

May 10, 2022



UPSTATE

UNIVERSITY HOSPITAL

Mobile Mammography

FINAL REPORT

A presentation of our contract in review working with the Upstate University Hospital's Mobile Mammography team.

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3 EXECUTIVE SUMMARY

Upstate Medical University is Central New York's only academic hospital and the region's largest employer, employing almost 10,000 people. Upstate is affiliated with the State University of New York (SUNY). The mission of Upstate is to provide education, research and health care. This hospital is rapidly growing, and offers so much for the Central New York community and beyond.

Within Upstate Medical University there are many different resources and programs that provide support to those in need. The program Hill Communications worked closely with is the Upstate Mobile Mammography Van. The Mobile Mammography Van offers breast cancer screenings to women 40 years and older. The van travels around Central New York and screens women with high-quality, low-dose, 3-D screenings. This program began with a grant from Health Research Inc. and the New York State Department of Health. Appointments are required and can be scheduled online or via phone.



3 EXECUTIVE SUMMARY

Hill Communications worked with Upstate Medical's Mobile Mammography Van for the first time this semester. Over the course of the semester, the Hill Comm team worked to increase the amount of screening sign ups through social media promotions. The team created Instagram, Twitter and Facebook posts telling followers where the van will be located and how to sign up. The Hill Comm team made suggestions throughout collaborating with Upstate to continue growth of their mammography program and social media presence.



4 OBJECTIVES

Objective 1: Audit existing social media

In order to establish a starting place, our team performed an audit of the Upstate Medical Mobile Mammography Facebook, Twitter and Facebook accounts. We analyzed the amount of followers, likes, comments or re-shares. Furthermore, we advised on current strengths and weaknesses of the accounts.

Objective 2: Create graphics for cross-platform posting

The main assignment for our team throughout the contract was to design and create graphics for the different platforms to promote events as well as holidays and any additional posts that arose throughout the term of our contract.

Objective 3: Create a uniform social media handle

In order to make it easier for patients and the wider community to find Upstate Medical Mobile Mammography on different platforms, we looked to have a single username to use.



5 TIMELINE

January 24th, 2022: Contract began.

January 24th - January 28th: Initial client call. Reviewed semester goals, planning social media tone and content aesthetics, roles assigned to team members.

January 31st - February 4th: Social media audit across all platforms.

February 7th - February 11th: Created social media graphics as well as generating ideas for cross-platform content.

February 14th - February 18th: Cleaned up graphics from the previous week, created further graphics for where the van will be in March.

February 21st - February 24th: Cleaned up graphics from previous week. Brainstormed single username to be used across all platforms and hashtags.



5 TIMELINE

February 28th - March 4th: Solidified suggestions for final single username across all platforms. Cleaned up graphics from the previous week.

March 7th - March 11th: Created graphics for national holidays.

March 14th - 18th: **SPRING BREAK.** Revisions from previous week, no client meeting this week.

March 21st - March 25th: Created graphics for April events and revised from previous week.

March 28th - April 1st: Created posts for events through April 20. Created graphics for canceled or rescheduled events. Audit of ways to improve social media presence.

April 4th - April 8th: Created posts for client reviews, questionnaire for meet the team posts & fun fact Friday. Created graphics for collaborative events as well as inspirational quotes.



5 TIMELINE

April 11th - April 15th: Created graphics for May events and holidays. Created instagram highlight covers and posts about breast cancer statistics.

April 18th - April 22nd: Revisions from previous week, no new work.

April 25th - April 29th: Created graphics for June events, statistics, and June holidays.

May 2nd - May 6th: Created “Host The Van” graphics with new van wrap and remove language of state funding from graphics.

May 6th: Contract End Date

May 10th: Final Presentation



6 BUDGET

Task	Time (hours)	Cost
Client Meetings	14 hours	\$1,260
Team Meetings	8 hours	\$720
General Account Maintenance	7 hours	\$525
Research	8 hours	\$600
Writing	6 hours	\$540
Brainstorm	6 hours	\$540
Social Media	65 hours	\$5,850
Total	114 hours	\$10,035



7 RESULTS

Graphic Creation:

Throughout the contract, our team has been busy designing and creating different graphics to post on the different social medias. Throughout our contract, our team has created 268 different graphics to have been posted.

Audits:

Throughout the contract, our team has performed two separate audits on the mobile mammography accounts. While we performed one during week one to establish our starting point, we again audited during the ninth week of the contract. We made suggestions on ways to continue improvement on social media which were implemented the next week. These new implementations included creating new uses for the highlights feature, creating a van location calendar and posting breast cancer statistics and facts.



7 RESULTS

Uniform Username:

After narrowing down several versions of usernames and presenting the we decided on using the username @MammoVanUpstate across all platforms.

More Post Engagement:

All three accounts saw an increase in followers throughout the contact. Facebook and Instagram both gained 35 followers while Twitter gained 11. Facebook posts had a 900% increase in the average number of likes, Twitter 11.1% and Instagram 2%.



8 RECOMMENDATIONS

Clean Up The Logo and Bio

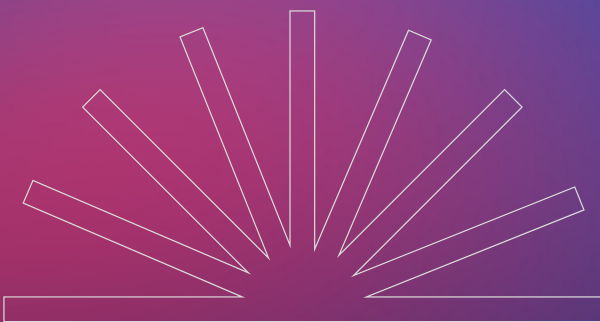
Update the profile picture so that the photo is less stretched and the font has a bolder look. Perhaps incorporate the van into the profile picture and create a catchier bio.

Post Variety

Continue to push for a balance in informational graphics and real photographic content. One idea could including patient testimonials with photographs from the MammoVan experience. I think it is important to create posts on social media that viewers can feel like they can relate to, and find personal connections with.

Create a Style Guide

It would be vague enough to allow some creative control, but include enough detail to set the tone for the account. Examples would be writing captions using a certain tone or sticking to certain color families.



APPENDIX

Example Graphics:

WHAT PATIENTS SAY
About Us

★★★★★
Highly recommend services to any friend or colleague. Did not feel like a number with a dollar bill attached. Visit was very informative and Health Care providers are very passionate about their purpose!

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To schedule an appointment
call (315) 464-2588 or visit
upstate.edu/noexcuses

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**FOLLOW
the van**

MAY 19, 2022
10 AM - 3 PM
Cazenovia Middle School and
High School

31 Emory Ave, Cazenovia, NY 13035

To schedule a screening, call 315-464-2588 or
visit upstate.edu/noexcuses

Every woman should
have a breast cancer
risk assessment by age

30

*Especially minority
women, to ensure that
they are not a higher
risk category

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"WHERE'S THE VAN?" WEDNESDAY!

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North Country Family Health Center
238 Arsenal St., Watertown, NY
April 13, 2022
9 a.m. to 3 p.m.

"My mission in life is not
merely to survive but to thrive
and to do so with some
passion, some compassion,
some humor and some style."
-Maya Angelou

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FOLLOW THE VAN

April 6, 2022
10am to 4pm
Town of Lysander Municipal Offices
8220 Loop Road
Baldwinsville NY, 13027

315-464-2582
upstate.edu/noexcuses

9 APPENDIX

Social Media Audit Presentation Covers:

