

One Page Marketing Plan for REALITY Health

Objective:

REALITY Health is a curated digital leadership journey that allows participants and alumni to learn together, build community, and collaborate on global health issues. Discussions with Israeli health and thought leaders and REALITY alumni will center on the topic, "Living Fully: Culture and Wellbeing."

Suggested Messaging + Images:

Messaging (Consistent and on brand with the overall messaging of the Reality Leadership Institute):

- REALITY Health provides thought-provoking discussions concerning global healthcare issues.
- REALITY Health is a transformative leadership experience designed for leaders and innovators in healthcare.
- REALITY Health ignites participants to change the world through activism and their own unique style of leadership in the healthcare industry.
- REALITY Health participants continue their journey of making a difference and lasting change in their communities and the world.

Images:

Due to the digital nature of this year's journey, images should be consistent and similar to the Realty Leadership Institute's virtual leadership program. Backgrounds may include scenic Israeli locations with text overlay. Colors and fonts should be kept within the brand's style guide.

Recommend Channels

For the demographic ages 25-45, I recommend these channels to promote REALITY Health

- Social Media Platforms: Facebook, Twitter, Instagram and LinkedIn.
- Email and SMS
- Dedicated website page in addition to blog posts featuring interviews with the Israeli participants. Each post with have a call to action to register for the curated digital journey.

Strategies to Drive Conversation:

- Breakout Zoom groups after each moderated discussion. Each group will have a REALITY Health program facilitator.
- Highlights of that day's discussion should be posted on respective social media platforms to drive the conversation with followers and encourage sharing, reposting, and retweeting.
- Create private Facebook group for all registered participants to take the discussion outside of Zoom and discuss further. Group moderator will determine topic.
- Create Instagram Lives sessions for further discussion.
- Create a post-event page on the website where participants can listen to the recorded discussion and participate in a safe and moderated community forum page.

Metrics (there are a number of platforms for social media management and metrics that will track trends and analyze metrics)

- Create email campaign targeted to alumni. Create SMART Goal for Campaign. Ex: 20 registered alumni by April 1st. KPI 1: Number of open emails; KPI2: number of clicks on link to web page; KPI3: Clicks on registration link.
- Use Google analytics to review overall page registration bounce rates, number of visits, and time spent. Ditto for blog
- Review Facebook Insights to look at overall traffic, likes, shares, reposts, follows, likes, unlikes, number of comments, daily activity, etc.
- Instagram metrics: likes, reach, reposts, comments, follows, hashtag performance, referral traffic to website.
- Twitter metrics: audience type, tweet performance, engagement rate and type, content performance, follower growth, retweets, impressions, hash tag performance.

Assets

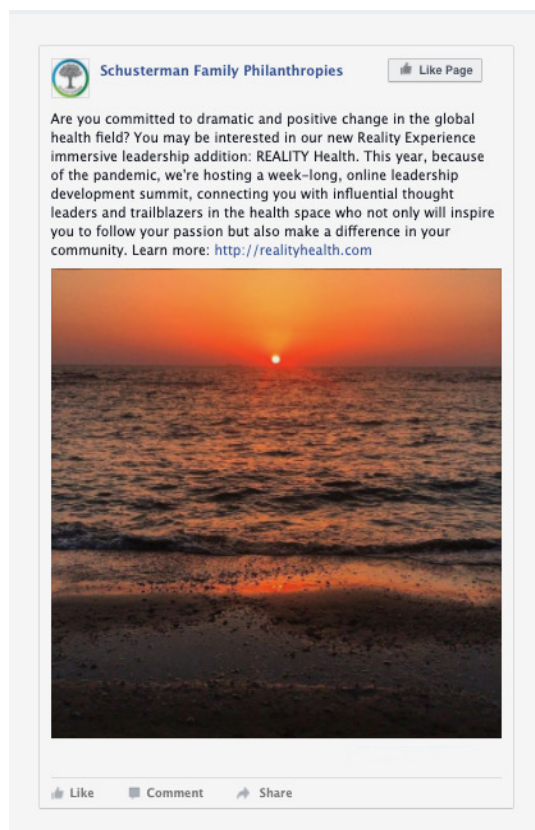
Copy for Social Media (Facebook, Instagram, LinkedIn, and Twitter)

Facebook with CTA:

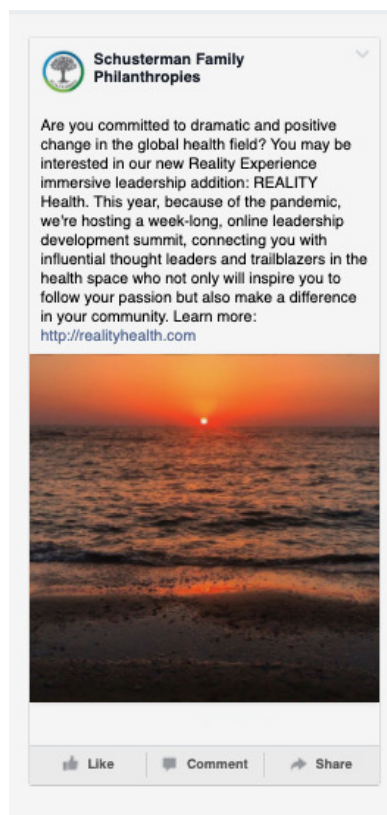
Are you committed to dramatic and positive change in the global health field? You may be interested in our new Reality Experience immersive leadership addition: REALITY Health. This year, because of the pandemic, we're hosting a week-long, online leadership development summit, connecting you with influential thought leaders and trailblazers in the health space who not only will inspire you to follow your passion but also make a difference in your community. Learn more: www.schustermanrealityhealth.org

Facebook Mockup:

Newsfeed



Mobile



Twitter Copy with CTA:

The pandemic won't stop us! Our new *online* Reality Experience immersive leadership addition REALITY Health addresses global health issues and connects you with thought leaders who will inspire you. Learn more: www.schustermanrealityhealth.org #reality #health #inspire

Twitter Mockup



LinkedIn Copy with CTA: (mockup app wasn't cooperating):

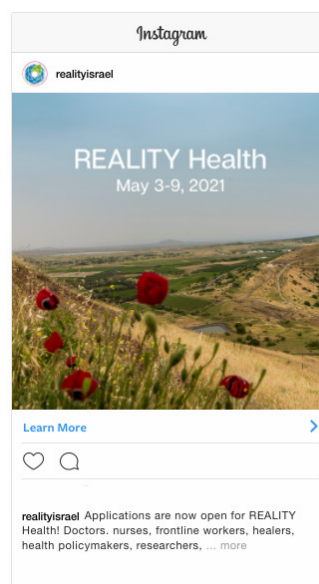
Like so many organizations, due to the pandemic, we've embraced the power of remote learning. This year from May 3-9, instead of traveling to Israel for our immersive Reality leadership immersion program, we're hosting a curated digital leadership summit. Our Reality team has developed an ambitious and inspiring program: REALITY Health. We've gathered medical practitioners, frontline workers, healers, health policymakers, researchers, and leaders in healthcare who will engage in lively, thought-provoking discussions of how historically marginalized communities—both in Israel and the United States—use differing culturally-driven health practices. We hope that from these differing perspectives we become even more inspired to make positive changes within those marginalized communities. To learn more, visit www.schustermanrealityhealth.org. Image to include with copy:



Instagram Copy:

Applications are now open for REALITY Health! Doctors, nurses, frontline workers, healers, health policymakers, researchers, and leaders in healthcare will engage in lively, thought-provoking discussions of how historically marginalized communities—both in Israel and the United States—use differing culturally-driven health practices #reality #realityhealth #leadership

Instagram Mockup:



Recruitment Email Copy:

Subject Header:

A NEW TRANSFORMATIVE JOURNEY--REALITY HEALTH

Dear Ksenia,

Prior to Covid-19, the issue of good healthcare as a basic human right and not just for a handful of privileged individuals became *the* conversation in many households, companies, and in Washington.

This year, the REALITY program team planned REALITY Health a week-long journey in Israel with members from the healthcare community—doctors, nurses, frontline workers to health policymakers, researchers, and leaders—to engage with REALITY participants in an intensive program to elevate leadership and spur their activism to change the world. Similar to other REALITY programs, REALITY Health participants would explore Israeli culture, history, and society that would lead to a better understanding of their own communities and industries.

Unfortunately, traveling to Israel isn't possible this year. But that's not stopping us. Instead, we're embracing the power of technology. REALITY Health will take place as a curated digital leadership journey with exactly the same opportunities to learn, build community, and collaborate on global health issues.

In this special venture, we're excited to host a discussion on "Living Fully: Culture and Wellbeing" with Israeli healthcare experts and REALITY alumni. Discussions will center on how historically marginalized communities both in Israel and the United States use differing culturally driven health practices including diet, exercise, and spirituality.

As a REALITY alumnus who participated in REALITY Wellness, we invite you to join us May 3-9, 2021 for a transformative, insightful, and meaningful week. To learn more and to apply, please visit www.schustermanrealityhealth.org.

Warmly,

Alicia Smith
Senior Director
REALITY
Charles and Lynn Schusterman Family Philanthropies

Web Page Copy:

REALITY Health is a transformative leadership experience designed to unite leaders and trailblazers in the medical field and in health policy who want to make positive changes in global health and provide better solutions to healthcare issues.

This year, because of the ongoing global pandemic, we are embracing the power of technology. REALITY Health will take place as a curated digital leadership journey with exactly the same opportunities as previous REALITY programs to learn and exchange ideas, build new friendships and strengthen community values, examine the various global health issues, and collaborate together to present viable solutions.

Hosted by the REALITY Health program staff, the week-long discussion among Israeli health experts and leaders and REALITY alumni centers on the topic “Living Fully: Culture and Wellbeing” opening the discussion how historically marginalized communities in Israel and the United States use differing culturally driven health practices that include diet, physical activity, and spirituality.

After the week’s discussions, our hope is through the various exchanges you have with the participants and your fellow alumni, you have a better understanding of the values that drive you forward and that you leave with new and exciting ideas that will positively benefit and strengthen your communities.

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The REALITY Health curated digital leadership journey is subsidized. To apply, [click here](#). The REALITY Health application deadline is Monday, March 1, 2021. We will notify all applicants by mid-April.

Dates: May 3 – May 9, 2021

Registration fee: \$50.00 USD (non-refundable).

Number of participants: 40-50, including REALITY Health program facilitators.

**Follow-up Outreach Email:**

**Subject Header:**

**Take REALITY Health Conversation One Step Further**

Dear Ksenia,

We hope you found this year's REALITY Health digital journey educational, thought-provoking, and transformative.

As a big thank you for your attendance and participation, we recorded the entire week-long moderated discussions so that you're able to revisit them. We've created a special community page where all participants can [login](#) to listen to the discussions but also engage on a new forum specifically created for all REALITY HEALTH participants.

With the success of the closed [Facebook group](#) that was created to continue the discussions outside of the Zoom breakout sessions, the REALITY program team has decided to keep the group page open. This will allow us to further extend the dialogue with Facebook live events. In addition, we will also hold monthly [Instagram](#) Live discussions to keep these important conversations relevant to today's ongoing global healthcare issues.

From the entire REALITY Team, we thank you for taking this inspirational journey with us.

Warmly,

Alicia Smith  
Senior Director  
REALITY  
Charles and Lynn Schusterman Family Philanthropies