

# Thought Leadership Plan for Exec X

## September 2021

### Objectives

- Enhance Exec's reputation as a thought leader for targeted HR topics
- Elevate Exec's voice on targeted social channels and at relevant HR-related conferences
- Demonstrate how [Brand] empowers and facilitates a unique employee experience
- Position [Brand] as the best place to work and to truly make a difference
- Showcase [Brand]'s investments/commitment to addressing DEI workforce issues

### Target Audiences

- Cross-industry peers working in HR
- Prospective [Brand] employees at all levels and across disciplines
- Healthcare industry influencers focused on targeted HR-related topics
- National and regional business leaders in all [Brand] markets
- [Brand] employees and partners

### Tactics

- **Message & Story Development:** Identify and align on Exec's storytelling efforts, then work with [Brand] experts on each topic to gather specifics needed to craft key messages and proof points for each story. Existing content and stories will be audited/refreshed along the core topics outlined below (others to be considered in concert with Exec):
  - Workforce of the future (high performance teams; remote work)
  - Diversity, equity and inclusive culture
  - Employee engagement and enablement (people experience/burnout)
  - Tactics and trends for recruiting the best (tech and the HR playbook)
  - CSR (climate change; social consciousness)
  - Caregiver collaboration
- **Social Media:** We kickstart Exec's social presence by focusing on building his profile on LinkedIn and Twitter. We will start with a review of Exec's current presence and document areas to improve his profile. This review will include identifying relevant topics for him to pursue and identify other thought leaders who post about similar topics. This review will enable us to identify partnerships with influencers, business leaders and internal peers to build content and stories to support Exec's position. This program will be rolled out in phases:
  - **Phase 1:** Audit/optimize social profiles
  - **Phase 2:** Identify the top three influencers for Exec to follow across topical areas and advise on the types of content to repost/retweet to drive more exposure
  - **Phase 3:** Audit and advise on LinkedIn groups for Exec to join/engage
  - **Phase 4:** Co-create content and stories with Exec for publication on social and [Brand] owned channels (e.g. blog, internal newsletters)

Some of these tactics will be pursued simultaneously, and refinements will be made to the proposed plan as we gather insights and learn more about Exec's style/preferences.

To complement Exec's personal efforts to post content, we will partner with him to post content to his channels. Our posting schedule and content plan will be shared regularly with the [Brand] social media team to get his original content published on relevant channels.

- **Personal LinkedIn:** Develop 2-3 posts per week that reflect a mix of curated content (relevant industry news with Exec's spin/insights), promotion of relevant industry events and original narrative that can include opinion pieces, tips/tricks, etc.

- Personal Twitter: Develop at least 5 tweets per week that offer a mix of information that is useful and inspiring to key target audiences. We also will work with [Brand] Communications and Content teams to produce short/organic video clips of Exec sharing stories and tips as well as a relevant CTA.

Content curated and created by/for Exec will include a mix of formats – text, audio, video.

- **Social + Media Training “Brush Up” for Exec**: Provide two half-day one-on-one training to increase Exec’s knowledge of publishing and engagement best practices on LinkedIn and Twitter as well as interviews for media pitches. This will be a dual effort driven by the media relations and social teams.
- **Media Relations**: The media relations effort supporting Exec will continue to be led and implemented by the [Brand] Communications team (unless otherwise delegated) and the content/storytelling team will contribute strategy and content. Efforts will include:
  - Journalist: Create a list of top regional and national media contacts whom we can cultivate to tap Exec as an expert source for their coverage of healthcare innovation, recruiting, DEI and other topics as relevant. Draft pitches for use in securing introduction phone/Zoom meetings for Exec.
  - Traditional story pitching: Leverage ongoing story development effort (see above) to generate ideas for proactive pitches to trade and B2B healthcare media targets. Draft pitches and suggest journalist targets.
  - Trend watching: Tap Exec as an expert resource on hot topics as they arise. We will regularly monitor the “news of the day” to identify (and quickly verify with [Brand] experts) opportunities for Exec to comment or contribute expert knowledge. This outreach will be most effective in securing coverage when done in near real-time (same day).
- **Contributed Content**: We can generate many opportunities to create and share content that showcases Exec’s expertise. These can be created solely by Exec or with co-authors from other experts. After they are published, all articles can be promoted/posted on Exec’s and [Brand]’s social media channels and internal communications vehicles. Any articles that are not placed with a media outlet can be repurposed as original content on Exec’s LinkedIn or Twitter channels. Content development opportunities can include:
  - Bylined Articles: Leverage story development effort to generate ideas for articles that can be written for Exec’s byline by a member of the content/storytelling team in a journalistic style. Ideally, the idea for each article should be pitched to a target trade, healthcare B2B or consumer media outlet and accepted before the article is written.
  - Op-eds: Work with Exec on timely articles that showcase his opinions and proposed solutions to important issues. These can be published both on media outlets (if feasible) and the [Brand] blog, and pushed out on social media channels.
  - Columns: Create a consumer-focused topic roadmap for a recurring monthly column on the [Brand] blog focusing on subjects such as employee empowerment, DEI, mental health and organizational culture, and best practices for interviewing.

- **Speaking Opportunities:** Exec is a young and energetic leader who can authentically connect with audiences at live events and virtually. We will identify relevant outlets to position Exec as a thought leader. We will develop or edit presentation decks and help him with rehearsal.
  - Virtual events: We will identify appropriate webcasts for Exec to participate in virtual events. We will use the topic roadmap to inform the types of virtual events we consider for Exec. We will explore and experiment with events that are focused on healthcare HR topics and those that may be unexpected (e.g. tech-focused events about innovative workplaces).
  - Conferences: We will proactively seek opportunities for Exec to speak at high-profile conferences focused on healthcare HR, talent acquisition, business transformation, and employee experience. These opportunities require a sophisticated pitch and must be secured several months and sometimes a full year in advance.
  - Employee/Influencer engagements: To help expand Exec's profile internally, we will look for existing outlets for him to plug into and create new ones where he can meet with employees to share information and gather inputs.
    - **Coffee chats:** Exec hosts a monthly opt-in virtual meeting to share information about [Brand]'s efforts across a spectrum of HR-related issues (e.g. labor, DEI, etc.) and answer questions from employees or other leaders.
    - **Expert insights:** Exec interviews internal and external thought leaders about key trends and topics from the topic roadmap. These interviews can be recorded and turned into audio or video files.
    - **Round tables:** Over breakfast/lunch, Exec leads an intimate group discussion with executives (internal and/or partners) around HR-related issues. These discussions can be recorded and turned into audio or video files.

Where relevant, we will publish the recorded engagements externally on owned and rented channels.