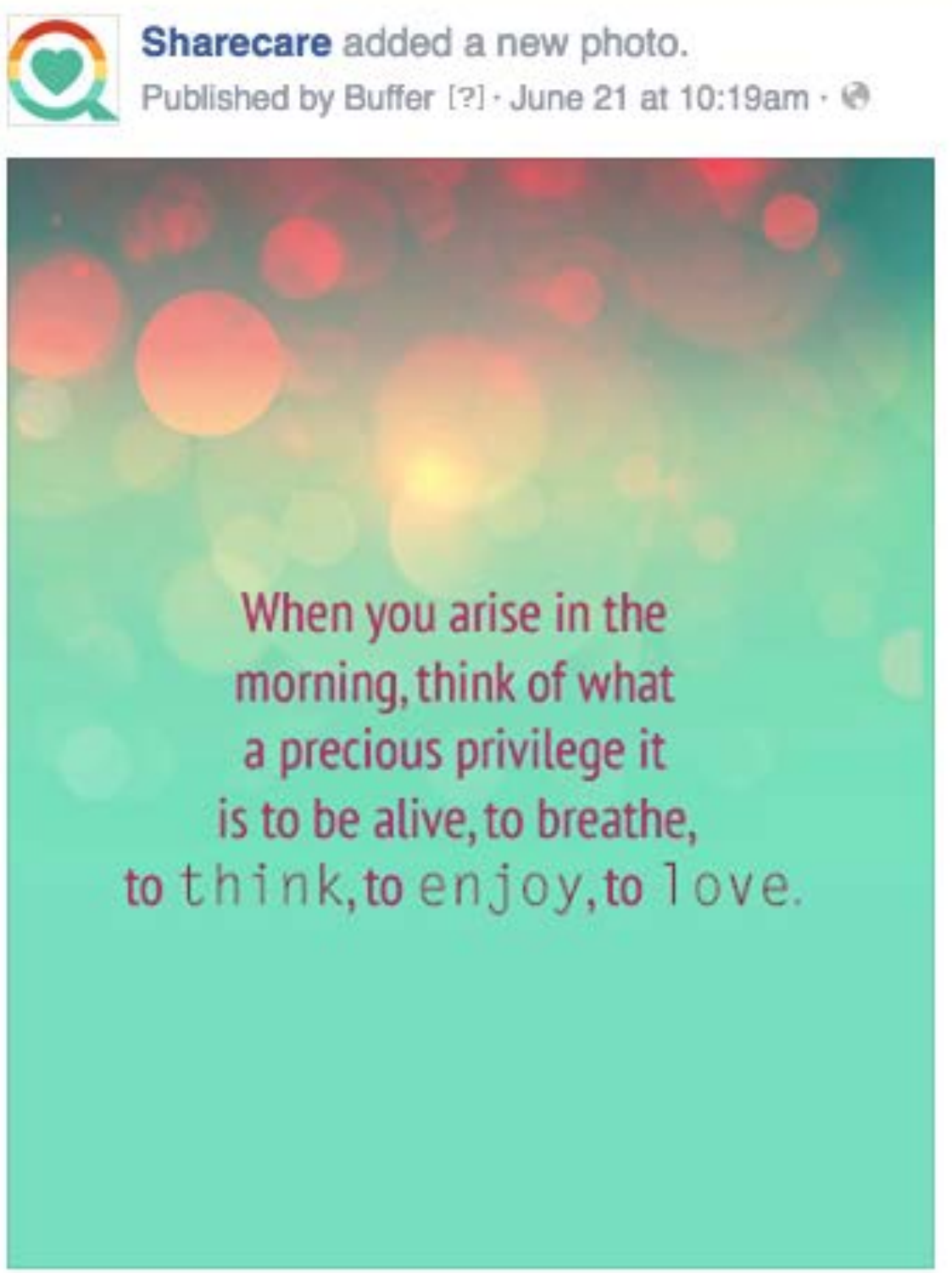


total Likes: be smart about brand extensions

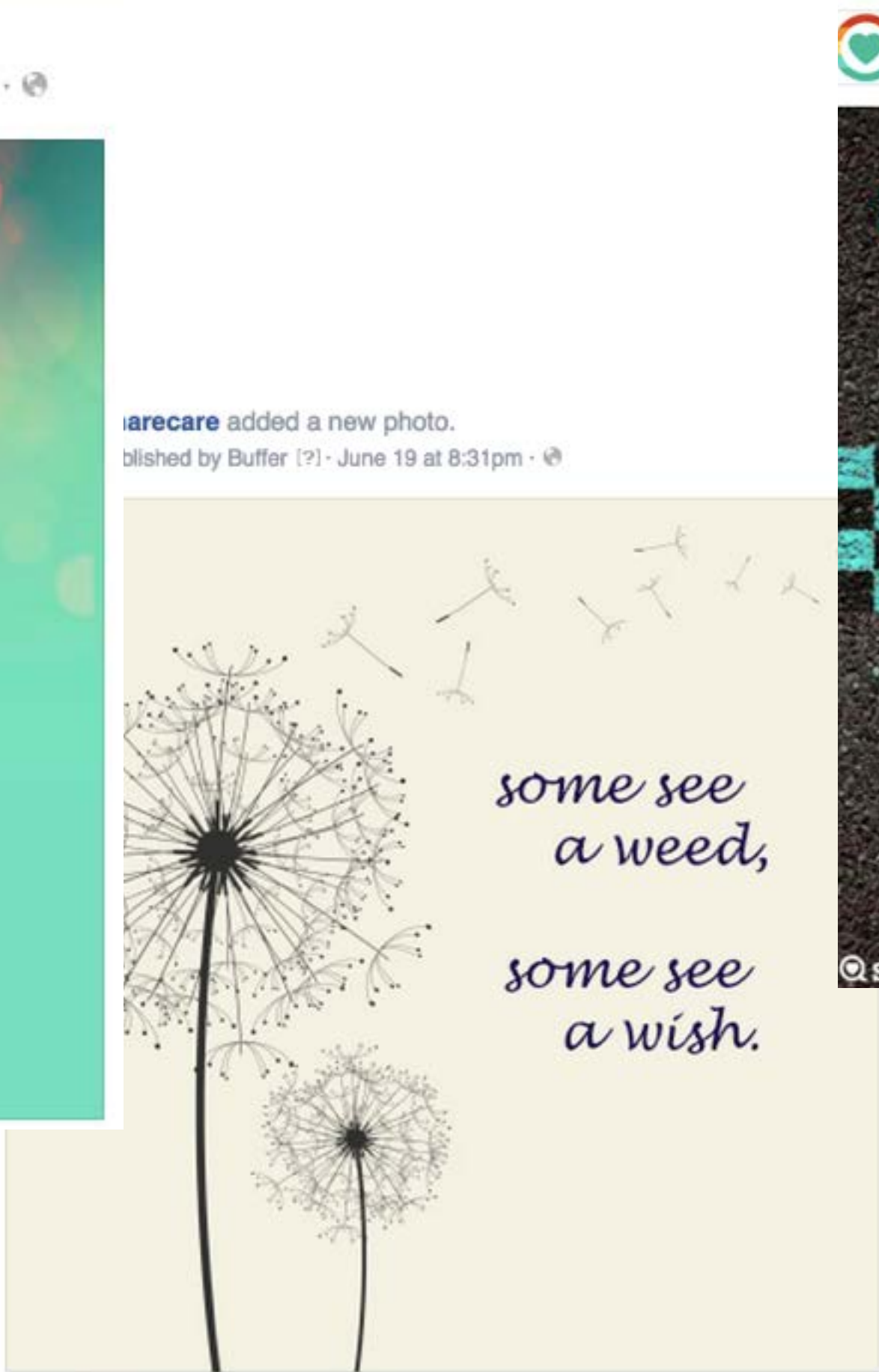
potential consolidation of other sharecare brands on Facebook

top posts

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%



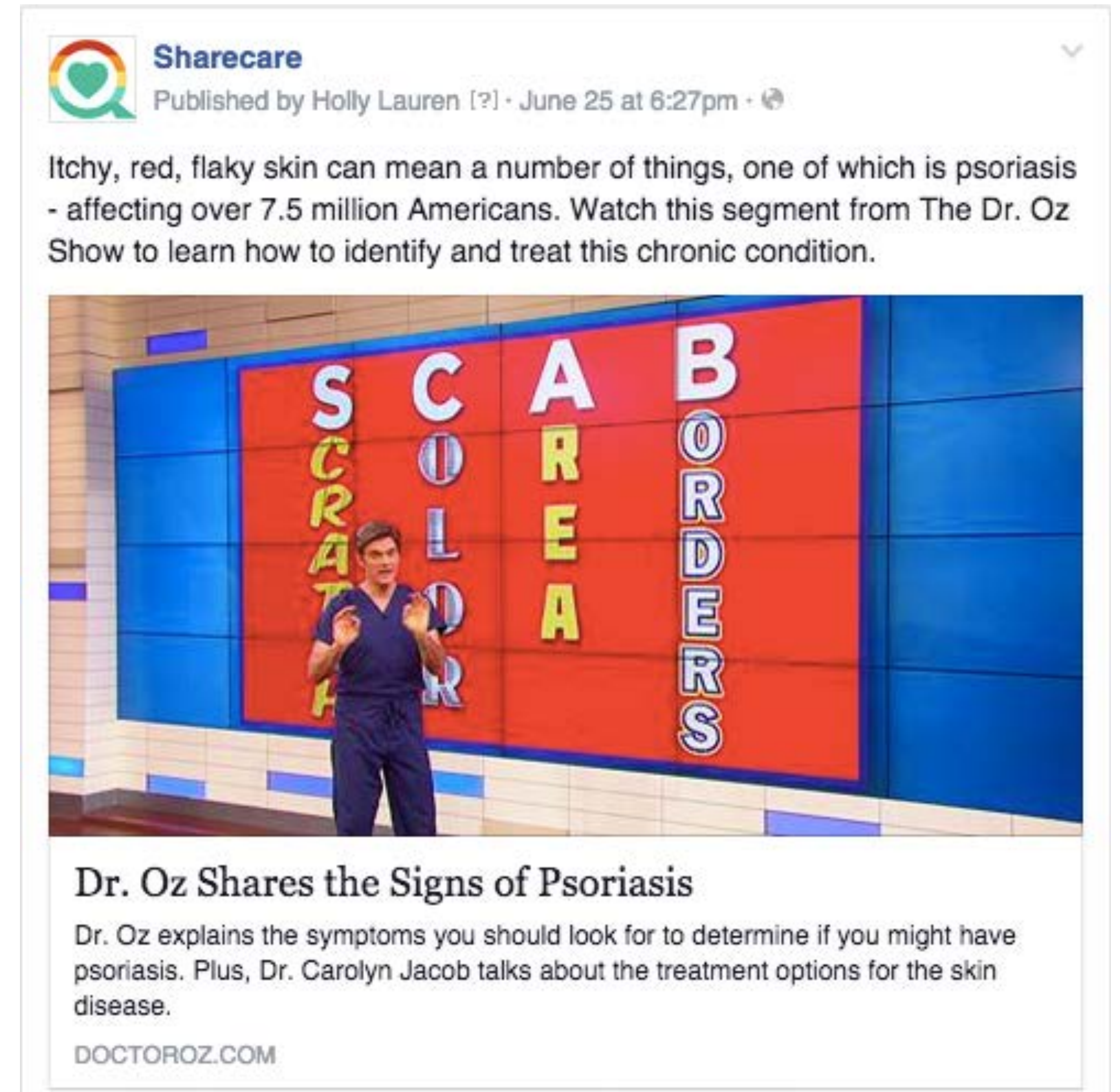
reach: 9K
ER: 4.2%

partner requests: don't just check the box



Reach: 1.2K

ER: 0.8%



Reach: 2.3K

ER: 0.3%

partner requests: take a deep, strategic breath



Sharecare

Published by Holly Lauren [?] · June 19 at 12:00pm · Edited [?] · 🌐

We're excited for this great health-themed event hosted by Sharecare partner [The Medical Center of Aurora/Centennial Medical Plaza](#) TOMORROW! Visit www.AuroraMed.com/summerfun for more information.



Reach: 500 (geotargeted)

ER: 4%

videos: not all are created equal

all videos 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!



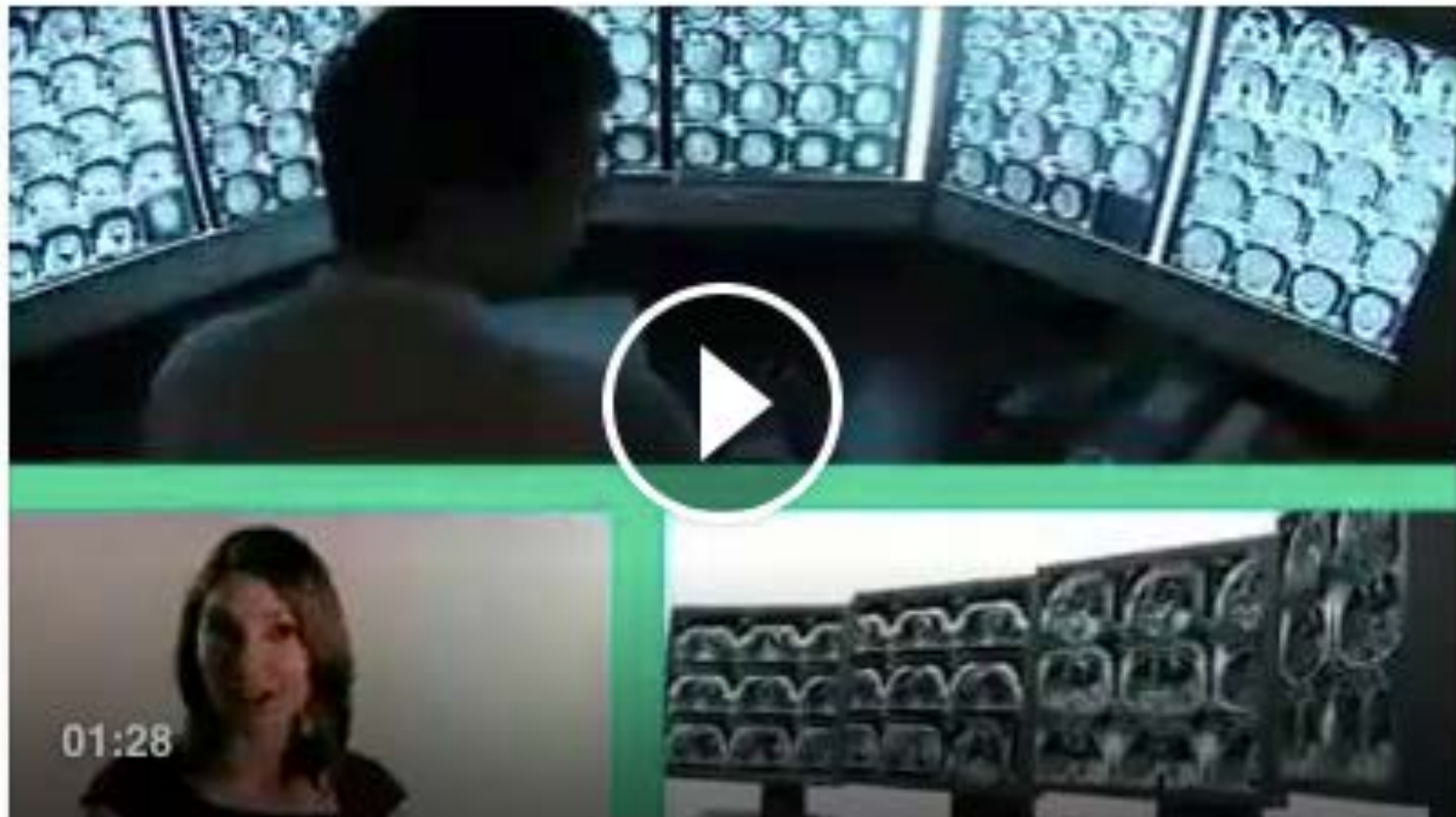
Reach: 2.2
Views: 551
30-second views: 56
Avg watch time: :15/1:17
Completion rate: 20%



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%

videos: not all are created equal

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



Sharecare

Published by Christian Hartnett [?] · April 12 · 🌐

Loving the sunny Springtime weather we're headed into? We are too, but make sure to stay safe in the sun! Check out this video to learn about more sun and skin safety.



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




Sharecare

Published by Holly Lauren [?] · March 15 · 🌐

Looking for a healthier alternative to greasy french fries? Check out this video of the delicious and healthy Jicama Fries from [Mark Hyman, MD's](#) new 10 Day Detox Diet Cookbook! Get the book here: <http://amzn.to/1x6BNMs>



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



Sharecare

Published by Holly Lauren [?] · May 9 · 🌐

Motherhood is a powerful emotional force... but did you know it's also a biochemical one? In honor of Mother's Day, [Dr Darria Long Gillespie](#) explains a mother's brain's response to meeting, interacting with, and loving her child.



Reach: 7.1K
Views: 2K
30-second views: 43
Avg watch time: :15/:37
Completion rate: 42%

recent learnings

- quote me on it: 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.



Q sharecare

thank you.