

**Rolling Hills Hospital:**  
***Targeting Our Demographic Using Facebook***

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# Facebook Campaign Strategy For Rolling Hill Hospital

A good start to enhance our Facebook program is to focus not just on likes, but on reach to community organizations and people that are part of Rolling Hill's target demographic. This will require a few basic tactical procedures.

**First** we need to research all the community organizations that are within a 45 mile radius of the hospital. From there we should see if they have community pages or groups on Facebook that we can post to, both as individuals and as the hospital account.

**Second**, we should have informational articles on our target sites (or blogs) that offer tips and advise that people will want to click over too. We must include a sign up sheet so we can put them on our mailing list.

A way to use this to get likes would be to have your IT person have a squeeze page where customers can like us and they get access to a free report we can devise (though I think an email list is better.)

I personally believe we should focus on **reach over likes**. At the very least we should include both things as dual measurements. Getting to and interacting with thousands of Sweetwater Texans will carry the message much further than just being able to post to an individual because they liked our page.

**Third**, I would use Facebook's Intergraph search to run teaser ads that link back to our Facebook page. We can set it up to reach women in the age bracket we are targeting in the target locations. I would also use a Google adwords campaign to drive people to our squeeze and Facebook pages. **For this report we are focusing on the targeting methods for Facebook.**

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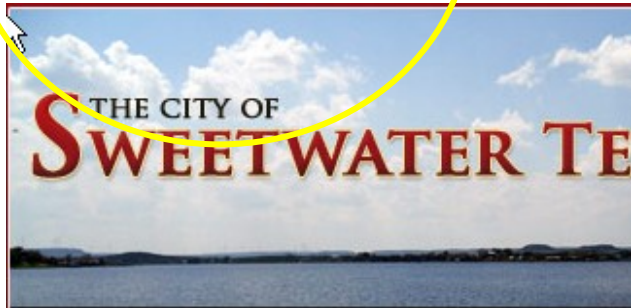
## Geography

My first order of business is to find any organization we can connect with for posting purposes. This will require a survey of the area, businesses through a number of sources:

## Communities [\[edit\]](#)

- Sweetwater 10,906
- Roscoe 1,322
- Blackwell 311 (partial)
- Maryneal (unincorporated)
- Nolan (unincorporated)
- Bitter Creek (ghost town)

While the hospital is located in Sweetwater we have an extended reach due to the rural nature of the county and the distance to other hospitals in Abilene and Snyder. Initially our Facebook targets will be focused around Sweetwater but these are also potential target segments.

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## Welcome to Sweetwater, Texas!



## Nolan County, Texas

Want more? [Browse data sets for Nolan County](#)

People QuickFacts	Nolan County	Texas
Population, 2013 estimate	NA	26,448,193
Population, 2012 estimate	14,924	26,060,796
Population, 2010 (April 1) estimates base	15,217	25,145,561
Population, percent change, April 1, 2010 to July 1, 2013	NA	5.2%
Population, percent change, April 1, 2010 to July 1, 2012	-1.9%	3.6%
Population, 2010	15,216	25,145,561
Persons under 5 years, percent, 2012	7.0%	7.5%
Persons under 18 years, percent, 2012	25.7%	26.8%
Persons 65 years and over, percent, 2012	16.8%	10.9%
Female persons, percent, 2012	50.3%	50.3%

## Facebook Intergraph Search

Using the Intergraph search, there are large number of members who are:

- female
- living in Stillwater

More Than 1,000 People [Share](#)

Gender

Relationship

Employer

Current City

Hometown

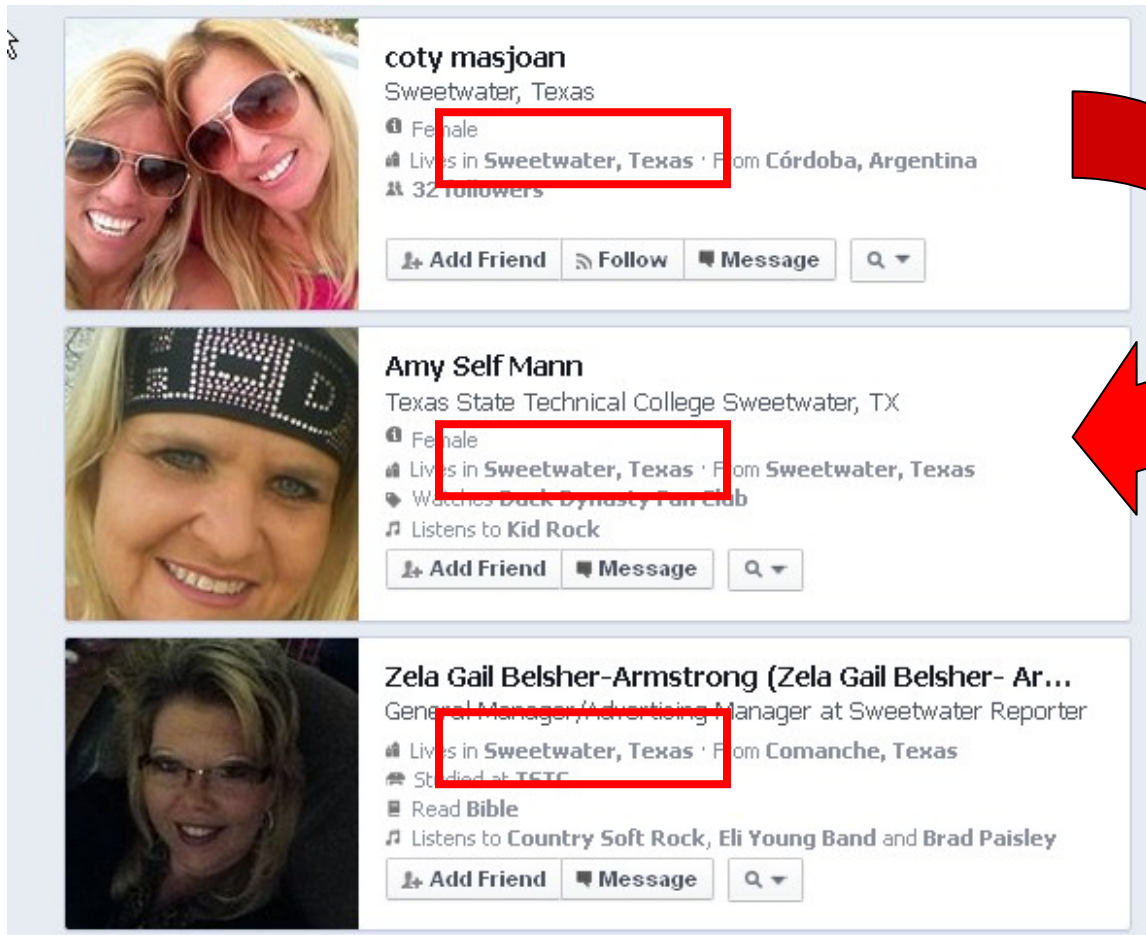
School

Friendship  [Add](#)

Name

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This is the query screen for the **Facebook Intergraph** engine. This can generate scores of matches of our target residents. We can use this both for determining where to advertise our paid posts and for sending friend requests on our individual accounts.



This would be an IDEAL demographic to run ads to since we can target it so effectively. We can also set up a **personal account** and begin slowly making friends with the residents. We can also use this demographic data to find the other Facebook pages/groups to post among.

The image shows a screenshot of three Facebook profiles. Each profile has a green box highlighting its employer or current workplace. A callout box on the right contains text explaining the search strategy.

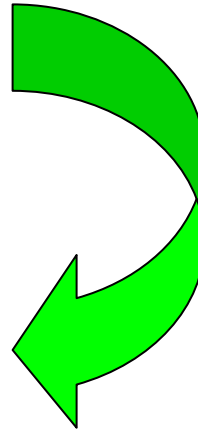
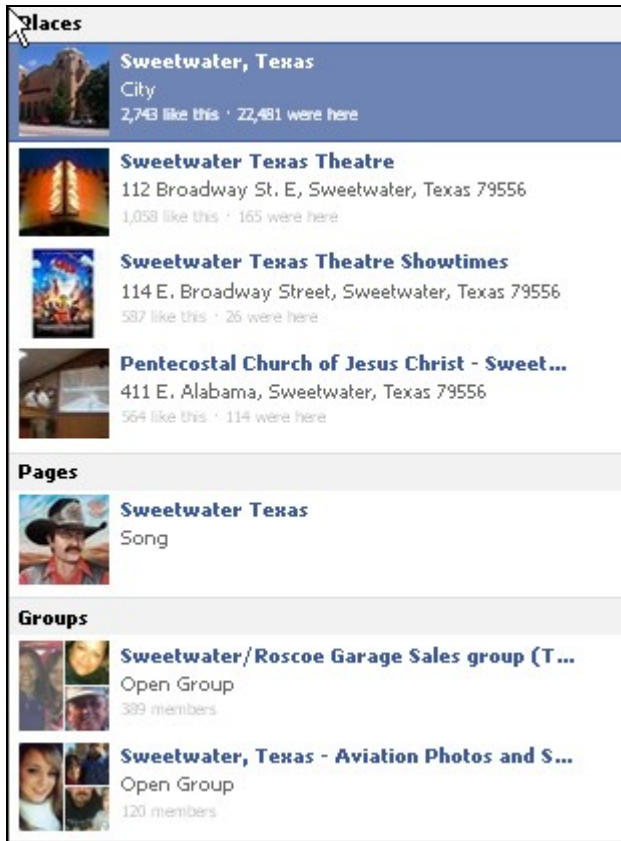
**Michelle Painter Kincaid**  
TSTC Nursing

**Shelli S. Chance**  
Works at City of Snyder Texas City Hall

**Tina Allen**  
The Paint Room at Ludlum Measurements Inc

The Intergraph search also can search by employers in our chosen area. The employer sites make excellent posting opportunities since they will be populated by people in our target area.

Here is a list of some possible groups we can join with a personal account. We can use the hospital logo as our avatar and offer information and services of interest.



## Pages

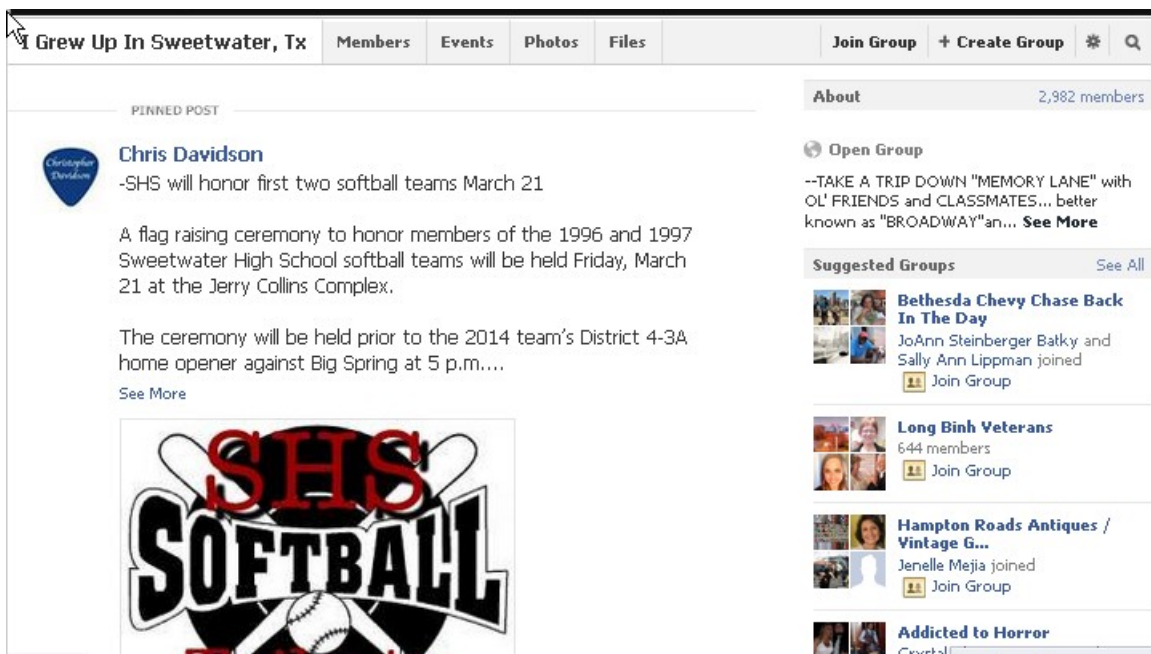
The local businesses are also a great spot to place a **follow up comment** since the hospital's logo will show every time we do it. We can also work with our local partners to get a message across. Once we like their business we can do two things:

- Ask that they reciprocate the like
- Post to their comments on our feed (which of course will get our logo on theirs)



## Groups

This is a group. We will need a personal account to post but this an easy way to interact with a lot of locals.



This group alone has 2000 members which is significant in a town of about 10,000 people or a county of about 15,000. We can also access the profiles of the members (as shown below).

**All Members (2,982)**

Find a Member

Create a Page...

<p><b>Erica Lynne Rea</b> Attendant at Caprock Home Health Services, Inc. Added by Chris Davidson last Friday</p>	<p><b>Ann Head</b> Joined over a year ago</p>	<p><b>Shanna Rane Harbuck</b> Joined over a year ago</p>
<p><b>Elizabeth Dowell-Ball</b> Works at Blackrock Services, LLC Joined over a year ago</p>	<p><b>Bob Hancock</b> Security Officer at G4S Secure Solutions Added by Chris Davidson about 5 months ago</p>	<p><b>Angela Stuart</b> Added by Elaine Williams Gray about 2 months ago</p>
<p><b>Marty Griffin</b> Works at Northern Outdoors Joined over a year ago</p>	<p><b>Addie Williams</b> Member Services Rep at SRFCU Joined over a year ago</p>	<p><b>Ben Singletary</b> Added by Elaine Williams Gray about 4 months ago</p>
<p><b>Gloria Torres</b> Lab at USG Joined over a year ago</p>	<p><b>Lacey Wright</b> Houston, Texas Joined over a year ago</p>	<p><b>Albert Alaniz</b> Texas State Technical College Joined over a year ago</p>