

2024 Social Strategy & Editorial Content Calendar

B2B Channel & Audience Strategy

Objective: Build on Help at Home's brand positioning tactics reinforcing the themes and quarterly messaging with thought leader content elevating the brand narrative as an industry leader and innovator changing the way care is delivered and an employer brand of choice in personal home care. Using multi-media, blogs, white papers, business news and events and creative that sparks conversations and interest.

Audience: Existing 85k followers; employees, health care, home care, business leaders, other interested followers

B2C Channel & Audience Strategy

Objective: Build on Help at Home's brand positioning as an employer with a deep-rooted culture of caring for the caregiver, creating a positive brand reputation, reinforcing support for caregiver work and drive recruitment.

Audience: Existing employee-caregivers, potential caregiver recruits, other interested followers

Strategy:

Integrate Help at Home's existing Facebook and Insta social media presence with authentic caregiver community content designed to create a deeper sense of caregiver inspiration by partnering with 'influencer' caregivers to increase impressions, raise awareness beyond existing HAH channel followers of the overall brand and caregiver profession opportunity, reinforce caregiver brand love. Ongoing channel content: longer videos, reels that inspire and support caregiving to drive interest and brand love, recruitment and inspiration.



2024 YTD Social Media Highlights:



Help at Home gained 10K+ followers across platforms for total of 100,000+ followers

Reached over 3 million users

Received more than 500K engagements



LINKEDIN



CURRENT FOLLOWERS

93,027

+2,608



TOP LOCATIONS

1. **Chicago**
2. **New York**
3. **Dallas-Fort Worth**



TOP JOB FUNCTIONS

1. **Human Resources**
2. **Healthcare Services**
3. **Information Technology**



Engagements: **2,150**



Page views: **15,470**



Impressions: **81,752**

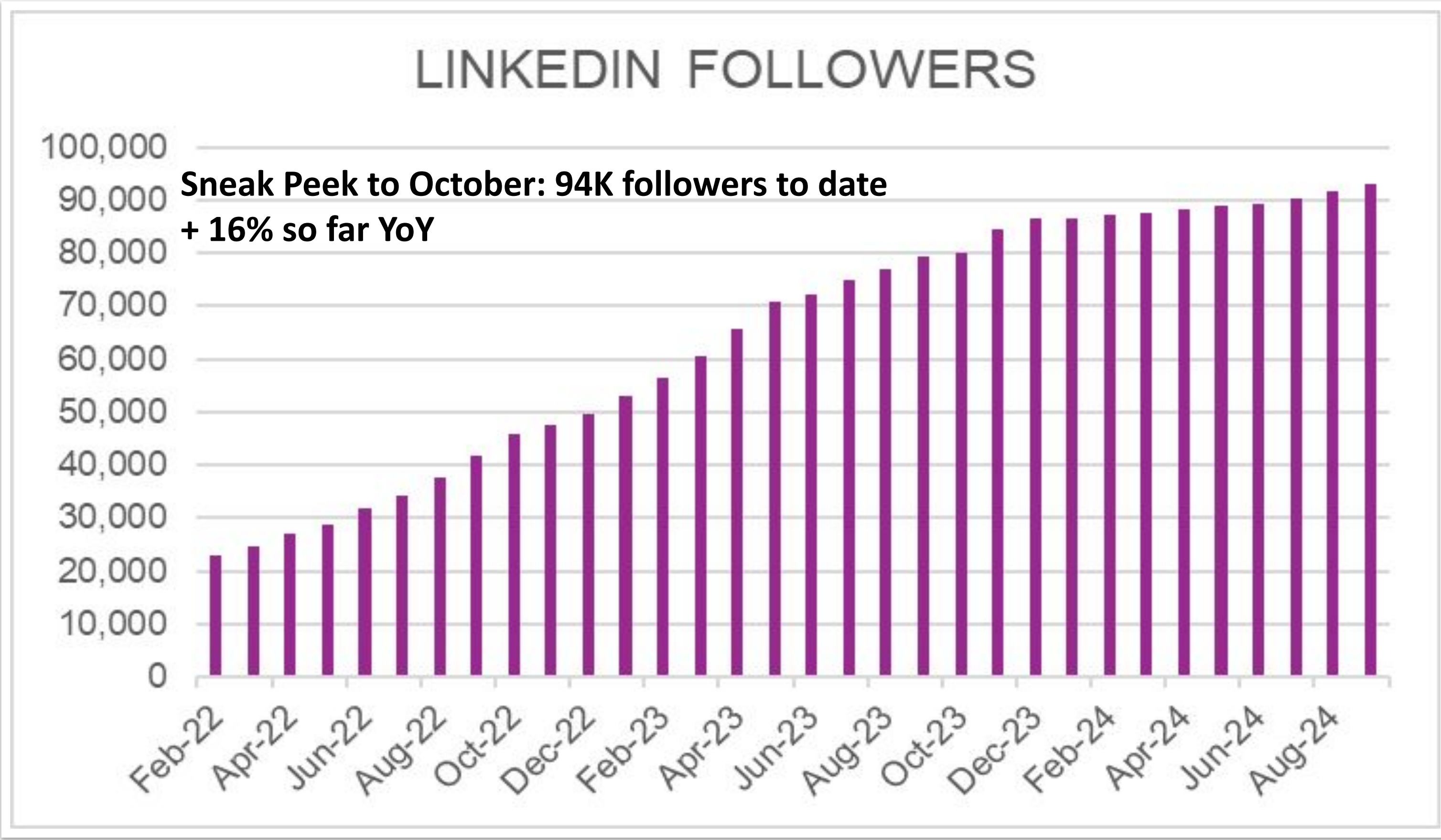


Engagement rate: **11.30%**

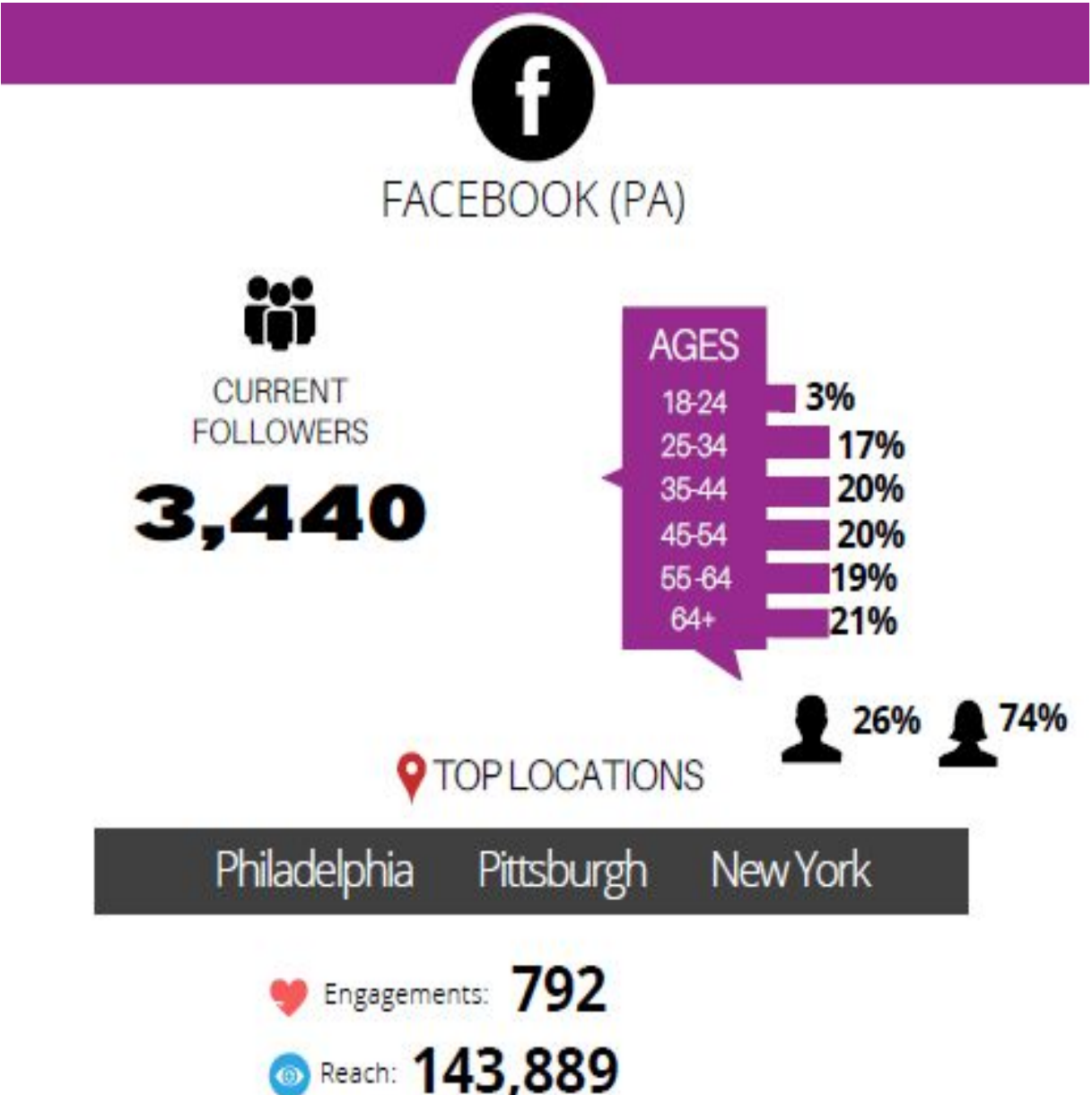
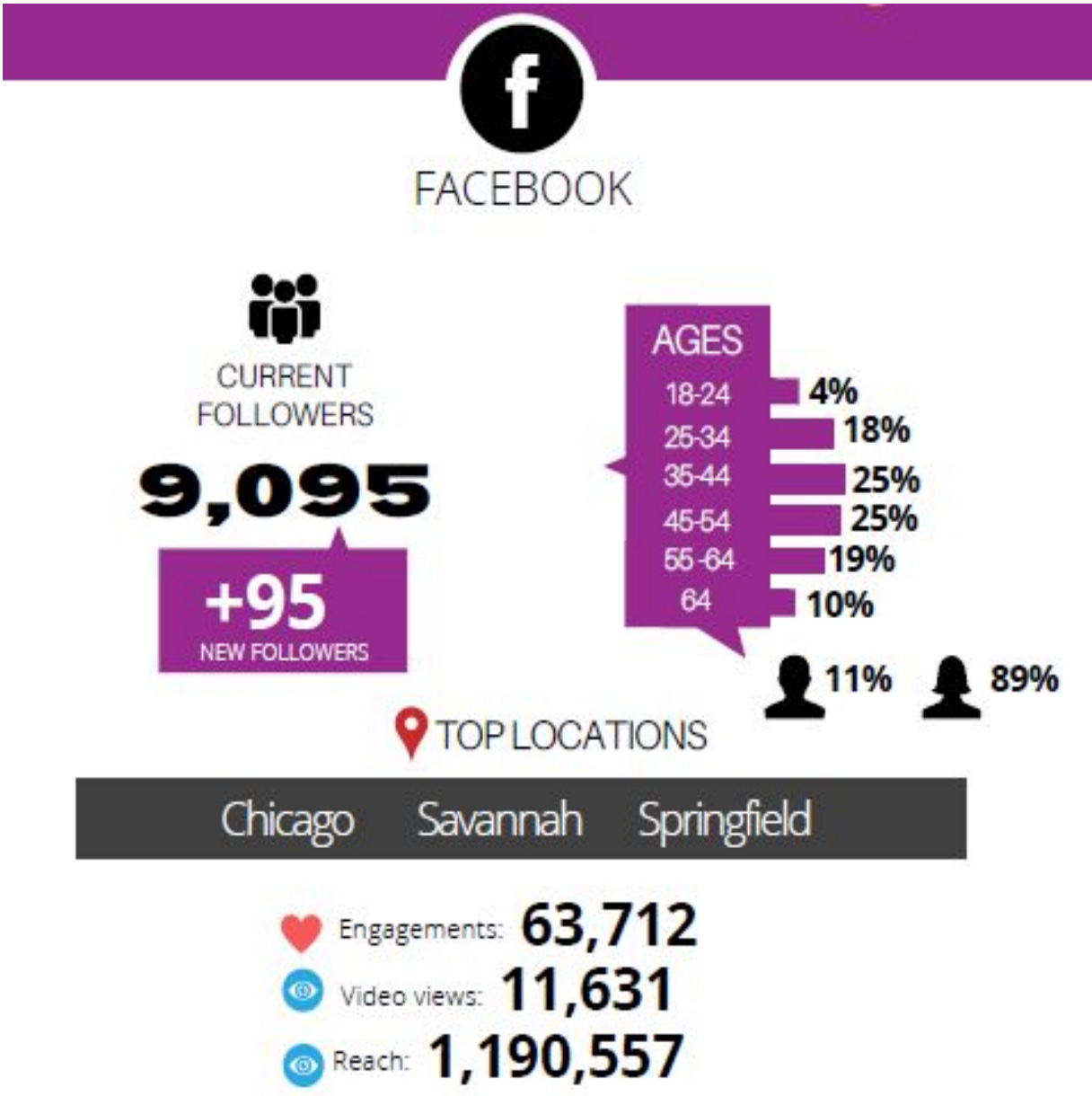
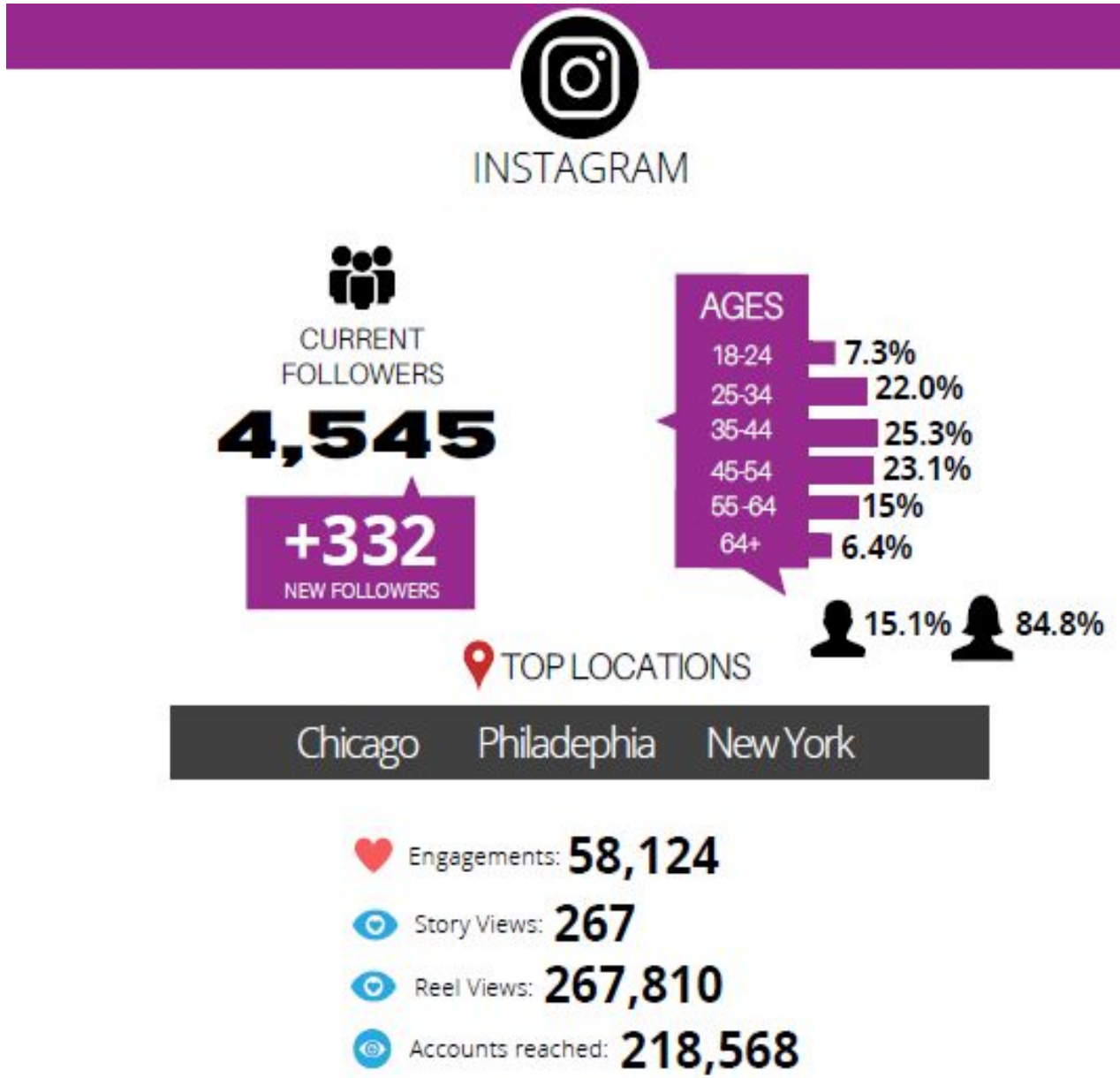


Link clicks: **72**

Social Media At a Glance; Growth climbing steadily



2024 YTD Social Media Highlights: B2C Channels Facebook & Insta



2024 Social Media: Brand Ambassador Influencer Program

Phase 2: Program Influencers Generated \$5.6M+ in Paid Media Value – *nearly tripled since August 2024*

2024 Total Combined Performance

- 14 Posts
- 800K+ Total Impressions/Views
- 1M+ Total Accounts Reached
 - 98K+ Total Engagements
- 450+ Total Unique Link Clicks
 - \$21,000 Total Cost

Strategic Rationale: Cultivate our brand voice through caregiver advocates via authentic video content. Owning our authentic content allows us to best manage risk.



Jessica Lesaca
@jessicalesaca (410K Followers)



Ty Lewis
@imagertrudejordan (106K Followers)