

# Military Health System's Second Annual Celebration of National Nurses Week

2018  
*National*  
**NURSES  
WEEK**

May 6–12, 2018



Military Health System  
[health.mil](http://health.mil)



# Strategy & Goals

## Strategy

Use National Nurses Week as a mechanism for telling the story of the Military Health System (MHS) through the lens of a nurse, military and civilian, while enhancing the awareness of the Department of Defense community and public of today's MHS

## Communication Goals

- Promote the MHS by highlighting accomplishments of MHS nurses
- Effectively communicate the delivery of health care to our beneficiaries through the lens of a nurse
- Increase participation by Services in the planning and attendance of events, and
- Increase the utilization of tactics provided
- Increase total impressions and engagements on social media by five percent YOY
- Garner media attention of MHS's celebration of Nurses Week, particularly Wreath Laying Event

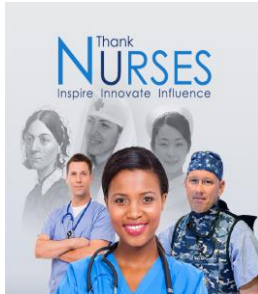
# Notable Achievements

- More than 20,000 Facebook Live views of the wreath laying ceremony
- Wreath laying and cake cutting attendance increased +400% and +1,000%, respectively
- Connecting Vets 20-min radio interview with Navy Cdr. Bill Danchanko; segments aired on all 81 CBS Radio stations -- potential reach of 81 million
- Health.mil article pick-up rate increased 600%
- Video view time increased +150%
- Social media impressions and engagements grew by 4.6% and 95.6%, respectively

# Tool Kit Products



Infographic



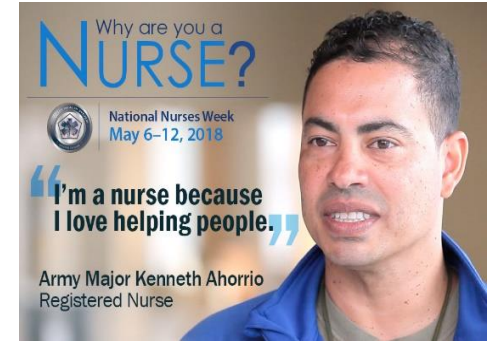
Thank You Card



Certificate



Pocket Card



**Social Media Plan**  
National Nurses Week 2018

**INTENT**  
Leverage your social media channels to promote the Military Health System's celebration of National Nurses Week from May 6 - 12. Encourage maximum participation through proactive social media messaging, with content that follows the theme of thanking nurses and detailing how they inspire, motivate, and influence.

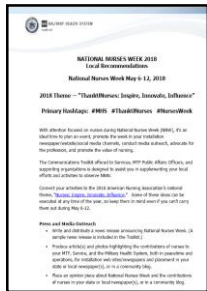
**GOALS**  
Below outlines the MHS planned posts and messages, and after @MHSHealth points the original message, we ask that you share and cross-promote the messages on your social media platforms, and we will do the same for your locally developed content. The 2018 National Nurses Week Toolkit, available to download [here](#), includes a number of other approved graphics that you can also use in your platform-specific messages to vary their use and/or for service-specific.

We request that all Nurses Week social media posts tag @MHSHealth and include the hashtags: #NRS, #ThankNurses, and #NursesWeek. You may add additional hashtags as you see fit.

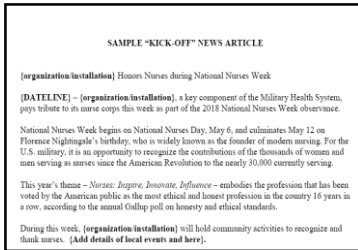
@MHSHealth is covering the 2018 Living Legends Ceremony on May 7 on Facebook Live. Please share our live stream on your channels for maximum engagement. Lastly, we encourage you to use any of the additional approved graphics, including the "Why is a Nurse?" photos and quotes from the toolkit to create original National Nurses Week posts on your social media platforms, as some of the nurses and facts quoted in these graphics may be from your local facility.

PLATFORM	PLANNED DATE	CONTENT AND LINK	GRAPHIC	PURPOSE	DATE POSTED	METRIC
	May 6	The MHS is celebrating National Nurses Week May 6-12, 2018. Visit <a href="http://www.health.mil/nursesweek">www.health.mil/nursesweek</a> to learn more! #ThankNurses		PROMOTE		

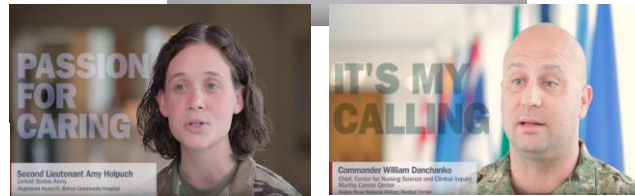
Social Media Graphics & Plan



Local Recs



News Release/Article



Videos

# Wreath Laying Ceremony

Wreath Laying Ceremony at Arlington National Cemetery (ANC) was the signature engagement event






# Wreath Laying Ceremony


## Social Media

- The live streaming of the event on Facebook was the top @MilitaryHealth post for all of Nurses Week

Facebook Live	2017	2018	YOY Difference
Views	1,520	20,760	+ 1,265.8%
Shares	20	459	+ 2,195%
Reactions	69	438	+ 534.8%
Comments	11	135	+ 1,127.2%

Share of Wreath Laying Ceremony/All Nurses Week Posts	Total	Ceremony	Percentage of Total
Impressions	209,016	20,760	9.9%
Engagements	4,516	1,032	22.6%

 **Military Health** was live.  
Published by Hannah Wagner [?] · May 7 at 1:35pm · 🌐



📍 Your video is popular in [Florida](#) [Boost Post](#)

20K Views

# Cake Cutting Ceremony

Cake Cutting Ceremony at Defense Health HQ (DHHQ) was the secondary engagement event

- Publicized through print advertising and screensavers posted around DHHQ; invitations sent to 200 individuals
- Attendance increased 1,150% from 2017



# Articles

6 Health.mil stories produced for Nurses Week, including profiles on individual nurses.

- 6,029 page views on Health.mil
- Stories picked up by other media outlets and websites 70 times

## The journey to military nursing is different for all



First Lt. Lizamara Bedolla, staff nurse, Surgical Ward, William Beaumont Army Medical Center, stands in one of her unit's inpatient rooms. Bedolla, a native of Houston, was born in war-torn Nicaragua before immigrating to the United States and fulfilling her dream of becoming an Army Nurse. (Army photo by Marcy Sanchez)

## My mother, myself: Army nurse follows familiar footsteps



Retired Army Lt. Col. Phyllis Cogan spent 20 years in the military in hands-on patient care. Her daughter, Army Maj. Kaitlyn Perkins, is working on a master's degree in legislative affairs and will focus on health care policy. (Courtesy photo)



# Videos

- 15 Interviews with approximately 45 minutes of footage captured
- 4 Shoot Locations: DHHQ, Ft. Belvoir, USU, and Andrews AFB
- 15 stills with quotes created for each interviewee
- Average time spent viewing videos increased from 2017



Military Health System Celebrates 2018 National...

140 views • 2 months ago



Military Health System Celebrates 2018 National...

349 views • 2 months ago



Military Health System Celebrates 2018 National...

104 views • 2 months ago



Military Health System Celebrates 2018 National...

209 views • 2 months ago

# Social Media

- Average impressions and engagements per post grew by 4.6% and 95.6% from 2017, respectively
- @MilitaryHealth saw an increase in Facebook page followers and likes over Nurses Week, peaking at the beginning of the week with the live streaming of the wreath laying ceremony

Social Media	2018
Total Posts	52
Total Impressions	209,016
Average Impressions per Post	4,020
Total Engagements	4,516
Average Engagements per Post	145