One Health Digital

Social Media Marketing Case Study

Presented by Federica Fanni

Project Context

As part of the Social Media Marketing course at CareerFoundry, I was assigned a project focused on developing a social media marketing strategy for One Health Digital.

The assignment simulated a real-world marketing scenario and required the development of a structured social media strategy from planning to execution.

One Health

ONE HEALTH DIGITAL
SERVICE LAUNCH

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Marketing Purpose

One Health was presented as a well-established healthcare provider traditionally known for its in-person services.

The purpose of the assignment was to support the transition to One Health Digital, a platform designed to allow patients to book appointments, connect with licensed doctors, and access healthcare services online.

From a marketing perspective, the key objective was translating trust, medical authority, and empathy into a digital and social media environment.

My Role

Role: Social Media Specialist

As part of this course assignment, I was responsible for developing a complete social media marketing plan aligned with One Health's transition into the digital healthcare space.
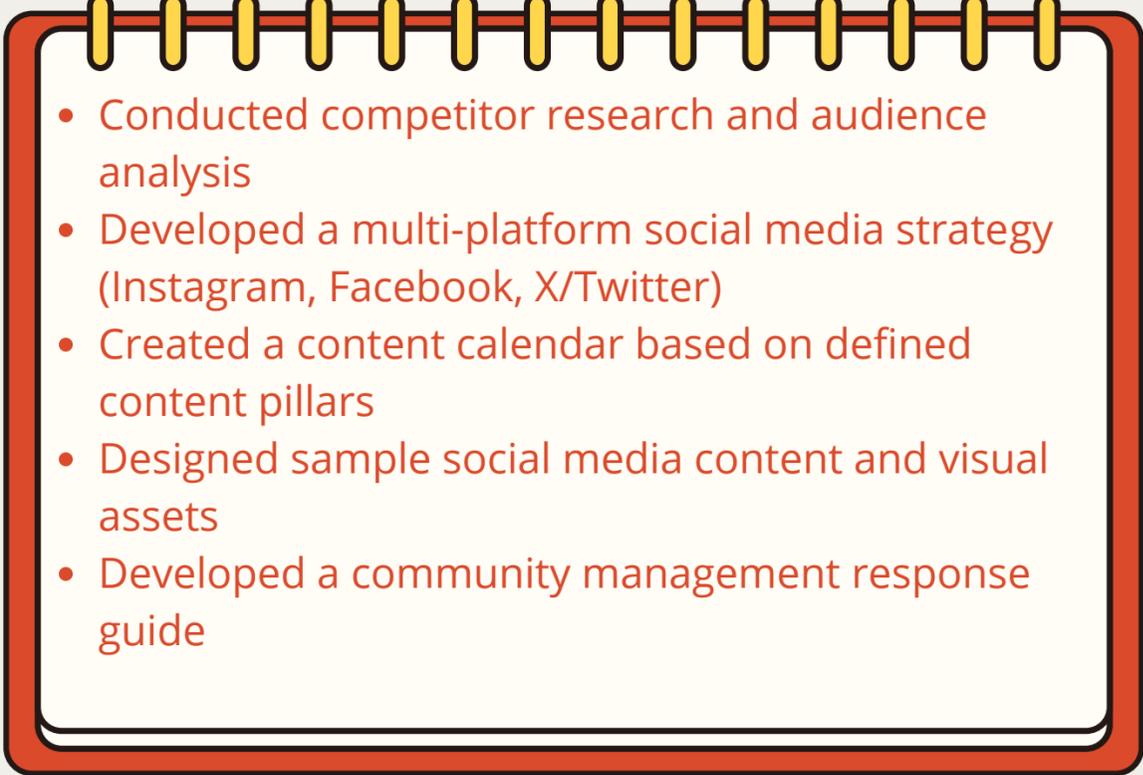
- Conducted competitor research and audience analysis
- Developed a multi-platform social media strategy (Instagram, Facebook, X/Twitter)
- Created a content calendar based on defined content pillars
- Designed sample social media content and visual assets
- Developed a community management response guide

Key Challenges

Branding

One Health's branding was designed to reflect both **professionalism and empathy**. The visual identity combines clean typography, soft yet trustworthy colors, and modern templates to ensure clarity and consistency across platforms.
Key elements included:
- **Color palette**: calming blues and greens with white for clarity.
- **Typography**: modern sans-serif fonts for accessibility and trust.
- **Imagery**: people-focused visuals to highlight care, connection, and authenticity.
- **Templates**: consistent layouts for posts, stories, and videos.
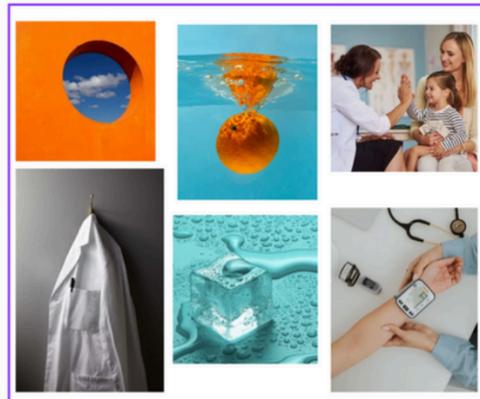
Content strategy

Based on the competitor analysis and One Health's goals, we developed a content strategy designed to build trust, educate audiences, and drive engagement. The strategy focused on:

- **Multi-platform presence**: adapting content for Instagram, Facebook, and X/Twitter.
- **Content calendar**: ensuring consistent posting with a balance of formats (static posts, videos, GIFs).
- **Visual branding**: clean and modern templates to reflect professionalism and trust.
- **Engagement tactics**: strong CTAs, interactive posts, and community-driven content.
- **Educational focus**: combining health tips, mental wellness guidance, and patient stories.

- Defining an appropriate tone of voice for a healthcare brand, balancing medical authority with a warm, empathetic, and accessible communication style.
- Managing content production across multiple platforms within a simulated assignment, requiring the creation of a high volume of content at once while maintaining consistency in messaging, branding, and strategic objectives.

Content Pillars

Health & Wellness

Educational posts with practical tips on maintaining a healthy lifestyle, prevention, and general well-being.

Mental Health & Emotional Well-being

Content focused on stress management, mindfulness, and emotional resilience.

Check Details

Community & Patient Stories

Real testimonials and experiences to build trust and relatability.

Check Details

After an initial brainstorming phase, I defined clear content pillars to guide the overall strategy and ensure consistency across platforms while allowing flexibility in format and tone.

Sample Social Media Content

Content Calendar

To manage content production within a simulated timeline, I organized the editorial calendar around content pillars and platform-specific needs.

This structure allowed me to plan content efficiently while maintaining strategic and visual consistency.

Learnings & Takeaways

▶ This project allowed me to develop a structured and thoughtful approach to building a social media marketing strategy from the ground up, starting from research and planning and moving through content creation and organization.

▶ Working within a defined brief and simulated constraints highlighted the importance of clear guidelines, strategic consistency, and adaptability across platforms, particularly within a regulated and sensitive industry such as healthcare.

▶ Overall, the experience strengthened my ability to approach marketing projects with both strategic awareness and creative responsibility, preparing me for real-world social media work.

Thank You!

One Health