

One Health Digital

Social Media Marketing Case Study

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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.



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.

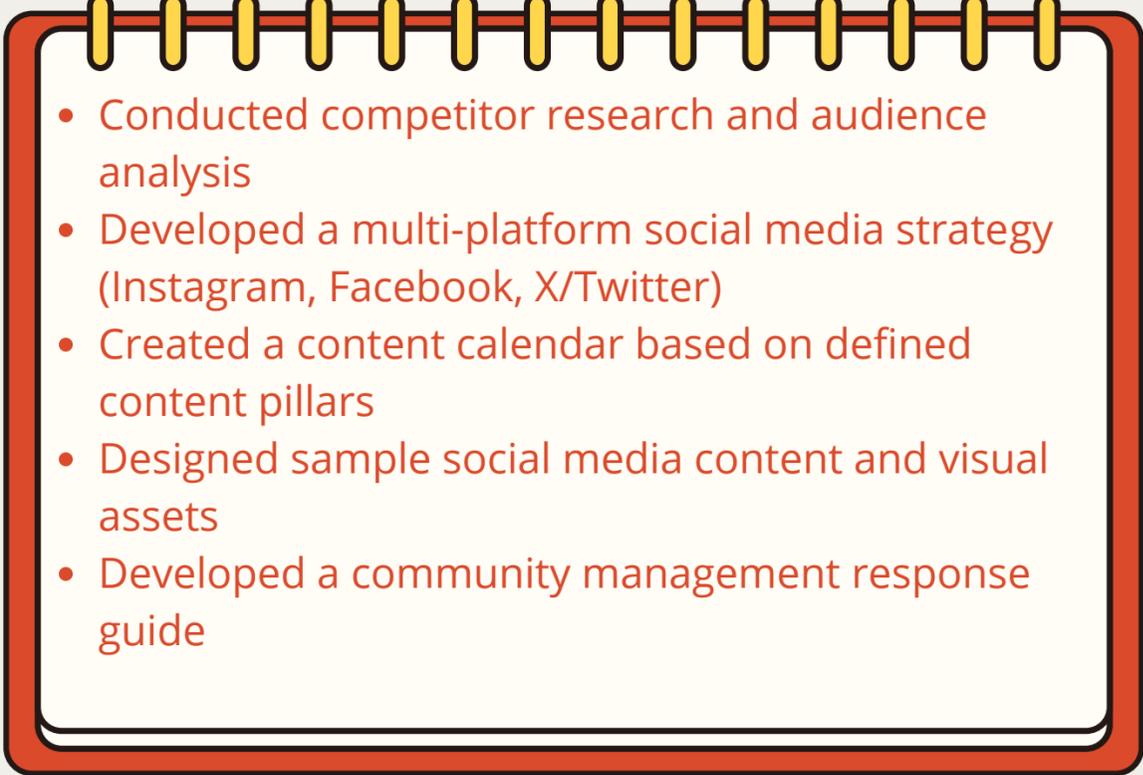


From a marketing perspective, the key objective was translating trust, medical authority, and empathy into a digital and social media environment.

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.

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- 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

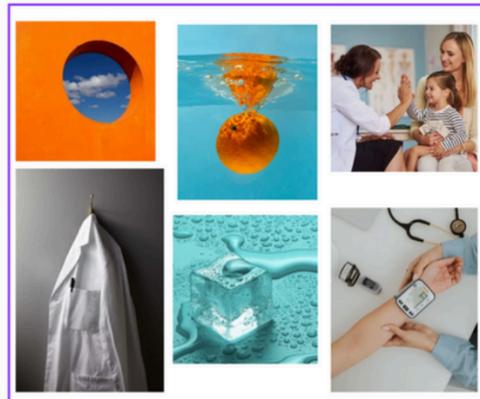
Key Challenges

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



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.

Week	Date	Time	Copy for Instagram	Image	Copy for Facebook	Image	Copy for X	Image	Source/Link
Week 1	1. 9. 2025	9:00	<p>Your health, your choice. Swipe through for 5 simple tips to feel stronger, calmer, and more energized—every single day. Start small, stay consistent, and choose what feels right for YOU.</p> <p>Learn more about healthy routines — [link in bio]</p> <p>What's your favorite healthy habit? Tell us below!</p> <p>#HealthyWithOneHealth #WellnessJourney #EverydayHealth #SelfCareTips #HealthyHabits #YourHealthYourChoice</p>		<p>Your health is in your hands. We've put together 5 practical wellness tips to help you feel your best—starting today. Whether it's drinking more water or setting boundaries with your screen time, small changes lead to lasting results. Read more. [link]</p> <p>What healthy habit do you want to start this week?</p> <p>#HealthyWithOneHealth #WellnessTips #EverydayWellbeing #SelfCareMatters #YourHealthYourChoice</p>		<p>Want more practical health tips? [link]</p> <p>Which tip speaks to you today?</p> <p>#HealthyHabits #YourHealthYourChoice</p>		<p>https://www.health.harvard.edu/blog/healthy-habits-5-ways-to-a-longer-life-20180720141862</p> <p>http://www.kaiserpermanente.org</p>
	05. 09. 2025	10:00	<p>Ready to try One Health? Get 10% OFF your first subscription this month and connect with a licensed doctor — anytime, anywhere. Your health, on your schedule. Offer valid until [insert date]. Sign up today — [link in bio]</p> <p>#HealthyWithOneHealth #DigitalCareMadeEasy #OneHealthOffer #Telemedicine #YourHealthYourChoice #StayHealthy</p>		<p>Your health, your schedule — now with 10% OFF! Sign up for your first One Health subscription this month and connect with a licensed doctor from the comfort of your home. Talk to a doctor anytime, anywhere. Offer ends [insert date]. Sign up now: www.onehealth.org/offer</p> <p>#HealthyWithOneHealth #DigitalCareMadeEasy #OneHealthOffer #Telemedicine #YourHealthYourChoice #StayHealthy</p>		<p>Ready to try One Health? Get 10% OFF your first subscription this month.</p> <p>#HealthyWithOneHealth #DigitalCareMadeEasy</p>		
Week 2	09. 09. 2025	14:00	<p>Caring for your mental health is just as important as taking care of your body. Whether you need a listening ear, professional guidance, or a safe space to share, One Health is here for you. How do you take care of your mind each day? Discover our mental health services — [link in bio]</p> <p>#MentalMattersWithOneHealth #YourMindMatters #MentalHealthAwareness #EmotionalWellbeing #SelfCare #HealthyWithOneHealth</p>		<p>Your mind deserves the same care and attention as your body. At One Health, we provide access to licensed therapists who can support you through life's ups and downs — whenever you need it, wherever you are. Because prioritizing your mental health is an investment in your future self. Learn more: www.onehealth.org/mental-health-support</p> <p>#MentalMattersWithOneHealth #MentalHealthAwareness #EmotionalWellbeing #SelfCare #HealthyWithOneHealth</p>		<p>Your mind deserves the same care as your body.</p> <p>#MentalMattersWithOneHealth #MentalHealthAwareness</p>		<p>https://www.who.int/news-room/fact-sheets/detail/mental-health-strategies#sub-response</p>
	13. 09. 2025	11:00	<p>September 13 is World Sepsis Day. Sepsis is a life-threatening reaction to an infection — it can happen to anyone, at any age. Know the signs: High or low temperature, Fast heartbeat, Rapid breathing, Confusion or disorientation, Cold, clammy skin, Severe pain or discomfort. Acting quickly can save lives. Learn more — [link in bio]</p> <p>#WorldSepsisDay #HealthyWithOneHealth #SepsisAwareness #KnowTheSigns #SaveLives #HealthEducation #YourHealthYourChoice</p>		<p>World Sepsis Day — September 13. Sepsis is a severe, life-threatening reaction to an infection. It can develop quickly and requires urgent medical attention. Common symptoms include:</p> <ul style="list-style-type: none"> Fever or very low body temperature Fast heartbeat Rapid breathing Confusion or disorientation Cold, clammy skin Severe pain or discomfort <p>If you suspect sepsis, act immediately — call emergency services or go to the hospital. Learn more: [link]</p> <p>#WorldSepsisDay #HealthyWithOneHealth #SepsisAwareness #HealthTips #KnowTheSigns #SaveLives</p>		<p>September 13 is #WorldSepsisDay. Sepsis is a medical emergency that can happen to anyone. Know the signs — act fast. #SepsisAwareness #HealthyWithOneHealth</p>		<p>https://www.worldsepsisday.org/news2025</p>
Week 3	17. 09. 2025	18:00	<p>Real care starts with listening. Every patient has a story, and every story matters. At One Health, we're building a community where people feel heard, supported, and cared for — wherever they are. Your health, your story, your choice.</p> <p>#OneHealthStories #HealthyWithOneHealth #Telemedicine #HealthAccess #PatientCare #YourHealthYourChoice</p>		<p>Every patient has a story. Every story matters. At One Health, we believe healthcare works best when it's personal, compassionate, and accessible. Wherever you are, we're here to listen and support you. Discover our patient stories: www.onehealth.org/stories</p> <p>#OneHealthStories #HealthyWithOneHealth #Telemedicine #YourHealthYourChoice #HealthAccess</p>		<p>Every patient has a story. Every story matters. We're here to listen, support, and provide care — anywhere, anytime.</p> <p>www.onehealth.org/stories</p> <p>#OneHealthStories #YourHealthYourChoice</p>		
				<p>Your health, just a click away. Booking your first online visit with One Health takes just minutes.</p>		<p>Healthcare on your schedule. Booking your first online visit with One Health is quick and simple.</p>		<p>Booking your first online visit with One Health takes just minutes.</p>	

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!

