Social Media Engagement Plan

Peripheral Neuropathy Support Network

Overview

By using up-to-date analytics, we want to use social media to extend the scope of the Peripheral Neuropathy Support Network. We aim to use images, videos, an email list, and, eventually, search engine optimization (S.E.O.) to spread awareness, inform the public, and to support individuals and groups alike.

Goals

1. **Inform:** Teach the public more about neuropathy

    a. Informing about the most up-to-date research

    b. Laws pertaining to neuropathy patients

    c. Information about medications and other treatments

2. **Support:** Connect support groups and/or individuals to support

    a. Recommendations

    b. A guidebook for support group leaders

    c. Listings of support groups

3. **Awareness:** Spread awareness about this invisible, yet prevalent disease.

    a. Committing to accuracy, relevancy, and honesty

    b. Increasing awareness through socialness

    c. Bringing a human touch to neuropathy news and community

Specifications

| Platform	Demographic	Primary Focus	Content Type
Facebook	24-34 y/o	Support	Words, Hashtags, Photos, Videos (_ second length), Links
Instagram	18-34 y/o	Support	Photos, Videos (_ second length), Hashtags
Twitter	College-educated 25-34 y/o	Inform	Words, Hashtags, Photos, Videos (_ second length), Links
LinkedIn	25-34 y/o working professionals	Inform	Words, Hashtags, Photos, Videos (_ second length), Links
MailChimp		Support and Inform	Words, Hashtags, Photos, Links
Website		Support and Inform (The Center of Our Network)	Words, Hashtags, Photos, Videos (_ second length), Links

Facebook:

- Bringing a spotlight to full articles from the website
- Informing the public about our next meetings and events
- Highlighting other support groups and organizations

Facebook will be used as an outlet for content related to older people and people with disabilities, all presented with appealing visuals. It will encourage people to share our friendly, inviting resources with someone they know with PN, and/or raise awareness of our cause.

Instagram:

- Showing the real side of people with neuropathy via stories and member features
- Campaigns for donations
- Recommendations from members
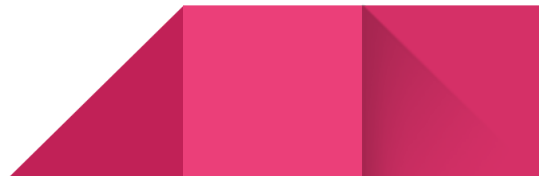
Instagram will be used to spark inspiration and emotion amongst a younger audience. Photos are the primary means of communication on Instagram, and the audience is more willing to spend money than other sites.

Twitter:

- News about neuropathy (new laws, new research, new recommendations)
- Informing the public about our next meetings and events
- Informing the public about new publications on our website

Twitter will be used for all types of information and updates to appeal to the college-educated audience. The primary means of communication will be links, and a picture to go with increases the likelihood of sharing ("retweeting").

LinkedIn:

- Informing the public about our next meetings and events
- News about PNSN
- News about laws and research affecting PN patients and caregivers and PNSN

    LinkedIn will be an alternate Twitter, for the slightly older, college-educated or working-class professionals. The aim is to share information and updates relating to PNSN, and neuropathy laws and research.

MailChimp:

- Informing members about our next meetings and events
- Informing members about new publications on the website
- Member features, news about PNSN and other support groups

    MailChimp is how we'll keep our email list of members up to date, and remind them of our meetings and events. This is the best place to highlight members from our group, share new recommendations, and encourage return users of our website.

S.E.O.:

We will use SEO to track where we are successful and not successful in reaching new people and keeping people coming back. This will not interfere with any content or application.

Website:

 The website is the core of it all. We want to update some of the visuals to make the website more user-friendly and visually catchy, and to make it more accessible. We want to seek out more member recommendations and posts. We want to update the URL to make a more cohesive index of the website. None of our changes aim to change the message, goal, or content structure of the website.

We want to keep true to the post written by Mike Foxworth in 2019: https://dcpnsupport.org/getting-some-outside-help/