

New Public Affairs Outreach Plan

Summary: The Office of Public Affairs (OPA) directs the Board's public relations, outreach and marketing efforts. OPA's goal is to support the Board's mission of consumer protection through proactive media relations, and promotion and marketing of Board actions, initiatives and events. OPA plans to utilize several outreach and education tools to connect with audiences who consume information in more technologically advanced ways. In addition, OPA plans to institute methods to determine overall effectiveness of outreach campaigns.

Target Audience: Every patient in California. Target groups are seniors, ethnic groups, parents, legislators, California consumers, and licensees.

Objective 4.2: Improve outreach to medical schools, postgraduates, and initial and renewed licensees, to start at ground zero in terms of education in ethics, professionalism, and the law in order to prevent future violations.

Strategies:

- Secure video and sound equipment to produce high-quality content for use on the Board's website and social media channels.
- Establish a monthly content schedule for both the videos and podcasts.
- Produce videos, webinars, and podcasts and distribute via the Board's website and social media channels.
- Develop educational materials such as pamphlets, FAQs, one-page fact sheets, etc.

Objective 4.3: Evaluate and improve the current outreach methods and technological opportunities in order to increase outreach to consumers and licensees.

Strategies:

- Produce shareable content for social media channels including videos, podcast, Facebook Live posts, memes, re-Tweets, and sharing of posts.
- Increase post frequency for all social media channels.
- Tweet and Facebook the Board's disciplinary actions against doctors in addition to sending them out via subscriber alerts.
- Increase social media audience growth by doing targeted social media campaigns and gain followers in specific target audiences.
- Develop an engagement strategy for users who tweet to the Board and mention the Board in posts.
- Develop strong presences on Twitter, Facebook and YouTube before exploring other social media channels including SnapChat, Instagram, and LinkedIn.
- In addition to podcasts, record sound clips with all news releases to disseminate to radio stations for use in their broadcasts.
- Offer Spanish versions of social media posts and news releases the Board issues to reach Spanish-speakers in California.

Objective 4.4: Collaborate with and expand communication to community organizations to conduct outreach to enhance consumer protection and provide education to vulnerable populations.

Strategies:

- Identify historical attendance at outreach events.
- Identify and choose events in which the Board can make a presentation and answer questions to better engage audiences.
- Attend the events identified above.
- Develop metrics that the Board can use to gauge the overall effectiveness of outreach, including website alert sign ups, social media followers, web traffic, and social media engagement.
- Leverage social media and webinars to host Facebook Live and Twitter chats to perform digital outreach to consumers and licensees. Develop outreach materials such as pamphlets, fact sheets and case studies.

Additional Objective 1: Refresh the “Check Up on Your Doctors’ License” Campaign using the aforementioned communication and outreach tools to increase the level of consumer and licensee engagement and awareness.

Strategies:

- Refresh the video produced by the Department of Consumers Affairs to include feedback provided by the Board.
- Produce a podcast and video to show real-life examples of the “Check Up On Your Doctor’s License” feature on the website.
- Use the Board’s app to further refresh the campaign, create tutorials to show users how to download and use the app.
- Choose events that the Board can staff to inform consumers about the campaign and to get them to download the Board’s app.

Additional Objective 2: To increase the level of consumer and licensee engagement and awareness, establish a daily Board Blog to provide information to online audiences in a timelier manner.

Strategies:

- Establish a blog that will feature at least one new post a day.
- Develop enough content for at least two weeks to sustain the blog as the editor, Susan Wolbarst, develops new posts.
- Posts can be short stories, aggregated news pieces, opinion pieces, polls, standalone photos, podcasts, videos, etc.
- Develop a Wordpress-based blog that can evolve.

Additional Objective 3: Improve the Board's Newsletter and offer more timely information to stakeholders.

Strategies:

- Meet with the web team and collaborate on a new design.
- Re-design and re-name the Newsletter to adhere to a more modern design concepts. Use a name for the Newsletter that is easily marketable and the Board can use for branding content.
- Increase the production of the Newsletter from four times a year to eight times a year.

Medical Board of California Office of Public Affairs Communications Plan 2018



Summary

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OPA plans to utilize several outreach and education tools to connect with audiences who consume information in more technologically advanced ways and those who do not. In addition, OPA plans to institute methods to determine overall effectiveness of outreach campaigns.



Target Audience



Social Media

According to a recent Pew Research Center report entitled “Social Media Use in 2018” Facebook and YouTube dominate the social media landscape, as notable majorities of U.S. adults use each of these sites. At the same time, younger Americans (especially those ages 18-24) stand out for embracing a variety of platforms and using them frequently.

- Some 78% of 18-24 year olds use Snapchat, and a sizeable majority of these users (71%) visit the platform multiple times per year
- 71 % of Americans in this age group now use Instagram and close to half (45%) are Twitter users



Social Media Strategies

Content is king on social media, as well as the internet. In order to increase the Board's social media presence and provide the type of content that the Board's users are most likely to connect with, OPA plans to implement several strategies including but not limited to:

- Increasing the frequency of social media posts.
- Offering unique content such as Facebook live chats, Ask Me Anything (AMAs), etc.
- Posting disciplinary actions on social media channels.
- Developing social media campaigns for a variety of topics.
- Offering Spanish versions of social media posts.



Board's Social Media Assets

Twitter: 353 Followers

Data as of 4/4/18

Youtube: 105 Subscribers

Facebook: 47 likes

Videos and Podcasts

The Board has purchased equipment to allow it to produce high-quality videos and podcasts for use on its website and YouTube channel.

Content ideas include:

- Upcoming changes to licensing
- Video on how to file a complaint
- Video on how the Board's disciplinary process works
- Video on how to download and use the Board's iPhone app
- Video on how to *Check Up on your Doctor's License*
- Podcast interviews with Board Members, Executive Director, staff members
- Podcast interviews from special guests from other state agencies such as CDPH, DHCS, Board of Pharmacy, legislators, etc.



Board Blog

The Board Blog will deliver daily content that will be beneficial for consumers and licensees alike.

- Posts will focus on shareable content
- Updated once a day with fresh content
- Content includes but is not limited to stories, aggregated content from other state agencies, photos, videos, podcasts, polls, etc.
- Will incorporate the new logo, cutting edge design elements and be Word Press based (much like DCA's page)



Newsletter Improvements: Frequency

OPA plans to increase the frequency of the Newsletter publication to every month and a half.

- Publication dates are as follows:
 - January 15
 - March 1
 - April 15
 - June 1
 - July 15
 - September 1
 - October 15
 - December 15
- Increasing the frequency of the Newsletter will ensure that articles contained are timely relevant, and useful to the Board's target audience.



Newsletter Improvements: Redesign

OPA and the Board's Information Systems Branch plan to redesign the Newsletter with a fresh new name and a design that is more modern and more visually appealing.



Questions?