



eHealth Digital Marketing Strategy

May 2023

Executive Summary

- This document is to set out the eHealth digital strategy for the next 12 months. To showcase how we can use digital marketing to raise the profile of eHealth as the authority of digital Health in Ireland. To utilise social recruiting which is the process of advertising jobs, recruiting candidates and connecting with potential employees through our social media platforms. Commonly referred to as social hiring or social media recruiting.
- According to a 2021 study by [CareerArc](#), 92% of employers said they use social networks to find talent. In fact, for many companies, social is now the go-to option for finding candidates.

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Introduction

eHealth is the Health Service Executive (HSE) division responsible for the delivery of technology to support healthcare across the Irish health service.

Our technologies and systems facilitate integration models of care within and across the HSE Community based hospital care, acute care and other specialised care providers. In addition to ICT services and support to the HSE, eHealth provides a range of national applications to the acute voluntary sector.

Objectives

- To be the driver for the development of eHealth; its potential to promote the health of the people of Ireland and improve our health services. The digitisation of our health service and processes ensures that the right data about the right patient is available in the right place at the right time.
- Create digital awareness and championing the development of an information culture and providing expert digital advice, direction and guidance.
- Ensuring we have the right people with the right qualifications to do the job required.

Challenges

- The recruitment and retention of qualified staff to work in the specific technical roles within eHealth (due to difference in pay – what we have to offer in place)
- Attracting the right candidates – lack lustre recruitment efforts
- Lack of awareness of eHealth programmes and new functions. What we do in the HSE– raising the profile of eHealth functions – some out of date information on website

Current Digital Outlook

We have a clear picture from our audit of eHealth current digital footprint. Having conducting a review of all channels in line with the audit checklist

| Platform | No. of Followers |
|---------------------------------|-------------------------------|
| Twitter | 11.4K |
| Facebook | 4.8K |
| LinkedIn | 5.4K (were at 4.1K in Jan) |
| YouTube Subscribers | 103– not public facing |
| eHealth Ireland Website Traffic | 124,569K Sessions (2022 year) |

Digital Marketing Objectives and KPIs

| Objective | KPI |
|---|---|
| Increase website traffic to our eHealth Website by 30% by end Dec 2023 . Creating relevant content and using social media platforms | <ul style="list-style-type: none">• Measure our page visits• Measure our link click and engagement rate on social platforms• Measure traffic from our social media – how many visitors coming from social media platforms |
| Grow our eHealth YouTube Channel by creating informative Videos and podcasts and sharing on our social Media Platform use internally for training & informative content – Grow our subscribers by 100% by end of year | <ul style="list-style-type: none">• Measure our Link Clicks on your social media posts• Measure our engagement rate on each platform |
| Build our engagement on Facebook Platform - we will do that by boosting on best performing organic content to reach industry benchmark (0.3%) | <ul style="list-style-type: none">• Measure our engagement rate Likes, comments, shares |
| Use paid advertising for recruitment targeting on our LinkedIn during the recruitment campaign timeline– with links to HSE Website (more audience). Increase website visits to our careers page to increase download of application forms. | <ul style="list-style-type: none">• Measure engagement rate on our ads (impressions, Clicks)• Measure the click through rate on Ads• Measure downloads on our page• Measure page visits |

Persona One – HSE Employees

PROFILE

Name : Juliana Moore
Gender : Female
Age : 43
Address : Woodlawn,
Limerick City.
Job Title : Clinical Nurse
Specialist
Industry : Health Care,
Public Sector



SOCIAL NETWORKS



BIOGRAPHY

Juliana is a, mother of two, she works as a HSE Clinical Nurse Specialist in University Limerick Hospital. Not tech savvy but would like to learn more.

Tools needed to Do their Job

- Cloud-Based Storage & File Sharing Applications
- Employee Scheduling Software
- HealthIRL Cloud software
- Reporting Software
- Business Intelligence Dashboards

They gain Information from:

- Conferences
- Webinars
- Lunch & Learns
- Training Courses

FRUSTRATIONS

- Heavy workload
- Time constraints for bedside clinical nurses
- Lack of resources
- Lack of collaboration between hospitals data sharing
- Not confident in the digital structure of the HSE

MOTIVATIONS

- Job satisfaction
- Finding tools to help do the job better with patients care at the core
- Having the right data available

WHAT WE CAN DO

- Have a dedicated website with up to date information on the ongoing programmes being developed within eHealth
- Have training portals and training videos available to help staff
- Development of webinars

Persona Two – Senior Recruit



PROFILE

Name: Brian Dawson
Gender: Male
Age: 39
Address: 28 Adare Street,
Tullamore
Job Title: Project Manager
Industry: Private Sector

BIOGRAPHY

Brian is a father of two, active in coaching kids sports. Has a college degree. He currently works for a Tech company as a project manager and works from home 2 days of the week.

SOCIAL NETWORKS



GOALS

- Promotional Opportunities - Senior Level
- Professional Development
- Work / life Balance

CHALLENGES

- Lack of Promotional Opportunities in current workplace
- Job security in current climate
- Return to fulltime office location required

MAIN OBJECTIONS

- Difference in PayScale
- Career Progression
- Location of available Jobs

WHAT WE CAN DO

- Job Security
- Internal Promotions - Senior roles
- Investment in professional Training (Prince 2)
- Flexibility of geographical location (offices across Ireland)
- Hybrid working options
- Specialist leave entitlements
- Pension Scheme



Persona Three – New recruits



PROFILE

Name: John Dillion

Gender: Male

Age: 32

Address: Ballyfermot, Dublin 10

Job Title: Junior Software Developer

Industry: Private Sector

GOALS

- Promotional Opportunities
- Work-Life Balance
- Hybrid Working
- Investment in professional Training for certifications
- Leading a Team

CHALLENGES

- Promotional Opportunities
- Work-Life Balance
- Location of main office
- Cost of living
- Lack of investment in training
- Job security in current climate

BIOGRAPHY

John is a new father of one and works as a junior software developer for a American Company based in Dublin City. He is tech savvy and has recently completed an online Masters in Software Development

SOCIAL NETWORKS



MAIN OBJECTIONS

- Difference in PayScale
- Business goals are different to private sector - not for profit
- Career Progression
- Location of available Jobs

WHAT WE CAN DO

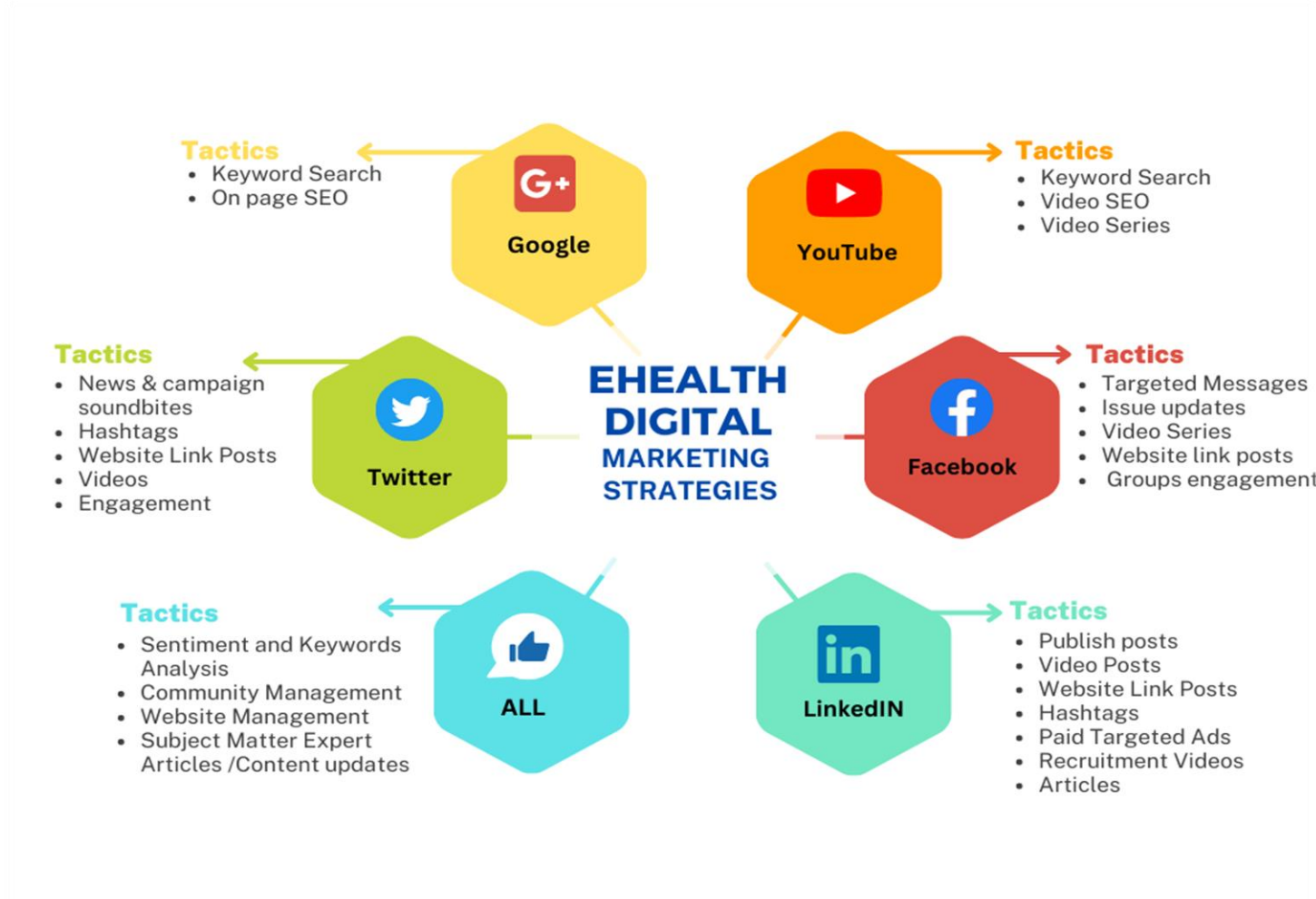
- Job Security
- Internal Promotions - career advancement
- Training & Development Dept
- Flexibility of geographical location (offices across Ireland)
- Hybrid working options
- Specialist leave entitlements



Overarching Digital Marketing Strategy for eHealth

Mission:

Delivering streamlined digital communications to engage our range of segmented audiences; enhancing trust and confidence in our work; managing our online reputation and promoting our role as eHealth subject matter experts. Ensuring we have the best talent working within eHealth to implement our objectives.








Content Strategy

We understand that we need to interact with all of our audience at each stage of the digital marketing funnel. This requires content for each persona as outlined above.

| Content Pillars | Personas | Channel | Content Format | Hashtags | SEO/Keywords |
|--|--------------------|--|--|--|---|
| eHealth Podcast Series <ul style="list-style-type: none"> Playlists- Backstage with eHealth | Persona 1, 2 and 3 | YouTube, Twitter, LinkedIn | Video, Graphics, Link Posts, Newsletter, Transcribed to articles for website | #eHealth4all – eHealth brand hashtag Use relevant hashtags for more reach (https://hashtagify.me/) | captions added, ALT Text Relevant Keywords |
| SNOMED Webinar Series <ul style="list-style-type: none"> Monthly recorded Webinar | Persona 1 | Facebook, LinkedIn, Twitter | Text posts with links. | #eHealth4all – eHealth brand hashtag Use relevant hashtags for more reach (https://hashtagify.me/) | captions added, ALT Text |
| Recruitment Videos Series <ul style="list-style-type: none"> Video brief explanation of function in eHealth, Benefits of working in eHealth | Persona 2 & 3 | YouTube, website, LinkedIn, Facebook Groups, Twitter | Video Content, graphics/visuals. Text posts with links to website | #eHealth4all – eHealth brand hashtag Use relevant hashtags for more reach (https://hashtagify.me/) | captions added, ALT Text |
| Website Updates <ul style="list-style-type: none"> Monthly Series of Newsletter from subject matter experts – Update of current vacancies on webpage 'A day in the life' webpage for information Update events page | Persona 1, 2 & 3 | YouTube, Twitter, Facebook & LinkedIn | Soundbites with links News Articles, Video Content Event Links Text posts with Links to landing pages. Visuals, Infographics | | We will use on-page SEO – mobile friendly, internal hyperlinks ensuring pages are accessible captions added, ALT Text Use of Google Keyword search to ensure delivery the right content. |

Platform Strategy

Tone of Voice for eHealth: We will speak in a consistent tone of voice reflecting our agreed media personality; we want to be the trusted source of information in regards to eHealth in Ireland. We will consider our audience when we write and change our tone to reflect this. We will also ensure we follow [HSE Digital Branding Guidelines](#)

| |  |  |  |  |  |
|----------------|---|--|---|---|---|
| Goal | General Public targeted messages to specific demographics / Groups | Curious and informed (search engine optimisations) | Thought leadership, Industry specific commentators, Media | Business Sector Specific Professionals Employee Advocacy | Where our social media Audience arrive for more information |
| Objective | Engagement & community advocacy | Reach, Website | Reach and engagement | Reach and Engagement, Recruitment metrics | Webpage metrics, eHealth Function pages metrics, career page metrics, new /returning visitors |
| Audience | 35-44 Female (current followers high level HSE /eHealth employees) | 18-34 year olds | 24+ year olds, similar industry types | 25+ year olds, Business, Academic, student | All for mentioned |
| Content Format | Videos Content, News Articles, Web link posts, Visuals | Recruitment Videos Webinars recordings Podcast Playlists Training Videos | News article, recruitment links Infographics, YouTube links video | Recruitment Ads, Recruitment Videos, Articles, Web link posts | Subject matter expert Articles, Go-live updates, Monthly webpage updates, Event page updates Recruitment videos Training Videos |

Facebook

- Share education-based content from our eHealth programmes to gain extra web traffic and visibility
- Use Facebook Groups to reach potential recruitment candidates
- Use Facebook as a sign-posting channel to direct people to longer form content such as articles, case studies, and website landing pages
- Harness the power of video content to gain increased engagement with our messages and information (Facebook gives positive bias to native and live video)
- Using our analytics to see which content is performing well and which is not

eHealth Ireland
★ Favourites · 19 October 2022 · 🌐

#Read The Laboratory Programme, under the governance of eHealth was established in 2021 following the cyber-attack, to advance, standardise and support key Laboratory ICT initiatives and to enhance integration of healthcare. The aim of this Programme is to provide a framework for laboratory services to engage with HSE eHealth & Acute Operations.
The Laboratory Programme is comprised of a diverse team of experienced healthcare professionals including Medical Scientists, Clinical Scientists, Data Analysts, ICT Technical Experts, Project Managers and Project Officers. Read more of its updates, progress and targets 📄
<https://bit.ly/3MDvcIN>

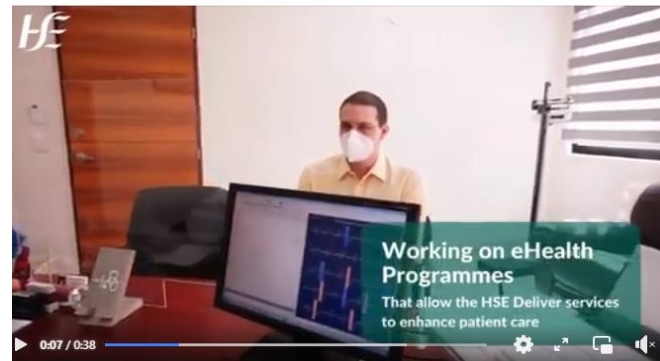
#eHealth4all #team #healthcare #data #project #medical #cyber #project HSE Ireland



eHealth Ireland
★ Favourites · 5 d · 🌐

Join the eHealth team!
eHealth and Disruptive technologies is the Health Service Executive office responsible for the delivery of technology to support healthcare across Ireland
We have a number of vacancies available.
You will find all Job Specifications on the eHealth Ireland website careers page 📄
<https://pulse.ly/xf58vwgezz>

#eHealth4all #ict #jobfair #digital #technology #management #jobsearch #vacancies #work #team #recruitment #eHealth #itsupport #computertech #business #jobseekers Publicjobs.ie Irishjobs.ie



#eHealth4all

We're Hiring!

Grade VII IT Operations Manager (South West)

Visit: www.eHealthireland.ie/careers/
or
www.hse.ie/jobs

Twitter

- Use twitter to raise the profile of eHealth Programmes in the form of links to articles and website landing pages.
- Sharing of upcoming training
- Use multi-media content comprising of graphics imagery & videos.
- Use our branded hashtag #eHealth4all & tagging to get more engagement on our tweets
- Using our analytics to see which content is performing well and which is not



Sample of infographics

"Working on exciting eHealth programmes that allows the HSE deliver services to enhance patient care"

| | | |
|--|--|--|
| <p>Bring Us to You Virtual Health</p> <p>eHealth Initiative: National Virtual Health Programme</p> | <p>eHealth Initiative: ePharmacy /ePrescribing Programme</p> | <p>eHealth Initiative: Health Performance and Visualisation Platform</p> |
| <p>Competitive salary and increments</p> | <p>Time Off - Leave and family friendly working arrangements</p> | <p>Travel and subsistence</p> |
| <p>Pension contribution Scheme</p> | <p>Flexible working location (flexibility around location subject to agreement)</p> | <p>Training and Development Opportunities</p> |

Visit: www.hse.ie/eng/staff/jobs/ or publicjobs.ie

eHealth Ireland

LinkedIn

- To publish recruitment updates on the eHealth Ireland LinkedIn showcase page, using videos & imagery
- To utilise the LinkedIn recruiter platform as a complementary recruitment tactic
- Publish articles related to eHealth by subject matter experts with website links posts.
- Develop eHealth Newsletter with content from subject matter experts to share with our followers
- Share our up-coming events (training, Job- expo, upcoming webinars –SNOMED)
- Use our insights to see which content is performing well and which is not



🌟 Save the Date 🌟

The next #SNOMED webinar 'The Patient Journey, Why Data Matters' is taking place on Friday 9th Sept at 11 am.

You will find the link to the webinar on the eHealth Ireland website here <https://bit.ly/3e4OTFR>

No need to register, just turn up on the day!

#eHealth4all #data #snomed #Hospital #Healthcare #COVID19

SNOMED International Saolta University Health Care Group Beaumont Hospital St James's Hospital Dublin Theresa Barry Butler Fran Thompson

eHealth Ireland & ONMSD are delighted to present this series of webinars on SNOMED for 2022

The Patient Data Journey, Why Data Matters

Date: Friday 9th September
Time: 11am – 12 noon

Microsoft Teams meeting
Join on your computer or mobile app
[Click here to join meeting](#)

eHealth Ireland | Office of the Nursing & Midwifery Services Director



eHealth are delighted to be attending the Jobs Expo in Galway on Saturday the 18th of February 2023. This is a great event with opportunities for those exploring their next career move, you can meet CIO Fran Thompson & other Senior Management Team members to see what opportunities there are working with eHealth.

Register here <https://lnkd.in/eSwQCDGx>

#eHealth4all #recruitment #Jobexpo

JOBS EXPO GALWAY

BROUGHT TO YOU BY RECRUIT

Are you looking for a career in Galway?
VISIT JOBS EXPO GALWAY

Ireland's largest recruitment fair returns

[JOBS EXPO.ie](https://www.jobsexpo.ie)
Work is what we do

SATURDAY, 18th FEBRUARY, 2023
AT THE GALMONT HOTEL & SPA



eHealth Staff The next 'Managing People Using H.R. Policies' course is taking place on the 20th September, this is a one day in-person session.

Understanding and applying the legal framework that governs human resource development in the organisation is as important as other management skills. Factors defining this framework are presented in this one day programme.

Enrol by closing date 03/09/22 on www.hsland.ie spaces are limited so don't miss out!

This course is being facilitated by the eHealth training & Development Department for eHealth Staff only.

#eHealth4all #Training #Management #HSE

Course: Managing People Using H.R. Policies
Target Audience: Any staff member with direct people management responsibilities

Dates: 20th September
One Day Program - in person event

Learning Outcomes:
How to interpret and apply the HR policies that underpins:

- Effective employee performance
- Employee Grievances
- Attendance management
- Dignity at work policy

Learn more at: www.hsland.ie
ehealth.training@hse.ie

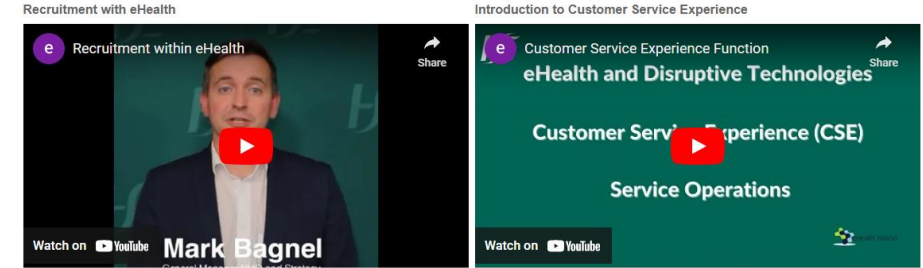
Website

This is where we want our platform audience to come to for the information we have.

- We will create information that is requested by doing trend research on Google Trends
- We will publish subject matter expert monthly news articles on our new item pages
- We will update our events pages with relevant events
- Develop and update our careers page – with current vacancies

Find out more about eHealth

Below are short videos giving an overview of the different functions and departments within eHealth and Disruptive Technologies; and also a brief video on some of the benefits of working in the HSE and an 'Inside the Interview' Podcast with Joyce Shaw, Chief of Staff and Sabina Battersby.



09 December 2022

PMI Ireland National Project Awards

eHealth were recently short-listed by the PMI Ireland National Project Awards for our role in both "The HSE's eHealth Digital Response to the COVID Pandemic" and "The HSE's Covid Vaccination Programme".



28 November 2022

SNOMED Vendor Specifications Document for HSE procurement of new systems

The Irish National Release Centre for SNOMED have published a SNOMED Vendor Specification Document for HSE procurement of new systems



28 November 2022

Irish SNOMED CT National Release Centre attended SNOMED CT International Expo

Members of the Irish SNOMED CT National Release Centre attended the SNOMED CT International Expo in September 2022



13 November 2022

National Cancer Information Services (NCIS)

The National Cancer Information System (NCIS) rollout in St. Luke's Hospital Rathgar back in 2019 has now extended to seven of the twenty six hospitals delivering systemic anti-cancer therapy, SACT.



Home > Careers > Current Vacancies

13 January 2023

eHealth/88/22 Grade VI Software Developer

Closing date: 13/01/2023 12:00



11 January 2023

eHealth/97/22 Grade VII Systems Cloud Engineer

Closing date TBC



06 January 2023

eHealth/96/22 - Grade VI Junior Business Analyst

Closing Date: 06/01/2023 at 12:00



06 January 2023

eHealth/94/22 Grade VII Business Analyst

Closing Date: 06/01/2023 at 12:00



YouTube

- Use YouTube to host our Videos/Podcasts/training videos/Webinars: (ensuring these are accessible – captions added, ALT Text)
- eHealth Podcast Series (interviews with eHealth Staff about their Jobs and the areas they work in)
- This content can re-purposed into articles, blogs and soundbites for our website & social platforms to garner more engagement from HSE Staff & potential recruitment candidates.
- We can use video SEO and keywords to get more reach.
- Using our insights to see what content performs better.

Backstage with eHealth
eHealth Communications
Unlisted
8 videos 123 views Last updated on Dec 9, 2022

Sort

- Joyce Shaw and Sabina Battersby-Inside the interview
eHealth Communications • 1.3K views • 1 year ago
- Helena Murphy Podcast
eHealth Communications • 15 views • 5 months ago
- Eamon Coyne Podcast
eHealth Communications • 12 views • 5 months ago
- Eamon Coyne podcast
eHealth Communications • 11 views • 5 months ago
- Mark Bagnell And Niamh Crossan Integrated Information Service Podcast
eHealth Communications • 12 views • 5 months ago
- Mark Bagnell And Niamh Crossan Integrated Information Service Podcast
eHealth Communications • 7 views • 5 months ago
- alison brophy podcast
eHealth Communications • 5 views • 2 months ago


SNOMED Playlist
eHealth Communications
Unlisted
10 videos 64 views Last updated on Dec 6, 2022

Sort


- Data analytics and SNOMED, how to derive information to make decisions based on clinical terminology
eHealth Communications • 61 views • 1 month ago
- Snomed Webinar The Patient Data Journey, Why Data Matters
eHealth Communications • 67 views • 2 months ago
- Theresa Barry Snomed Podcast
eHealth Communications • 135 views • 5 months ago
- Snomed The Good The Bad The ugly - June 2022 by Theresa Barry
eHealth Communications • 139 views • 6 months ago
- SNOMED Webinar 2
eHealth Communications • 119 views • 1 year ago
- SNOMED Webinar Series: Back to Basics how to engage with SNOMED Education and Training
eHealth Communications • 32 views • 1 year ago
- SNOMED Webinar: SNOMED IN Ireland to date.
eHealth Communications • 98 views • 1 year ago

YouTube cont....

e Data analytics and SNOMED, how to derive information to make decisions b... Watch later Share SNOMED International



SNOMED Clinical Terminology Irish National Release Centre

Data Analytics  SNOMED, how to derive information to make decisions based on clinical terminology

Webinar 16/04/2021

Watch on  YouTube

eHealth and Disruptive Technologies, HSE

e Microsoft Teams Training Video Watch later Share eHealth Ireland



Microsoft Teams Training



OoCIO Office 365 team



Seirbhís Stáinte
Níos Fearr
& Forbairt

Building a
Better Health
Service

Watch on  YouTube 

e Recruitment within eHealth Watch later Share





Watch on  YouTube

Mark Bagnel

General Manager, eHealth and Strategy

Roadmap of Execution

- We will create content on a weekly basis aimed at our audiences at different stages of the funnel which ties into our content marketing plan i.e. awareness, engagement and conversion.
- This content plan will only be fully implementable if content from relevant experts and partners is provided. Therefore, we recommend that we provide our partners with access to a shared folder to share content with us. We will develop a blog/video/podcast/webinar editorial calendar with weekly contributions from our partners on a specific topic, based on keyword research.

| May-23 | | | | | | | | KEY: | |
|--|--|---|---|--|--|--|--|---|--|
| | | | | | | | | MS Teams Training dates | |
| | | | | | | | | MS Teams Tips of Day | |
| | | | | | | | | Recruitment Campaigns | |
| | | | | | | | | eHealth Function SM Campaign Awards | |
| | | | | | | | | Snomed Webinar Video | |
| | | | | | | | | Snomed Webinar dates | |
| | | | | | | | | News story - website | |
| | | | | | | | | Article - Subject Matter | |
| | | | | | | | | eHealth Function update | |
| | | | | | | | | Training & Development Course HSE Updates | |
| | | | | | | | | eHealth Podcast / lunch & Learn Events | |
| Monday 1st | Tuesday 2nd | Wednesday 3rd | Thursday 4th | Friday 5th | | | | | |
| MS Teams Training Twitter | MS Teams Training twitter | MS Teams Training twitter | ReminderMS Teams Training twitter | | | | | | |
| eHealth 28/23 Grade VII ICT Project Manager Twitter | Msteam tip of the day twitter | | Msteam tip of the day twitter | eHealth 28/23 Grade VII ICT Project Manager Twitter | | | | | |
| Helath IRL Campaign twitter | Attend anywhere training twitter | Helath IRL Campaign twitter | Attend anywhere training twitter | Snomed Expo talks Video twitter | | | | | |
| Attend anywhere training twitter | Snomed Expo talks Video twitter | Attend anywhere training twitter | Snomed Expo talks Video twitter | Helath IRL Campaign twitter | | | | | |
| Snomed Expo talks Video twitter /facebook /linkedin | eHealth 28/23 Grade VII ICT Project Manager Twitter LinkedIn Facebook | Snomed Expo talks Video twitter | eHealth 28/23 Grade VII ICT Project Manager Twitter | Training & Development Course Getting ready for retirement Twitter / linkedin /facebook | | | | | |
| News Article MNCMS twitter | Helath IRL Campaign twitter | eHealth 28/23 Grade VII ICT Project Manager Twitter | Training & Development Course Getting ready for retirement Twitter | Attend anywhere training twitter | | | | | |
| scheduled care IIS video Twitter | Training & Development Course Getting ready for retirement Twitter | Training & Development Course Getting ready for retirement Twitter | Your Opinion Counts Staff Survey 2023 twitter | News Article MNCMS twitter | | | | | |
| Training & Development Course Presentation skills Twitter | Your Opinion Counts Staff Survey 2023 2nd May twitter | News Article MNCMS twitter | Helath IRL Campaign twitter | Your Opinion Counts Staff Survey 2023 2nd May twitter | | | | | |

Reporting

The digital marketing team will provide a monthly report for the Senior Management Team. These metrics will help to ensure that we are reaching our set out objectives and staying within budget for our paid advertising. It will also highlight if we need to change tactics on our campaigns

Monthly Report Template SOCIAL METRICS

| | Facebook | LinkedIn | Twitter | YouTube |
|---|----------|----------|---------|---------|
| # Fans | | | | |
| Fan Growth | | | | |
| Engagement | | | | |
| Video views | | | | |
| Top Post/Tweet | | | | |
| Hashtag Reach | | | | |
| Sentiment (when required on controversial issues) | | | | |

Reporting

Monthly Report Template

SOCIAL ADVERTISING

| Channel | Campaign | Results | Type | Cost/Result | Amount Spent |
|----------|----------|---------|------|-------------|--------------|
| Facebook | | | | | |
| LinkedIn | | | | | |
| Twitter | | | | | |

WEBSITE METRICS

| | |
|--|--|
| Site visitors | |
| Sessions | |
| Bounce Rate | |
| Social referral | |
| Goals (as per your Google Analytics) | |
| Downloads – Job Application Forms/newsletter | |

Review & Conclusion

Review and Iteration

This strategy will be a live document and reviewed quarterly. As decisions are taken to adopt new social media platforms the policy and approach to each will be included.

As team members join or leave, their profiles should be added or removed from social networks. When any iteration to our social media approach is taken, it will be reflected in this document and dated and the document version updated.

Conclusion:

To ensure we can execute this strategy we need the collaborate of our colleagues across eHealth as they are the subject matter experts and will be seen as the authority of eHealth in Ireland. This will highlight the important work eHealth is doing and will then ensure we attract the right candidate to work with us.

Signed: 

Chief of Staff