



CAREFORTHEAGING.ORG

SITE LAUNCH PROMOTION PLAN

CareForTheAging.org Launch – Promotions Plan

GOALS

- I. To educate and inform key audiences about CareForTheAging.org initiative by clearly communicating its value proposition and highlighting the unique capabilities of the site.
- II. To drive traffic and maximize user engagement via candidate form submissions on state.carefortheaging.org.
- III. To generate online conversations and brand mentions around the initiative across state affiliate-owned social media platforms.

AUDIENCE


State affiliate facility members	Key advocates
<ul style="list-style-type: none"> • Administrators • HR Directors • Staff Development Coordinators • Directors of Nursing 	<ul style="list-style-type: none"> • Board members • Vendors/Business Members/Sponsors • Key legislators • Corporate leaders
Media	Other influencers
<ul style="list-style-type: none"> • Statewide media outlets • Market-level media outlets in major cities within the state • Industry trade publications 	<ul style="list-style-type: none"> • Universities and community colleges with nursing programs • Career and Technical Education Programs • High Schools • Local/Regional Employment Offices

COMMUNICATIONS PLATFORMS

For maximum reach and impact, it is recommended to engage your audience at **every touch point with a multi-channel campaign. Reach them where they are currently congregating.**

<ul style="list-style-type: none"> • Your association website 	<ul style="list-style-type: none"> • Social media platforms 	<ul style="list-style-type: none"> • Email marketing
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RECOMMENDED PROMOTIONAL CONTENT

Press Release
<ul style="list-style-type: none"> • Refer to IHCA's 2017 press release announcing the initial launch • Refer to IHCA's 2019 press release announcing platform expansion
Website article/ blog post highlighting the site as a new benefit for members
<ul style="list-style-type: none"> • Recommended author: Association's executive director • It is recommended that this article be member-focused • The article should include a link to the member-portal "How-To" guide. See below.
"How-To Use Member Portal" One-Pager
<ul style="list-style-type: none"> • Develop a one-pager that includes important information on the member portal usage and benefits. • Share this post with facility members to encourage them to create a member profile. • Publish this post on your Association website and distribute to members via email marketing platform.
Social media promotional posts
<ul style="list-style-type: none"> • Develop 2-3 social media posts announcing the site launch, encouraging audience to visit state.carefortheaging.org • Use launch graphics provided by IHCA • Don't forget to include  in all social media posts. • Resharing social media content created by AHCA and/or IHCA will help you become part of the online conversations taking place around CareForTheAging.org and can help drive engagement to your site.

ADDITIONAL WAYS TO PROMOTE THE SITE

Form your own launch team!
<ul style="list-style-type: none"> • Leverage your existing contacts and empower them to help spread the word. Here's how: <ul style="list-style-type: none"> → Identify and inviting 8-10 key advocates of your Association including board members, employees, committee leaders etc. to help spread the word and reach newer audiences. → Supply them with launch day graphics and pre-crafted social media suggested posts with a request to promote the site among their audience.

EXECUTION TIPS

1-2 Weeks Before Site Launch

- **Site testing:** Ensure site is functioning properly and all links are active, videos are embedded appropriately.
- **Prepare staff and key advocates:** Share information about the upcoming launch of the site with your staff and prepare them to act as site advocates.
- **Develop content:** Press release, blog post, social media posts, member guide etc.
- **Compile media lists** of local journalists and bloggers who cover health care in your state.
- **Set up Google Alerts** for your state's CareForTheAging.org site.

Day of Launch

- Publish the press release and the blog post on your website.
- Include “Just Launched: state.carefortheaging.org” in staff email signatures to drive users to the new site.
- Update website homepage banner with launch day graphic.
- Distribute e-blast to members and nonmembers to introduce your new carefortheaging site with a link to the press release and member-centric blog post.
- Schedule and post social media posts to promote your new site. Don't forget to use #CareForTheAging in all your posts.
- Be sure to reshare content created by AHCA and any national or local media outlet or trade publications.
- Monitor site traffic, form conversions and social media engagement.

Post Launch

- Initiate media outreach to secure website mentions and leadership interviews.
- Continue to feature state.CareForTheAging.org in your digital communications.
- Continue to work with members to onboard them to the site and troubleshoot their queries.
- Continue to track site traffic to gain an understanding of which platforms are contributing to most site traffic.

MEASUREMENT OF THE PROMOTION CAMPAIGN

Track the following analytics to measure campaign success

- Measure traffic to your state-specific site. Look for Google Analytics dashboard to track:
 - Top visited page
 - New vs. Returning visitors
 - Bounce rate
- Also track the traffic on your association website
- Increase in non-member email subscriptions
- Social media follower increase
- Social media engagement increase
- Media mentions
- Candidate form conversions
- Member portal signs ups

Questions? Please contact Deeksha Kapoor at dkapoor@ihca.org