

INTRODUCTION

The National Cancer Centre Singapore (NCCS) Facebook page was set up in 2009 to engage its audience. However, the team encountered challenges along the way: **Slow growing fanbase!**
Low engagement levels!

OBJECTIVE

As Facebook had become a popular social networking site, it was important for the team to look for ways to improve its Facebook marketing strategy.

METHODS

1. Conduct SWOT Analysis

The team used this to identify its strength, weakness, as well as external opportunities and threats.

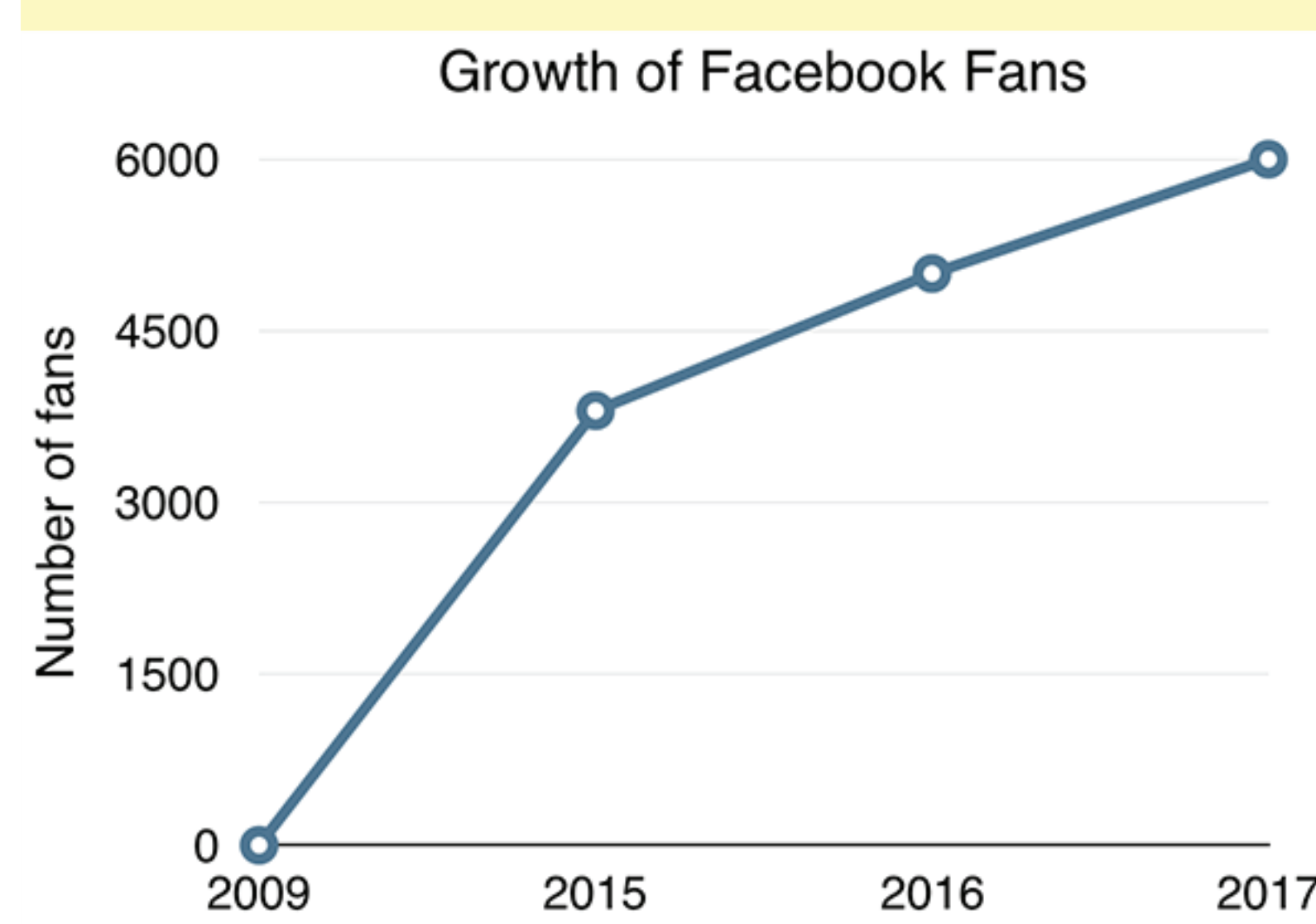
2. Use of Analytics Tool

An analytics & monitoring tool was used to generate insightful reports that helped the team in developing the social media marketing strategy.

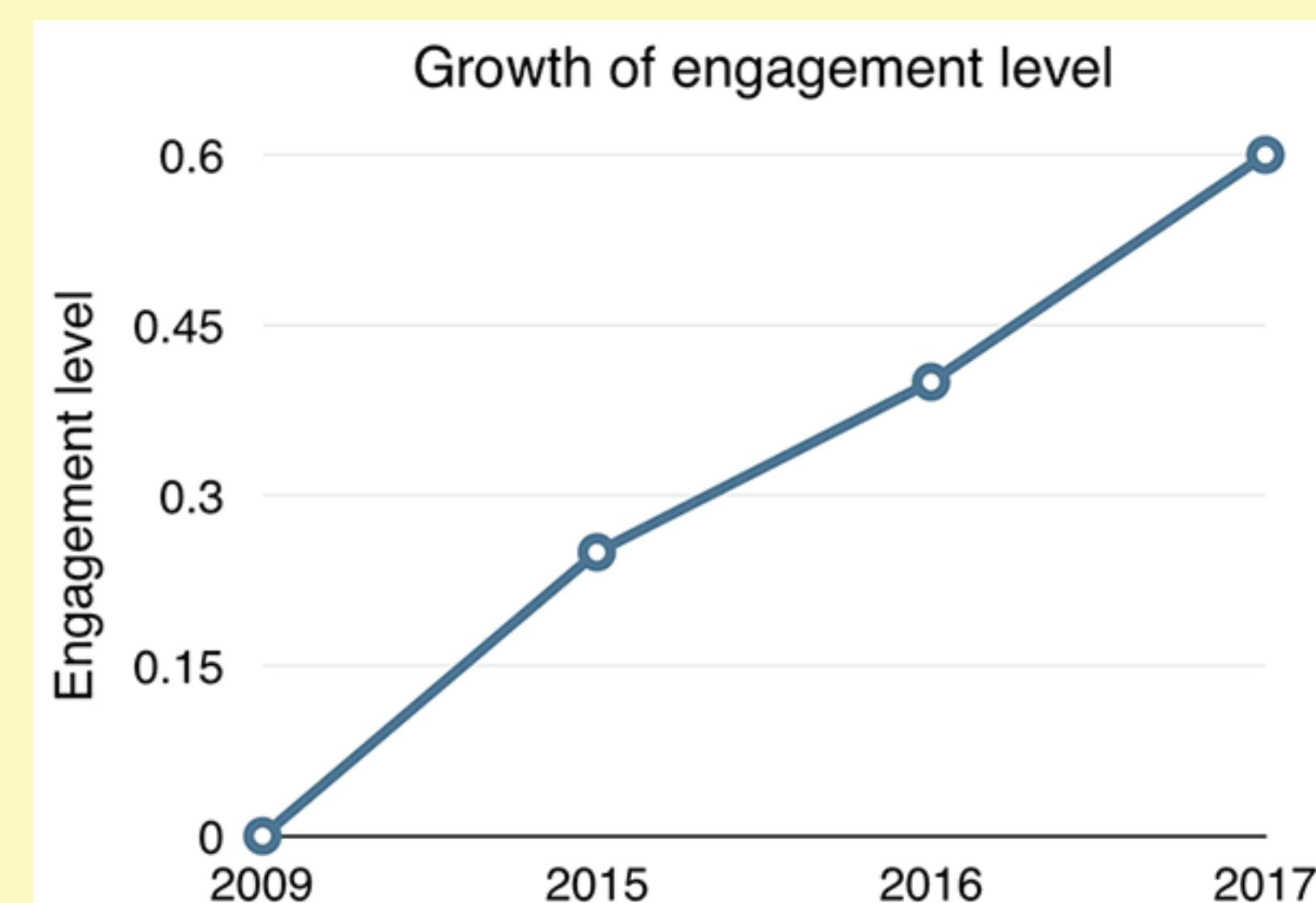
3. Create engaging content

Varying content were used, such as stories of patients and healthcare workers, image posts that inspire likes, comments and shares.

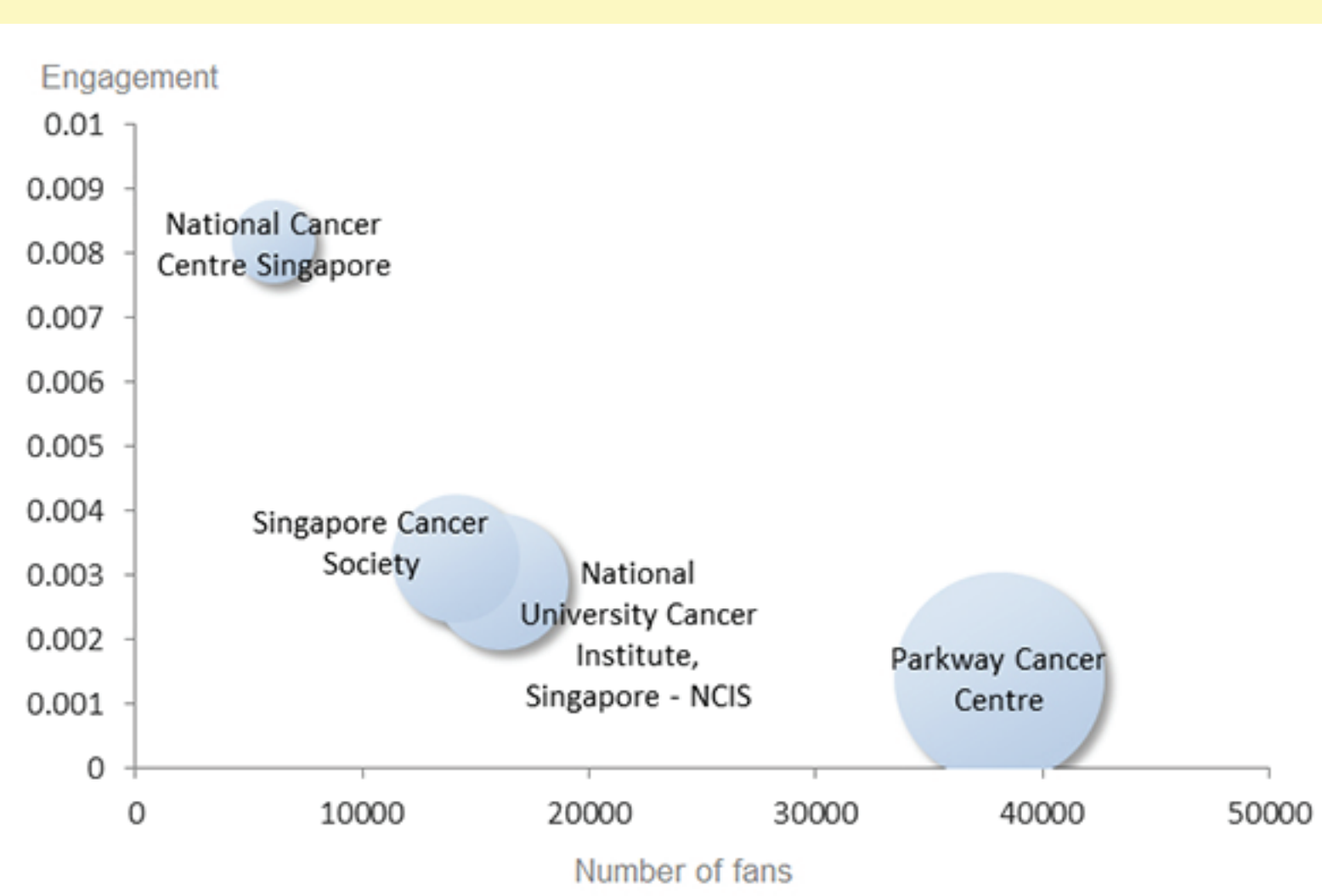
RESULTS



- Number of page likes went up steadily
- As of December 2017, the fans increased to 6,000



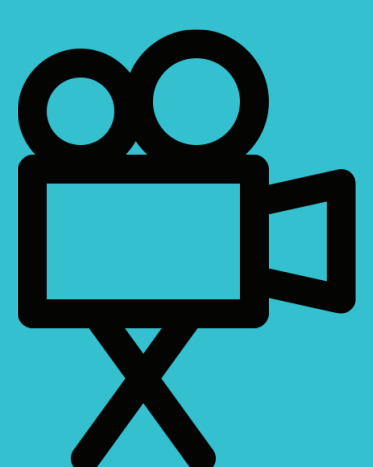
- Engagement level continue to grow from 0.25% to 0.6%



- NCCS' fanbase may not be as high as its competitors, but its engagement level has been consistently higher.

CONCLUSION

Moving forward, the team will share more video posts that tend to get more views and engagement.



Facebook ad will also be used to reach out to a wider audience.



- Examples of top posts that proved the methods to be effective!
- High number of likes, comments and shares on posts!