BHARP Social Media Strategy

July 2025-2026

Summary

This social media strategy focuses on establishing and maintaining an online presence for BHARP to raise brand awareness, connect with stakeholders and promote itself as a leader in the field.

The strategy prioritizes Facebook and LinkedIn as key platforms. Reaching a wide age demographic, Facebook is the third most-visited website behind Google and YouTube as of 2025. LinkedIn has smaller rural base, and it is focused on educational value and thought leadership.

Social Media Audit

Duplicate Facebook and Instagram Accounts

- Inactive accounts (@BHARPofPA)
- Active accounts: (@TheRuralDifference)

Followers

- Instagram: 36
- Facebook: 47
- LinkedIn:189

Current content strategy: static graphics, reposts, employee spotlights.

Social Media Objectives

- Increase following by 20% on Facebook and LinkedIn
- Increase engagement rates by 10%
- Post 1-3 times per week on Facebook and LinkedIn
- Feature one stakeholder profile per month on social media

Key Performance Indicators

- Number of followers
- Number of posts
- Number of likes, comments, shares and saves
- Number of profiles

Goal: Increase following by 20% on Facebook and LinkedIn

Strategy:

- Update website footer with correct links.
- Promote current account handles on all print materials, digital media and at events.
- Engage with other organizations, community leaders and policy makers by interacting with their content through likes, shares, comments and tags.
- Encourage employees, partners and executive leadership to like and share posts to expand reach.
- Post consistently across both platforms.
- Deactivate Instagram account and all inactive accounts to focus efforts on Facebook and LinkedIn.

Goal: Increase engagement rates by 10%

Strategy:

- Segment content by audience; Facebook for community members and families; LinkedIn for providers, funders and policy makers.
- Use themes like Provider Spotlights and Member Testimonials to engage audience.
- Ask users for feedback and encourage conversation on topics that matter to them.

Goal: Increase engagement rates by 10% - *Continued*

- Reply to all questions and comments.
- Tag leadership, partners and employees to increase shares, engagement and reach.
- Develop short-form videos educating funders about behavioral health and how long-term investment supports a critical need in rural PA communities.
- Implement a quarterly live Facebook webinar series focused on connecting members to resources and to encourage dialogue/questions.

Goal: Post 1-3 times per week on both platforms

Strategy:

- Develop a monthly social media calendar to plan posts in advance.
- Create branded templates for infographics, announcements and statistics to ensure branding consistency.
- Share compelling success stories and outcomes on social media.
- Develop blog/LinkedIn posts to position BHARP partners and executives as thought leaders.

Goal: Post 1-3 times per week on both platforms - *Continued*

Strategy:

- Use built-in platform tools or free services like Buffer to schedule posts and to track metrics.
- Designate one or two staff members to monitor social media accounts three times per week and to respond to comments/messages.
- Post photos from events, presentations and meetings on LinkedIn to show active participation in communities.

Goal: Feature one stakeholder profile per month on social media

- Create themes for stories and a content calendar based on Awareness Months and hashtags.
- Develop a Q&A template using a tool like Google Forms to gather stories from community members, providers and families. Include an informed consent form to respect privacy.
- Highlight success stories and opportunities to learn from role models/past experiences.

Goal: Feature one stakeholder profile per month on social media - *Continued*

- Ask regional partners to identify stakeholders who are willing to be featured.
- Hold listening sessions and other public events to connect with stakeholders, gather insights and feedback, and include them in communication efforts.

Timing & Key Dates

Oct. 10: World Mental Health Day

September: National Recovery Month

November: National Rural Health Day

March 30: National Doctors’ Day

April 7: World Health Day

May 6-12: National Nurses Week

May: Mental Health Awareness Month

Key Messages

BHARP is a trusted regional partner in building a rural behavioral health system focused on ensuring access, dignity and recovery for all. **(Providers)**

BHARP partners with local providers and leaders to ensure you and your loved ones have access to compassionate, high-quality behavioral health care, no matter where you live. **(Community members/families)**

BHARP doesn't just provide services—it builds systems that last. Ongoing support strengthens the behavioral health foundation rural Pennsylvania depends on. **(Funders)**

Adjectives that describe the BHARP brand

- Recovery
- Resilience
- Rural
- Community-Based
- Dedication
- Determination
- Quality
- Equity
- Accessible
- Collaborative

When interacting with users BHARP Social Media is:

- Helpful
- Empathetic
- Collaborative
- Culturally aware

Measurement and Reporting

Reporting Period: Yearly

Quarterly tracking of top-performing content

Tools

- Monthly Content Calendar
- Canva – Branded Templates
- Social Media Management Tools like Buffer, Meta Business Suite, Hootsuite, Sprout Social (some platforms offer non-profit credit to save on costs)