

# Content with Heart

Heather Wadia, American Heart Association



American  
Heart  
Association.

# OUR MISSION:

To be a relentless force for a  
world of longer, healthier  
lives.



# Storytelling via Social Media

## Meets People Where They are

- 74% of internet users engage on social media. 80% of those internet users are specifically looking for health info.
- Some of the most engaged / active audiences on social media are individuals coping with a disability or chronic condition.
- 18 to 24-year-olds are more than 2x as likely than 45 to 54-year-olds to use social media for health-related discussions.

## Inexpensive

- Cost per video view can be as low as \$.02 per view. One boosted post can be seen by as many people as a campaign costing hundreds of thousands of dollars.

## The Power of Targeting

- Can target cities, legislative districts, demographics, interests, people who know us, or audiences we have a hard time reaching.

# Fundraising

**American Heart Association - Oregon & SW Washington**  
 Published by Sprinklr [?] · June 21 ·

This year's Portland Heart & Stroke Walk had a record-breaking year raising money for life-saving research. We are grateful to everyone who walked and helped to make the event so meaningful. What an incredible day!  
 #PDXHeartWalk



# Mission

**American Heart Association - Oregon & SW Washington**  
 Published by Sprinklr [?] · November 1 at 1:39 PM

Did you know a 20 oz soda has the same amount of SUGAR as 6 donuts or 18 cookies? Now that's a scary fact! Time to rethink your drink! Join us for NO SODA NOVEMBER.



JOIN US FOR  
**NO SODA NOVEMBER**

A 20 oz soda has the same amount of SUGAR as 6 donuts or 18 cookies.

Most of the added sugar in our diets comes from what we drink, not what we eat!

It's time to rethink your drink! Give up soda for the month of November and take charge of your heart health!

[heart.org/sugar](http://heart.org/sugar)

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# Advocacy

**American Heart Association - Oregon & SW Washington**  
 Published by Sprinklr [?] · June 8 ·

"The bottom line is that the reason I farm is to feed my community, and assistance programs like Double Up Food Bucks make that community wider, broader, and more diverse. That's what feeds me as a farmer." --Nicki Passarella, co-owner of Amica Farm

Help support Double Up Food Bucks and farmers like Nicki by visiting <http://spr.ly/6186EcfZE>



# Survivors Shared Fun

 James O'Grady Labine  
March 22 · 🌐

Little heart making big waves!



American Heart Association - Oregon & SW Washington  
March 22 · 🌐

Young Warren LaBine is a 3rd grader at Blossom Gulch Elementary in #CoosBay, #Oregon. Warren is a #CHD survivor and has raised a whopping \$4,000 for cardiovascular research as part of the school's #KidsHeartChallenge. We are so inspired by this little #heartwarrior! #CHDawareness

 Lo 🌐  
Feb 23

@ltsLoRadio · Photo Mention

 Helped raise over \$1,000,000 tonight for the @AHAOregon #PDXHeartBall! A MILLION DOLLARS!!!! Seriously in awe! ❤️❤️❤️ So proud to be partnering with such a wonderful organization ❤️❤️❤️ [pic.twitter.com/vpMFZeL2OE](https://pic.twitter.com/vpMFZeL2OE)



 American Heart Association - Oregon & SW Washington  
Published by Sprinklr [?] · September 6 · 🌐

It's back to school season. Did you know that physical education (PE) is required in all Oregon public elementary schools? PE is important for both brain and muscle development. And remember, PE skills last a lifetime!



-0:35

# Influencers

- First – What is your goal?
- Second - Who is already talking about these things? Who currently has leverage over an audience you want to reach?
- Third – Vet their channels. What kind of content do they share, and do they align with your mission?
- Fourth – Engage and recruit. Define the goal of the relationship.
- Fifth – You provide the talking points for content.
- Six – What can you do for them?

 Instagram Mentions (97) ⋮

women's risk for heart disease and stroke. Make physical activity a priority.


 Eat smart. Healthy eating is critical to managing weight and preventing cardiovascular disease in women. Make healthy eating a priority.



 Manage blood pressure. High blood pressure, or hypertension, is the second leading cause of preventable heart disease and stroke death – second only to smoking. If you have high blood pressure, commit to monitoring it regularly.

If you don't already follow the America Heart Association [american\\_heart](#) please do so today! A follow, a comment, a shout out is a motivating thank you for the hard work they're doing on behalf of all the mamas out there!




12:58 📶 🔋


 nicolearabi 6h ✕


 [@ahaoregon](#) 


[#americanheartassociation](#)



nicolearabi One in three. ...

Do you know your numbers? 

YEAH  NO CLUE?

 Send Message 📧 ⋮





*Thank You.*

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