



## Show a veteran some love - #SideBySide19

### Category: Category 25: SOCIAL MEDIA PROGRAMS

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#### ENTRY FORM - Division 4 Questionnaire

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Is the entry submitted on behalf of a client or other organization? If yes, you must upload a client authorization letter.

Answer: No

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If work is done on behalf of a client, you must submit a client authorization letter.

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A template is available at [silverquill.iabcheritage.com](http://silverquill.iabcheritage.com).

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#### Upload the Client Authorization Letter

Attach the file and click on the green upload button.

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Describe the organization and project.

Answer: Northwell Health is New York's largest health system and private employer. With 68,000 employees and 23 hospitals, Northwell has a longstanding commitment to providing medical and behavioral health services to veterans, while also recruiting and assisting newly returned veterans in re-acclimating to civilian life.

The inaugural Side by Side: A Celebration of Service™ event, presented by Northwell Health, was announced in March to celebrate military service, veterans and their families. The first-of-its-kind, day-long event will cap off NYC Fleet Week 2019 on May 25 at Rockefeller Center with performances by Gavin DeGraw, Boyz II Men, Broadway's Jersey Boys and many other popular artists. In the evening, Imagine Dragons will take the stage at Radio City Music Hall.

To generate excitement and participation among Northwell Health employees, a social media campaign sought to engage employees through discounted presale ticket purchases, education, and a week-long contest on the 10,000-member private Facebook group, Northwell Life, to show their love for the veterans and active-duty military members in their lives. Using the #SidebySide19 hashtag, we invited team members to post photos and tell us about their loved ones.

The primary audience for this campaign was the 10,000 team members on Northwell Life, our private Facebook group. This is an active and passionate group, with many posters sharing information and resources to enhance the work they do at Northwell Health. The secondary audience was the other 58,000 employees, as key posts and highlights from the #SideBySide19 contest were shared out via our traditional digital channels, including the intranet, our employee mobile app, and email.

The social media campaign aligned with key phases of the overall Side By Side: A Celebration of Service communication plan e.g. Setting the Stage (announcing the event and discounted presale tickets) and Employee Activation and Engagement (user-generated storytelling and opportunities to win tickets). During the second phase, we shared a video featuring Imagine Dragons on the Northwell Life Facebook group teasing the opportunity to win tickets, which we later described in more detail in announcing the week-long “Show A Veteran Some Love” contest. A third phase of the Side By Side communication plan is currently ongoing and is not the subject of this entry.

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Why was this project undertaken?

Answer: The Side By Side: A Celebration of Service social media campaign was designed to highlight Northwell’s creation of the overall Side by Side event, underscoring Northwell’s commitment to veterans’ healthcare services and life after service. Our goal was to educate Northwell’s 68,000 employees on the importance of Northwell’s commitment to our veterans and engage our team members in taking pride in our organization’s collective efforts to recognize the sacrifices made by veterans and current military servicemen and women.

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List up to three key measurable objectives for the project. How well did the project meet the objectives?

Answer: 1. We made 1,000 discounted presale tickets available for team members. Social media posts promoting these tickets garnered. All 1,000 tickets were purchased.

2. “Show a veteran some love” contest, using the hashtag #SideBySide19. The target was 100 posts. Each person who posted would be entered into a drawing for up to six tickets for themselves and guests to attend the Side By Side event and concerts. We exceeded the goal with 115 original posts, 7,514 reactions (likes, loves, etc.) and 1,065 comments.

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List up to three key messages for the project.

Answer: 1. It’s an honor for Northwell Health to serve those who have served  
2. We appreciate all the work you do to care for our brave service men and women  
3. Let’s show our support for the veterans in our lives

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How effectively were the resources (budget, time, others) managed?

Answer: All materials for the social media campaign were developed in house with no budgetary impact. We began promoting the event and the opportunity to purchase tickets in our Facebook Group immediately upon announcing the event in an email to all employees. The “Show A Veteran Some Love” contest ran over the course of one week (April 10-17).

Three members of the internal communications department provided 24-7 monitoring of the Northwell Life Facebook Group to moderate posts and encourage participation.

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Upload up to 5 work samples:

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Document upload

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Image upload

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Alternate upload if your sample is a URL or YouTube Video – Maximum total work samples must be no more than five.

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Website URL

Answer:

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YouTube URL

Answer: <https://www.youtube.com/watch?v=JhxSI9boYB0>

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After your online questionnaire is complete, and your work samples are uploaded, please proceed to payment.

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