

BNMS communications strategy

Including the BNMS Social Media Policy

CW 27.02.2025

Communications goals/ Purpose:

- a. to raise the profile of the BNMS and the specialty of nuclear medicine
- b. to increase traffic to the BNMS website
- c. to increase attendance at society events/participation in society projects
- d. to increase membership uptake
- e. to be the first port of call for our key areas (nuclear medicine, MRT)
- f. to raise awareness of BNMS activities, committees and projects:
 - BNMS grants and fellowships
 - BNMS guidelines
 - BNMS campaigns
 - BNMS events
- g. to enhance the newsletter to ensure it is attractive and effective.
- h. to increase followers on social media channels

Principles

- a. Timely - Posting news in a timely manner
- b. Consistent - Regular communications and posts.
- c. Clear and simple
- d. Appropriate formats
- e. BNMS 'style'
- f. Transparency

Platforms:

- a. BNMS Website (YourMembership front end)
- b. Social media including: Twitter (X), LinkedIn, YouTube
- c. E-campaigns platform (YourMembership back end)
- d. External platforms, websites, magazines, other organisation communications.

Communications:

- a. Press releases
- b. Email campaigns

- c. Events communications
- d. BNMS Monthly Newsletter, Wavelength
- e. Other newsletters
- f. Articles in other publications (Rad Mag)
- g. Website posts and pages
- h. Social media posts and updates
- i. Paid advertising

Target audiences

- a. Clinicians, radiologists, radiographers, technologists, nurses, clinical scientists, radiopharmacists, academics and others working in nuclear medicine services.
- b. BNMS Members
- c. Industry partners involved in nuclear medicine
- d. Trainees and students with an interest in nuclear medicine.
- e. Patients of nuclear medicine services
- f. Other stakeholders

Owners and Contributors

BNMS staff

Contributors from key organisational groups:

Council

PSC

MRT Consortium

SEC

BNMS YouTube channel

RTNG

BNMS SOCIAL MEDIA POLICY

This policy applies to staff, members and representatives of the Society who are authorised to comment on behalf of the Society through social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

This includes managing or contributing to a social media channel on behalf of a SIG or other group within the Society.

The purpose of BNMS social media accounts is to increase awareness of the BNMS and the specialty of nuclear medicine, enhancing the Society's image and advancing its objectives through communications. Primarily communications for initiatives and developments or news in nuclear medicine practice, marketing educational meetings, encouraging BNMS membership applications and traffic to the BNMS website.

PRINCIPLES

The following principles apply to professional use of social media on behalf of BNMS as well as personal use of social media when referencing BNMS

- Content shared by BNMS official social media channels should reflect the objects of the BNMS as stated in the Memorandum and Articles of Association
- Anyone posting on behalf of BNMS should let Council know.
- Be aware of the effect your actions may have on BNMS image. The information that representatives post or publish may remain in the public domain indefinitely.
- Representatives should use their best judgment in posting material that is neither inappropriate nor harmful to BNMS its representatives, or customers.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, political, pornographic, harassing, libellous, or that can create a hostile work environment.
- Do not publish, post, release or comment on any information that is considered confidential or not public about BNMS, BNMS employees, members delegates or affiliates that would violate such person's rights to privacy under GDPR. If there are questions about what is considered confidential, representatives should check with BNMS HQ.
- Do not post or repost anything that should not be shared in public.

- In the event of emergencies or crisis situations only senior officers or staff should share information via social media channels.
- Before retweeting or sharing content posted by others on social media be careful that such content is accurate and reflects the BNMS position.
- If you unintentionally post something online that is incorrect, correct it visibly and publicly as quickly as possible and inform BNMS office of the error.
- In keeping with BNMS charity status, social media should not be used for promoting or advertising any private business.
- BNMS accounts should refrain from posting content and liking or following users or pages that reflect personal interests or that may be in conflict with BNMS mission or values.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Representatives should refer these inquiries to authorized BNMS spokespersons.
- If representatives find encounter a situation while using social media that threatens to become antagonistic, representatives should disengage from the dialogue in a polite manner and seek the advice of BNMS HQ or senior officers.
- Representatives should get appropriate permission before you refer to or post images of current or former representatives, members, vendors or suppliers. Additionally, representatives should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- BNMS social media accounts must be kept separate from personal accounts.
- Any official statements should be pre-approved by BNMS senior officers/committee chairs/CEO before posting.

Please exercise caution and common sense when posting on behalf of the BNMS and always contact us first if you have any doubts.

Annex 1 _YouTube Channel Marketing Campaign example

BNMS YTC Campaign Goal:

To launch and grow the BNMS YouTube Channel, aiming to attract a dedicated audience by providing engaging, educational, and entertaining content related to the niche that BNMS focuses on.

Target Audience

1. **Demographics:** adults - male and female.
2. **Interests:** educational, clinical, scientific, nuclear medicine
3. **Behaviour:** Active on social media, interested in learning new things, enjoys video content.

Content Strategy

1. **Content Pillars:**
 - **Educational:** talks, interview
 - **Inspirational:** Success patients' stories, motivational talks, case studies.
 - **Interactive:** Q&A sessions, live streams, viewer-submitted content.
2. **Content Schedule:**
 - **Weekly:**
 - **Monthly:** New video uploads Tuesday or Thursday.
 - **Quarterly:** Special themed series or collaborations.
3. **Video Types:**
 - **Short form:** Quick tips, updates (1-3 minutes).
 - **Long-form:** In-depth tutorials, interviews (10-20 minutes).
 - **Live Streams:** Real-time interaction with the audience.

Promotion Strategy

1. **Pre-Launch:**

- **Teaser Campaign:** Create buzz with teaser videos and posts on social media.
- **Email Newsletters:** Inform the existing audience about the upcoming channel campaign.
- **Collaborations:** Partner with influencers to reach a wider audience.

2. Launch Day:

- **Launch Video:** A special video explaining the channel's purpose, what viewers can expect, and a call-to-action to subscribe. **(Promotional video to be created?)**
- **Social media:** Coordinated posts across all BNMS social media platforms.
- **Giveaway:** Encourage subscriptions and engagement through a campaign giveaway.

3. Post-Launch:

- **Consistent Posting:** Adhere to the content schedule.
- **Engage with Audience:** Respond to comments, ask for feedback, and create content based on viewer suggestions.
- **Cross-Promotion:** Share videos on other social media platforms and BNMS's website.
- **Tags:** Use relevant keywords, tags, and descriptions to improve video discoverability.

Advertising Strategy

1. **YouTube Ads:** Invest in YouTube ads to promote key videos and the channel itself.
2. **Social Media Ads:** Instagram, Twitter and LinkedIn ads to reach the target audience.
3. **Google Ads:** Utilize Google Ads to appear in search results related to BNMS's niche.

Engagement and Community Building

1. **Community Tab:** Regular updates, polls, and engagement posts.
2. **Comments Section:** Actively participate and respond to viewer comments.

3. **Exclusive Content:** Offer members-only content or early access to loyal subscribers.
4. **Collaborations:** Work with other YouTubers or experts in the field to create joint content.

Metrics for Success

1. **Views and Watch Time:** Track the number of views and the total watch time.
2. **Subscriber Growth:** Monitor the increase in subscribers.
3. **Engagement Rates:** Measure likes, comments, shares, and interaction rates.
4. **Traffic Sources:** Analyse where the viewers are coming from (search, suggested videos, external sites).

Tools and Resources

1. **Video Editing Software:** Adobe Premiere Pro, Final Cut Pro, or free alternatives like DaVinci Resolve.
2. **Thumbnails and Graphics:** Canva or Adobe Photoshop for creating attractive thumbnails and graphics.
3. **Analytics Tools:** YouTube Analytics, Google Analytics, and social media insights for tracking performance.
4. **Collaboration Platforms:** Influencer platforms or direct outreach for finding potential collaborators.

Example Content Calendar

Date	Contributor	Content Type	Title/Topic	Notes
Week 1	Angelica	Teaser Video	"Something Big is Coming!"	Tease channel campaign
Launch Day	Simon/ Mariana	Launch Video	updated promotional video	Channel intro, giveaway
Aug-24		New content	X	X

Conclusion

By following this campaign plan, BNMS can effectively launch and grow its YouTube channel, creating a vibrant and engaged community of viewers. The key is to maintain consistency, engage with the audience, and continuously adapt based on feedback and performance metric.