CYRANO

Lead With Video

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Maximizing Social Media Engagement: A Case Study on University Behavioral Health of Denton's Facebook Posts

Executive Summary:

This case study investigates University Behavioral Health of Denton's (UBHD) social media engagement over a 365-day period, focusing on the effectiveness of different post types on Facebook. The introduction of Cyrano Videos has significantly enhanced audience interaction, outperforming Static Photos / Compilations and Non-Cyrano Videos by a wide margin.

Introduction:

University Behavioral Health of Denton is committed to providing exceptional mental health care. In today's digital era, engaging with patients and the broader community through social media is essential. This study aims to enhance UBHD's ability to connect with its audience effectively via tailored social media content.

Methodology:

An analysis was conducted on data from UBHD's Facebook posts over a 365-day period. Engagement metrics such as reactions, comments, and shares were measured. Posts were categorized into Cyrano Videos, Static Photos / Compilations, and Non-Cyrano Videos. Engagement was defined as the sum of these interactions, serving as a critical indicator of the posts' impact.

Analysis:

Upon analyzing the data, the following engagement averages were observed:

- **Cyrano Videos**: 79.43 reactions, 1.43 comments, and 4.21 shares per post.
- **Static Photos / Compilations**: 9.58 reactions, 1.35 comments, and 0.38 shares per post.
- **Non-Cyrano Videos**: 2.00 reactions, 0.50 comments, and 0.00 shares per post.

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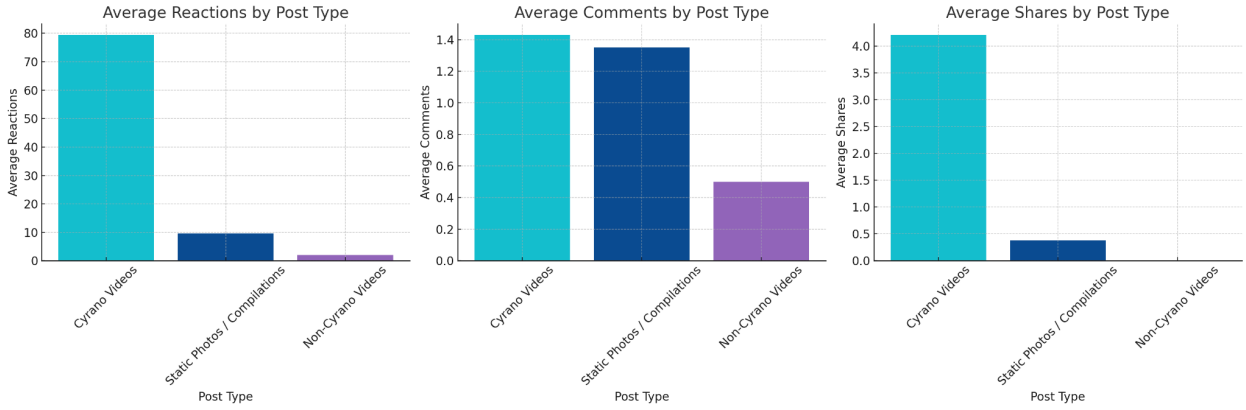
Percentage Increase in Engagement

A significant increase in overall engagement was noted after the introduction of Cyrano Videos on January 1, 2024, with reactions increasing by 729.3%, comments by 5.7%, and shares by 1009.5%.

The engagement patterns are visually represented in the graphs below, displaying the average engagement per post type.



Statistical Analysis:

ANOVA tests were conducted to compare the total engagement of Cyrano Videos with other post types, yielding the following p-values:

- Cyrano Videos vs. Static Photos: ~0.0000091 (statistically significant).
- Cyrano Videos vs. Non-Cyrano Videos: ~0.4097 (not statistically significant).

These results indicate a significantly higher engagement for Cyrano Videos compared to Static Photos, while the difference with Non-Cyrano Videos was not statistically significant.

The storytelling and visual elements in Cyrano Videos resonate more effectively with the audience, as opposed to Static Photos / Compilations and Non-Cyrano Videos.

Recommendations:

To maximize social media engagement, UBHD is advised to:

1. **Prioritize Cyrano Videos**: Focus on creating content that highlights mental health topics, patient success stories, and facility updates.
2. **Supplement with Static Photos / Compilations**: Use these posts to emphasize team culture, events, and daily activities.
3. **Reassess Non-Cyrano Videos**: Consider enhancing storytelling elements or aligning content with key audience interests.

The analysis also extended to identifying the optimal day of the week for posting based on average engagement metrics. The findings are as follows:

- Friday emerged as the most effective day for posting, with the highest total average engagement (sum of reactions, comments, and shares) of approximately 38.44.
- Other notable days with high engagement were Tuesday (20.85) and Thursday (34.28), making them also favorable for posting content.

This insight into the optimal posting schedule can significantly contribute to strategizing content release for maximum audience interaction.

Conclusion:

Cyrano Videos have proven to be a powerful tool for UBHD, fostering meaningful connections with their audience. This case study underscores the value of strategic, video-centric content in advancing digital mental health advocacy.

Appendices:

Appendix A: Detailed Engagement Metrics by Post Type

Table A1: Average Engagement Metrics by Post Type

Post Type	Average Reactions	Average Comments	Average Shares	Total Engagement
Cyrano Videos	79.43	1.43	4.21	85.07
Static Photos / Compilations	9.58	1.35	0.38	11.31
Non-Cyrano Videos	2.00	0.50	0.00	2.50

Table A2: Average Engagement Metrics by Day of the Week

Appendix B: Average Engagement Metrics by Day of the Week

Day of the Week	Average Reactions	Average Comments	Average Shares	Total Average Engagement
Monday	5.22	1.11	0.22	6.56
Tuesday	17.50	1.90	1.45	20.85
Wednesday	10.69	1.54	0.46	12.69
Thursday	31.94	0.72	1.61	34.28
Friday	35.63	1.63	1.19	38.44
Saturday	0.00	0.00	0.00	0.00
Sunday	0.00	0.00	0.00	0.00

Appendix B: Notes on Content Strategy for Behavioral Health Communications

Note B1: Best Practices in Behavioral Health Communication

- Focus on storytelling and personal experiences to foster a deeper connection.
- Ensure that the content is informative, supportive, and respectful.
- Use visuals and narratives that convey empathy and understanding.

Note B2: Ethical Guidelines for Social Media Use

- Always prioritize the privacy and dignity of patients and their stories.
- Avoid sharing content that could be stigmatizing or triggering.
- Ensure that all information shared is accurate and evidence-based.

Note B3: Recommendations for Future Content Development

- Emphasize Cyrano Videos, focusing on patient success stories and facility updates.
- Use Static Photos / Compilations to highlight staff, events, or daily activities.
- For Non-Cyrano Videos, consider incorporating more engaging storytelling elements or focusing on educational content.