Social Media Campaign

how DO you love yourself?

Background.

Since 1934, the National Board of Osteopathic Medical Examiners (NBOME), an independent, not-for-profit organization, has provided competency assessments for osteopathic medical licensure and related health care professions.

The NBOME administers the Comprehensive Osteopathic Medical Licensing Examination of the United States (COMLEX-USA), a three-level, national standardized licensure examination designed for licensure for the practice of osteopathic medicine. Osteopathic medical students must pass Levels 1 and 2-CE in order to graduate from an osteopathic medical school and the whole series (1, 2-CE, and 3) for licensure to practice osteopathic medicine.

The NBOME recognizes that these are extremely high-stakes exams that can be stressful for osteopathic medical (DO) students. Burnout and depression among medical students continues to be an issue; existing research suggests these issues begin and increase throughout medical school and can lead to serious mental health concerns by the time these students begin to practice—roughly 300-400 physicians commit suicide each year.¹

To that end, the NBOME has made the mental health and wellness of our candidates a priority and strives to position itself as a resource, providing information, stories, and advice from fellow students to help test-takers through this stressful time. These resources include a Mental Health and Wellness Toolbox; a blog series called Candidate Wellness; and a social media campaign for Wellness Wednesday.

PREPARED BY

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Digital Marketing

Manager

Goals.

In an effort to replenish our Wellness Wednesday content, the NBOME's communications team decided to launch a new campaign timed to Valentine's Day 2023, dubbed "How DO You Love Yourself?" We took to social media to ask DO students how they showed themselves love while studying and preparing to take COMLEX-USA. This five-day campaign was incentivized with a free practice exam called COMSAE given to one winner each day.

Our goals included the following...

of Acquire a year's worth of responses.

Each Wellness Wednesday post shares advice from a student to help other students. We were hoping to get at least 52 entries/comments to use throughout the year.

Outperform our 12 Days of COMSAE campaign.

We run a 12 Days of COMSAE campaign Dec 1 - 12 each year and wanted to outperform it in engagements.

Assist students with their mental health during Valentine's Day & throughout the year.

Seeing that many students struggle with mental wellness during medical school and while preparing for their exams, we wanted to help promote positivity and healthy coping mechanisms via the advice of other osteopathic medical students.

Strategy & Tactics.

Because Instagram and Twitter are our strongest performing platforms, we decided to host the campaign there to achieve the highest results.

We also chose to run the campaign for five days in order to give students the opportunity to respond with their busy schedules. It was focused around Valentine's Day in order to confront feelings of loneliness with the ability to better one's relationship with themselves. This tool is needed for the doctors of tomorrow who must first help themselves before they are able to help patients.

Using a cohesive wanderlust theme from our overarching Road to DO Licensure campaign, we chose to create five animated graphic videos to optimize our performance on Instagram and Twitter.

On top of that, we also incorporated email marketing into the campaign by tapping into our network of 36,639 student emails to let them know prior to the launch of the campaign.

Each day, we planned to pull student's comments into a spreadsheet and select a winner by DMing them on either Twitter or Instagram. Because it was incentivized with a preparatory tool we offer for our exams, the hope was that it would help in addition to promote mental wellness for our winners.

NAME / HANCKE -	GUOTE (need 50)	Themes	→ GAY → Platform
aeronbayrista	Making time to gom for at least an hour daily.	Exercise	1)Instagram
justin_saylor31	Taking a night off and honging with my flance	Social	1 Instagram
mudd-epcox	cubiling my dag and watching big bang throny	Petra	1 Instagram
namjarabson	By spending some time reading for enjoyment everyday.	Acading	1 Indagram
MV 100	Buying and playing board games!	Hobbies/Recreation	1 Instagram
4 arodrígues	Be making time for triand/i @maddetrurpen @isuren_x flores	Social	1 Instagram
rue rue14	Marking Deficience Metals. 🕾 💝 🖸	Food	1 Instagram
echanu.p	the making myself 3 mosts a day.	Food	1 Instagram
Miannderana.	By taking care of my personal indoor jurgle (2) this is not even half of them) (with pix)	Hobbies/Recreation	3 Teiter
bmonk26	Alleage making time to talk to my support sustant	Social	1 Indapun
CAL STORE	Aurring with differences	Exercise	1 Protegram
chelromi	Spending time with my dog	Pers	1 Protagram
Povinskehvill	Do taking showers & brushing my treth, this always seems to be a good reset for me.	Self Care	4 Twitter
Plofes	Working out, reading, and talking/spending time with the people I love!	Exercise	1 Property
lumed)	Surrounding myself with supportive classimates, wanthing YouTube, and eating deficious homemade food. @ @homerocoss @lasyub @hotherocoss @lasyub @hotherocoss	Social	1 Innarum
herma.	Su playing musici	Mode	1 Indepen
Airchite	I allow musel' time to exercise, do belowe reading, and do meal prop!	Carrille	2 Indeput
in, where the	working out at Irani & dan, a work!	Carrier	1 Indepen
inandrajaronin	sing most great	Relaxation/Reflection	1 Indepen
lesis de Jacy	Taking a moment its onlay my softer each morning (2)	Relaution/Reflection	1 Indepen
loologademony	Eight a carefin, skincare, los 😅 🛡	Relaution/Reflection	1 Indepen
legraTTTerin	Spending time with my husband and daughters, positive thinking and making sure I get enough steep.	Social	1 Indepen
losmoshill .	A good long bath at the end of a day 🔮	Brigation/Beforeign	1 Indepen
modelen	Serging in and hanging with my loved ones!	Social	1 Indepen
ngricus(Ti	Trouting report with boat (5 % de 10)	food	1 Indepen
rilgino Sow	By taking time to be minofful in each manners	Relation/Reflection	1 Indepen
risensee 19	Souring prisons and being grateful	Relaxation/Reflection	1 Indepen
rianian	Treating report to good results and sharing with Monda	Social	1 Indepen
neingen	Spending time in nature or with losed area!	Brigaries Referries	1 Indepen
NOVO AL	Go for a run with my kids. Someone has to push the similar right?!	Carroller	3 Twitter
shinyarm.	Moving my body manyolas, eating healthy meals	Carrier	1 Integran
shingereding	I show love to more? with evening yegs and dark chosolate.	Carrie	1 Indapun
	Go serve! Find a simple way to give back to the community. Find someone to help, Spontaneous or scheduled, it doesn't have to be grand but the act of helping		
POHO,AL	we serve! Find a simple way to give back to the community, Find someone to help, spontaneous or scheduled, it doesn't have to be grand but the act or helping another in need makes our own burdens and womies somethow lighter;	Social	5 Twitter
Sugarit-Avre	Saming	Hobbins/Recreation	1 Indagram
ally used	Gym exerystas, but my fasorite is self-care Saturdays! Face mask, tuls, movie.	Exercise	1 Indagram
allaymokinney	Giving myself a mental break when I need it!	Antarotion/Reflection	1 Indapper
anthecume	Est good food and false power hops	Food	2 Indeput
eccarhareck	String kind to report and Laking time each due to reflect Q	Relaxation/Reflection	2 Indeput
hosphormic	I line mustif by understanding that be helping/improving mustif it an then be better equipped to be of service to others.	Relaxation/Reflection	2 Twitter
rooke hightower15	I make time to workout and upond time with family!!	Exercise	2 Instagram
aithobits13	Matting deficience fixed 7	Food	2 Instagram
affire_missale	Reading a book after I get my hids in bed?	Reading	1 Indapun
bondy3	Gym and yage!	Exercise	1 Indagram
OverNo33	Entering when to step away from studying and spend time with family instead	Social	1 Indagram
heydudesmed	Spending time to cook samething nutritious and deficious white having for making it?	food	1 Indagram
visalis87	Loving Goet	Relaution/Reflection	1 Integran
identificable	Working aud	Comise	1 Indapor
ody Senmon	Getting autoide to play some fridance got!	Exercise	1 Indagram
sterapier32	Case to others @	Social	1 Indapor
alleenmissagel	Dolyworks	Exercise	2 Indeput
enner Blinds	Project Activity	Carroller	2 Indepen
ino 9	Service	Carrie	1 Instagram





Five winners will be randomly selected each day and contacted via DM (make sure you have them open)

Winners must respond within 24 hours to remain eligible, otherwise another winner will be selected. Please note you will need to provide us with your full name, portal email, and whether you have

GIVEAWAY ALERT

How do you love yourself?

Comment on our Instagram or Twitter post for a chance to win a FREE COMSAE!

One winner will be selected each day and all entries will be shared on social media to help others on their Road to DO Licensure.

HOW DO I WIN?

From February 13-17, just comment your answer on our Twitter or Instagram posts-make sure it's a different answer each day--for up to five chances to win. Tag your friends so they can join tool

WHAT IS COMSAE?

Our COMSAE self-assessment is used by osteopathic medical students and residents to gauge basic knowledge and ability in preparing for COMLEX-USA.

#WELLNESSWEDNESDAY

We love sharing your advice! Even if you aren't selected as one of our winners, we will still use your answers in



nbome Are you thinking of your entry to win a FREE COMSAE?
DO students: tell us how you love yourself in the comments below. Your comment may even be shared in our #WellnessWednesday posts throughout the year! #LYSCOMSAE

9w

wonder.pho Jamming out to K-pop between sets *Y*

9w 1 like Reply

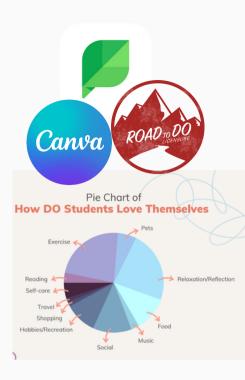
Execution.

Five social media videos were created using Canva, following the same leitmotifs found in our Road to DO Licensure campaign. The imagery selected was intended to be scroll-stopping and each post was accompanied by unique copy with our campaign hashtag, #LYSCOMSAE, to allow the posts to be easily found again.

The posts were then scheduled out using SproutSocial at optimal times per specific platform and per specific day from February 13 to 17, allowing them to organically reach the max number of followers, which is just shy of 8k across our two platforms.

Each day, a winner was selected and DMed until five total winners were able to provide their credentials to receive a free COMSAE in their student Portal accounts.

A graphic template was created for Wellness Wednesday, wherein 52 posts were then designed our using the comments from the spreadsheet that were deemed the most helpful. Comments were also organized into topics in order to digest the data more effectively.



How DO you love yourself campaign metrics.

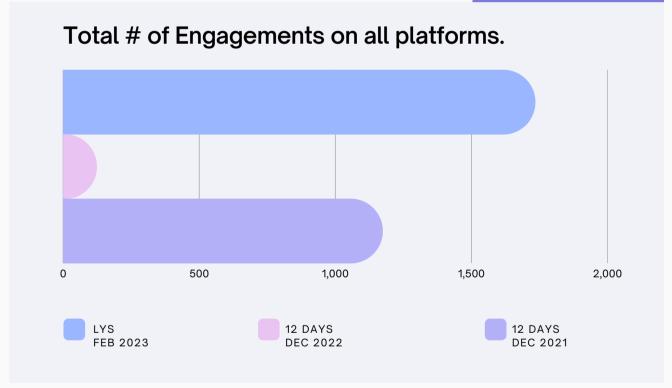


The 1.3k percent increase is compared to our 2022 12 Days of COMSAE campaign that only obtained 124 engagements.

Engagements Evaluation.

Our 2021 12 Days of COMSAE campaign acquired only 208 comments. Our 2023 How DO you love yourself campaign was able to see a 253% increase.





Compared to our 12 Days of COMSAE 2021 campaign, we saw a 48% increase in overall engagements.

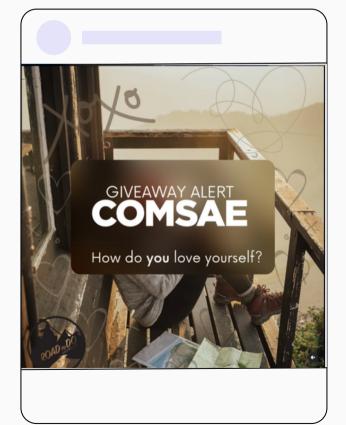
The result of our how DO you love yourself campaign was that it became our most popular campaign of all time, surpassing all of our other social campaigns.

We received nearly triple the amount of responses and all from students who were willing to share their tips on how they show themselves love.

Evaluation continued.

Our top-performing post achieved 294 comments alone, which is more than we had ever obtained before on any singular social media post. While we had gone in looking just to surpass our previous giveaway campaigns, we had come out having surpassed every post we'd ever done.

Top-performing post.



Example of a future post.



This is what our How DO you love yourself campaign posts look like every Wednesday.

GIVEAWAY ALERT: How do you love yourself? Tell us in the comments for a chance to win a FREE COMSAE! One winner will be selected each day and all entries will be shared throughout the year to help others on their #RTDOL. #LYSCOMSAE

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Thank you!

Thank you for taking the time to consider our submission. If you have any questions or would like to discuss further, please don't hesitate to reach out to us.

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