



More likes, more impact:

The power of positive social media

Executive Summary

The Centers for Disease Control and Prevention’s National Center for Injury Prevention and Control (Injury Center) aims to ensure the safety and health of individuals, families, and communities by protecting Americans from injury and violence. Like most organizations, the Injury Center uses social media to raise awareness of its goals.

“ This past year, the social media team called in Creative Studio to team up on the CDC Injury Center account to redefine its online presence. By infusing our collaborative efforts with tailor-made creative assets, Creative Studio not only supported the Injury Center’s social media efforts but also set them apart from other divisions. ”

Liz Loizou-Smith

Communications manager, social media



Challenge

ICF Next maintains a regular social media calendar for the Injury Center, strategically aligning important topics with posts that recognize awareness months, appreciation weeks, national days, and topics that are relevant to the Injury Center. Since spring 2023, ICF Next's Creative Studio has been responsible for the creative strategy and development of the Injury Center's posts on X, formerly known as Twitter.

The challenge is to place potentially heavy topics in a positive light, with the aim of empowering instead of discouraging the audience. At the same time, Creative Studio needs to meet the Injury Center's primary goals for its social media communications: education, engagement, and behavior change.

Solution

Creative Studio accomplished positivity in these posts by developing empathetic, trustworthy messaging as well as a unique and whimsical illustration style that is equal parts relatable, hopeful, and uplifting. The results prove that ICF Next has developed a creative strategy that truly resonates with the public.

“ Studio's graphics, animations, and comprehensive videos have significantly bolstered the CDC Injury Center's social engagement among individuals and partners. I can confidently affirm that the work of Creative Studio has garnered substantial praise from both the client and our internal project team. ”

Claire Casey Pittman
Communications manager

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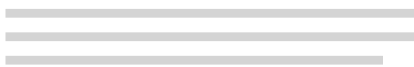
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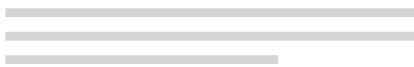
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You can age
without injury



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Results

In **October 2023**, the Injury Center's posts on X aimed to raise awareness of World Mental Health Day and ways the audience can improve their emotional well-being. All told, the three organic X posts for World Mental Health Day generated

178,594

impressions

1,190

engagements

and a potential reach of

119,842,649

In **November 2023**, ICF Next developed an ambient animation for the X platform to increase the awareness and visibility of National Family Caregiver Month and the Injury Center's caregiver resources. This boosted post garnered

more than

111,947

impressions

resulting in

825

engagements

747

clicks

With a low cost per engagement of \$0.30, it showcased an efficient and cost-effective piece.

Both sets of metrics were considered viral for the government space.

Future

What began as posts that only appeared on the X platform has expanded to include Pinterest posts as well as Instagram and LinkedIn posts in 2024. What's more, these posts are shared beyond the Injury Center webpage and now appear on the overall CDC social media pages.

