Social Media Strategy

In August 2022, Tennessee Tech School of Nursing is sharing their campaign on four social media platforms.

Social Media Outreach Strategy

Improve organic reach by reaching out to profiles, and building groups that interact with other profiles to enhance the algorithm towards boosting content to other account feeds.

Selected Hashtags

#vaccinationdone #vaccinesavellives #covid_19 #education #nursing #cdc #buildingvaxconfidence

Types of Content

Podcasts around current events surrounding COVID-19, vaccine confidence, healthcare worker course, healthy lifestyle implementation; interviews discussing current events pertaining to COVID, healthcare crisis, and misinformation to promote evidence-based information; reports including personal excerpts from healthcare practitioners in the community during conversation and information gathering.

Campaign Highlights

Tennessee Tech's Ester Collective Facebook page has reached **over 750 accounts** - and continues to grow!

The Estar Collective Instagram account has reached **over 600 individuals**, and engaged **over 100 accounts**.