

BEST SOCIAL MEDIA

UCLA HEALTH PRIDE MONTH 2023 CAMPAIGN

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Stand Up, Be Well, Be You: UCLA Health Promotes Inclusion for LGBTQ+ Audiences on Social Media

PROBLEM

UCLA Health upholds a commitment to an equitable tomorrow, which deliver through our Gender Health program and LGBTQ+ Champion providers. By standing with the LGBTQ+ community through Los Angeles and sharing how to be an advocate, we maintain our dedication to building healthier, inclusive communities.

For Joseph Ramos, a patient of one of UCLA Health's LGBTQ+ Champions, [Pride Month](#) in June means "taking pride in ourselves and making our health a priority."

But feeling safe with his medical provider wasn't always the case. As a gay man, meeting a primary care physician for the first time used to be an anxiety-inducing experience for him.

"Because of the social constructs already in place, you are always concerned what your doctor is going to think about you or if they are going to judge you for asking certain questions," he said. "I've had a few awkward experiences in the past."

Luckily, his experience with UCLA helps locate physicians who have specialized training and experience caring for LGBTQ+ patients.

Ramos found what he needed at UCLA Health, but so many LGBTQ+ people in California aren't aware of the specialized services right in their neighborhoods. They're forced to deal with inequitable health outcomes due to feeling unseen, misunderstood and, at times, misdiagnosed by physicians.

Biases in health care and cultural obstacles in our broader society left a critical patient audience at risk. Although UCLA Health had established a [Gender Health program](#) to guide gender-affirming care, as well as an LGBTQ+ Champions network of physicians specifically trained to welcome and care for Southern California's LGBTQ+ community, its services were not widely known to people who could benefit from them most.

INSIGHTS

[Pride Month](#) created an opportunity to celebrate and showcase the comprehensive services UCLA Health offers to one of our most vulnerable and underserved communities. UCLA Health's leadership realized that by sharing real stories of [LGBTQ+ patients](#) and leveraging internal and external partnerships, the organization could drive awareness to promote the wealth of resources available at the #5 health system in the nation.

So, the question became, how could we tell more stories of LGBTQ+ community members being seen and welcomed by their physician, to anchor Pride Month celebrations around the promise that UCLA Health makes to patients?

SOLUTION

UCLA Health's social channels, which include Facebook, Twitter and Instagram, have a combined following of over 412k+. The organization's social presence has the power to reach thousands of people with important messaging that demonstrates how we proactively reach our communities and build a safe space for LGBTQ+ patients to feel comfortable, represented and heard.

The campaign

As Pride Month in June 2023 approached, the UCLA Health marketing team devised a 360-degree internal/external marketing campaign, "[Stand Up. Be Well. Be You.](#)" across key channels: Facebook, Instagram, Twitter and LinkedIn. The goal: to highlight diverse identities, promote advocacy, demonstrate how we are a leader in LGBTQ+ care, and raise awareness for modern practices that deliver the best possible outcomes to all patients, regardless of gender identity or sexual orientation.

Our weekly, planned campaign rollout:

JUNE 1: We launched [Pride Month with our key messaging of "Stand Up. Be Well. Be You."](#)

FIRST WEEK: Two more campaign posts with the campaign design were published and boosted, showing our support for the community and encouraging other advocates to check out our booth at LA Pride.

SECOND WEEK: Our doctors, physicians, volunteers and larger team supported Pride Month by [showing up to the LA Pride booth and parade](#). Through active participation and being in the community, we provided resources and stood up for the community. ([Examples 1](#) and [2](#))

THIRD WEEK: Educational resources on [How to be an Ally and What an Ally is](#) was put together for our social audiences, as a joint effort between our LGBTQ+ program leaders and marketing team. The objective was to educate advocates and provide expertise from our leaders.

FOURTH WEEK: [An interview with Dr. Kimberly Richardson](#), LGBTQ+ Champion shared how and why our program was created, and the exceptional experience created to understand and cater to the needs of LGBTQ+ patients.

"I finally have a doctor who is on my side and that's a big deal," says Ramos. "I feel fortunate that UCLA Health is creating a space where I can talk to a provider who is willing to help, and who is interested in my perspective and my unique health issues."

METRICS/RESULTS

On Facebook alone, the “Stand Up. Be Well. Be You.” campaign reached **25,000+ people** and saw over **7,500 engagements, including boosted posts**. Our overall campaign across Facebook, Twitter, Instagram and LinkedIn had an average engagement rate of **7.2%** (per impression).

Overall, we had more than 2,500 post clicks and nearly 110k impressions.

The campaign had a reach of **15k+ on Instagram**.

On Twitter, the campaign achieved a reach of **6,8k+**.

The campaign also saw success on [LinkedIn](#), where it earned **hundreds of reactions, thousands of clicks, nearly a 20% engagement rate**.

