

Social Media Strategic Plan

Name: Jasmine Sexton

Organization: Mayo Clinic

Name of Project/Initiative: Boost CABANA Trial enrollment through LinkedIn CABANA Trial group

Executive Summary: I will use the CABANA Trial group that I created on LinkedIn to re-engage CABANA researchers (investigators & study coordinators) to enroll new patients into the trial.

Background/Situation Analysis: CABANA is a large multicenter clinical trial that involves 100+ actively enrolling sites in 10 countries. Enrollment will be ending in the next few months (dependent on DSMB recommendations). We want to enroll as many patients as possible before enrollment closes. There are currently 27 members on the CABABNA Trial group on LinkedIn.

Strategic Issues: *Defining Audience(s), Identifying Goal(s), Crafting Message(s)*

Primary Business Goal for this project/initiative: To get CABANA researchers to enroll more patients into the CABANA Trial.

Definition of Success for this project/initiative: New enrollments by CABANA researchers who are members of the LinkedIn CABANA Trial group.

	Primary	Secondary	Other
Audience(s):	CABANA researchers	Peers of CABANA researchers	
Social Media Goal(s): What do you want audiences to <i>understand</i> about this project/initiative and then <i>do</i> as a result of your social media efforts?	The CABANA Trial will provide valuable information regarding the treatment of paroxysmal atrial fibrillation (PAF). We need you to enroll more patients into the trial.	The CABANA Trial will provide valuable information regarding the treatment of PAF. Please notify a CABANA researcher when you have a patient who may meet criteria.	
Message(s): What are your key messages for each audience?	We need your help to enroll as many patients as possible before enrollment closes. Here are the links to the information and documents you need.	We need your help to enroll as many patients as possible before enrollment closes. Here are the links to the information and documents you need.	

Defining Success: How will you know your goals have been achieved?	The researchers on the LinkedIn CABANA Trial group will enroll new patients into the trial.	The researchers on the LinkedIn CABANA Trial group will refer their peers to me to be added to the group.	
--	---	---	--

Tactical Issues: Choosing Social Media Tools

Tool (Mark "NA" if not applicable)	Resources Needed (Human/Financial)	Timeline for Launch	Monitored (How and By Whom)	Measured (How and By Whom)
LinkedIn (Group)	I will send personal invitations requesting CABANA researchers on LinkedIn to join the CABANA Trial group on LinkedIn. I will post questions on the group discussion board.	I will send out the personal invites by June 30, 2015. I will post on the group discussion board weekly starting June 16, 2015.	I will monitor the group membership and discussions as well as new enrollments into the trial.	I will note when group members enroll new patients into the trial.

Budget: I am a salaried employee who has been given the task of boosting CABANA enrollment through social media. The cost of this project will be the time that I use to invite researchers into the LinkedIn group, generate group posts, and monitor new enrollments.

Measuring Overall Success: I will note when new patients are enrolled into the trial by CABANA researchers who are on the LinkedIn CABANA group.

Conclusion: Many CABANA researchers have accounts on LinkedIn. Additionally, many of them have already joined the LinkedIn CABANA Trial group. There is a great opportunity to reach out to CABANA researchers and let them know that we need their help and we are here to assist them in any way that we can.