

CASE STUDY



What's
{ **WRONG** }
with this picture?

What's {WRONG} with this picture?

{CAMPAIGN ARCHITECTURE}

Project Goals/Objectives:

The operating room is a serious place that has grave consequences if people make mistakes. OR nurses face a demanding schedule with constant pressure to do their jobs without flaw. Despite that, many nurses are very light-hearted and love what they do, always striving to be on top of the latest nursing trends.

The “What’s {WRONG}” campaign was designed around those principles. Its goals were to:

- Engage perioperative registered nurses in an activity that was both fun and educational.
- Promote AORN’s events, products and services.
- Increase both the amount of fans and interaction on AORN’s Facebook page.



Strategy/Tactics

The strategies/tactics that we devised centered entirely on attaining the goals that we set forth:

Engage perioperative registered nurses in an activity that was both fun and educational

We sought to break away from traditional setting (classroom/book) to a more interactive approach. Despite the OR being a serious place, the illustrations took light-hearted nurses out of the norm and gave them an avenue to learn their most prevalent practice issues in an entertaining way.

Promote AORN’s events, products and services

This goal was strategically planned from a couple different angles of the campaign: the illustration themes and the prizes awarded.

- Every month, the illustrations coincided with when a Recommended Practice implementation article came out in the *AORN Journal*.
- All prizes in 2011 promoted an AORN event, product or service such as Perioperative Nurse Week, memberships, Recommended Practice books, etc.

Increase the amount of fans and interaction on AORN’s Facebook page

We used all viable AORN’s media to promote “What’s {WRONG}” to our membership base. This drove a significant amount of those users to our Facebook page, resulting in spikes in both amount of fans and their interaction with our page.

“I love the What’s Wrong pictures. I share them with the rest of the OR.” -Brenda C.

What's {WRONG} with this picture?

{CAMPAIGN TEASER}

Reasoning behind “What’s {WRONG} on Facebook?”

To drive people to the AORN Facebook page, our plan was to devise a teaser campaign, proclaiming that there was something wrong on the AORN Facebook page. We had links from our website, Periop Insider and ORNurseLink directing people to the Facebook page. Once they got there, the person would see a “fan gate” and could only see what was “wrong” once they liked the page. After liking it, they received full contest details.

This created a mysterious feeling before liking the page and a sense of exclusivity after it. Before the “What’s {WRONG} with this picture?” contest even started, the teaser “What’s {WRONG} on Facebook?” campaign netted the Facebook fan page an additional 400 fans.



“Thanks AORN! It’s so exciting to see technology like Facebook utilized as both a fun and resourceful tool to enhance my nursing career.” -Krista M.

What's {WRONG} with this picture?



To ensure fan growth and interaction, only after “liking” the page could the illustration be viewed and commented on.



{CAMPAIGN LAUNCH}

Facebook

How it was used: AORN’s Facebook page was used as the hub of the campaign. It housed the illustration and the area to submit the answer to it.

Status updates were used to remind fans of the topic of the illustration, when the illustration was live and the winner of the contest.

On average, the AORN website receives 20,000+ unique visitors in a week.



Website

How it was used: AORN’s homepage acts as a promotional tool to get users of the site directly to our Facebook page. It also has a secondary page with more contest details and rules.

This weekly e-newsletter reaches more than 35,000 fully engaged AORN members.



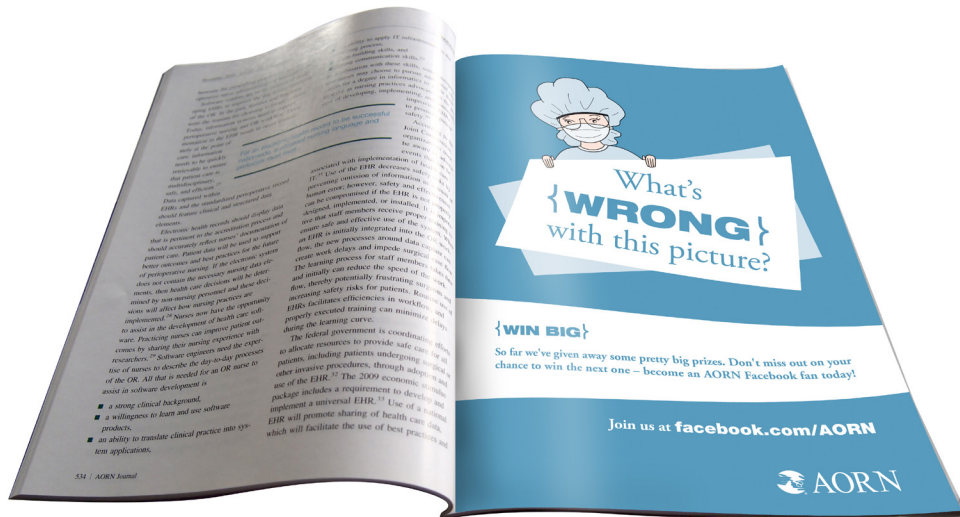
Periop Insider e-newsletter

Periop Insider content includes hot topics, news briefs, advocacy, learning center, event information and important health care announcements.

How it was used: For the contest, Periop Insider has been home to banner ads that appear in the body of the e-mail as well as content-integrated stories that announce the prize, that the contest is live and the winner.

“I love it. I also use it at work for education. Please keep them coming.” -Jennifer H.

What's {WRONG} with this picture?

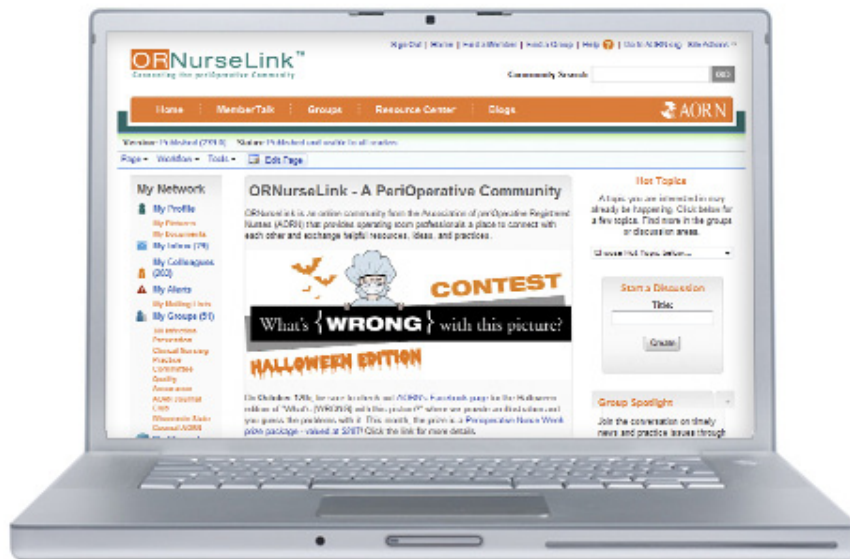


{CAMPAIGN LAUNCH Cont'd}

AORN Journal

The *AORN Journal* is a peer-reviewed perioperative nursing journal that goes out to all 41,000+ members of AORN.

How it was used: As a monthly publication, the *AORN Journal* acted as the print component of the campaign. We duplicated the theme we used in our online marketing efforts to promote “What’s {WRONG}” to our entire membership base.



ORNurseLink community

ORNurseLink is an online community from AORN that provides operating room professionals a place to connect with each other and exchange helpful resources, ideas, and practices. The site has 5,000 active users (members that have logged-in within a 90-day span).

How it was used: Before and during the contest, a banner is statically-placed on the home page with contest info and an ad is generated for all pages of the site for the most socially-active AORN members to see.

“Great for education, love them, keep it coming.” -Becky H.

What's {WRONG} with this picture?

{EVOLUTION}

Themes

Besides the illustrations coinciding with RPs coming out, there were several other ways that we met our goal of promoting AORN's events, products and services. As the campaign evolved, we started putting fun themes on the illustrations. Here are some examples:

- During October, which was also National Fire Prevention Month, the illustration was based on the fire safety RP. On top of that, there was an over-arching Halloween theme that included a flaming jack-o-lantern. To promote Perioperative Nurse Week (PNW), a week that celebrated perioperative professionals in November, we gave away a PNW prize package consisting of merchandise we were selling.
- In December, the "What's {WRONG}" illustration was based off the hand hygiene RP and was run during National Handwashing Awareness Week.

Outside Coverage

In addition to our own publications, we sought to have "What's {WRONG}" placed in external healthcare media. We were successful in that venture in September, garnering placements in *EndoNurse*, *Infection Control Today* and *SurgiStrategies*. Combined, those publications have a circulation of 105,900 unique online monthly subscribers.

Revenue-producing

Due to the success of "What's {WRONG}" across our media offerings, 3M Avagard™, a hand sanitation division of 3M, provided corporate support of the hand hygiene illustration in December.



"My staff, even the housekeeper, enjoys getting them every month." -Sandy P.

What's {WRONG} with this picture?

{FUTURE}

Congress 2012 Usage

AORN does not have any plans to abandon the history of the “What’s {WRONG}” poster at Congress. As in years’ past, the poster will still be used as an educational piece at Congress. However, a special Congress attendee contest will be created behind that to promote registration to the event, as well as poster sales. In conjunction with that, a condensed online version will be made for those that are not able to attend.

Educational Calendar

Besides liking “What’s {WRONG}” in general, several nurses that we’ve spoken with are using the illustrations to educate their staff. After a 12-month period, we plan on repurposing the illustrations that have been made into an educational calendar that will be sent out to our members.

{SUCCESS METRICS/RESULTS ACHIEVED}

After six full months of the “What’s {WRONG}” campaign, we have critically examined our goals and how they were met:

2,986: Number of AORN Facebook fans when the campaign started

13,000+: Number of AORN Facebook fans at the end of 2011

162,121: Total impressions of all Facebook contest status updates

4,870: Number of “likes” and comments on AORN’s News Feed from July-Dec. 2011 (That was 159% more interaction compared to Dec 2010-June 2011)

Education: Several comments from nurses about the benefits of education for both them and their colleagues. This is demonstrated by the quotes we included at the bottom of each page of this case study.

Products: For the first time in five years, the *AORN Standards and Recommended Practices* sold out before year end. One of the Facebook prizes was used to promote the RPs to support this goal.

Services: The association exceeded both its membership retention and recruitment goals for 2011. Four free memberships were awarded to help promote our different membership packages to support this goal.

“Love it – can’t wait for each month’s issue!” -Kellie S.