



**PUBLIC HEALTH
LEARNING NETWORK**
Educating Professionals,
Elevating Practice.

2016 DIGITAL COMMUNICATIONS STRATEGY OVERVIEW

BACKGROUND

The Public Health Learning Network (PHLN) has the opportunity to become a national resource for workforce development—packaging and promoting training in a way that other databases and resources have yet to do adequately. However, awareness of the new network and regional public health training centers (PHTCs) is low or non-existent. The goal will be to establish PHLN among public health practitioners, while respecting the efforts and brand space of individual PHTCs. Since individual PHTCs are well-established in their regions and have strong relationships with local stakeholders, the key will be to use these connections and expertise to advance the larger PHLN brand. This document provides a summary of PHLN's 2016 digital communications strategy. < **VIEW THE FULL PLAN.**

OVERALL GOAL

To establish the Public Health Learning Network as a national resource for high-quality, relevant, and accessible public health training among influencers in the public health workforce and key funding organizations.

OBJECTIVES

- To increase brand recognition of the PHLN among our target audiences
- To create favorable attitudes toward the PHLN among our target audiences
- To stimulate sharing of PHLN content among our target audiences

TARGET AUDIENCES

Primary audience

- Directors, administrators, health officers at state and local health departments

Secondary audience

- Training, workforce development, quality improvement, and accreditation staff at NACCHO, ASTHO, CDC, HHS

STRATEGIES AND TACTICS

1. Identify and familiarize “PHLN champions” with the network and its offerings.

Tactic: Personalized emails

- Build an email list of primary and secondary target audiences with the help of the PHTCs and NCCPHT.
- Coordinate release of welcome email. Email must reference existing relationships, introduce and spell out the benefits of PHLN, and explain why the recipient was chosen to receive communication updates.

2. Demonstrate the value of PHLN and its trainings.

Tactic: PHLN website

- Build a dedicated sub-site for PHLN on NCCPHT's website, to act as a launch point for PHTC-developed trainings and resources and integrate with the network's syndication widget and quarterly publication.

Tactic: Quarterly email publication (released June, September, December)

- Launch publication to raise awareness of PHLN and its trainings. Stories will be framed around current workforce needs, focusing on hot topics and high-level strategy for individual/organizational development.

Tactic: Gated content / “Carrot”

- Launch a gated content strategy on PHLN's website allowing users to unlock special articles, resources, and tools by submitting their contact information through a website form.
- Redesign email sign-up form(s) to create a smooth user experience and allow for easier segmentation.

3. Create tools to enable promotion of PHLN and its trainings.

Tactic: Syndication widget

- Launch a syndication widget which will aggregate tagged content from the PHLN website, automatically update when new content is posted, and enable all PHTCs to feature the same message concurrently.

Tactic: Social media messaging

- Draft social media messages promoting the PHLN website, gated content, and quarterly publication stories.
- Enable social media sharing on all PHLN ungated web content and on the quarterly publication.