

# Social Media Campaign

how DO you  
love yourself?

NBOME

# Background.

Since 1934, the National Board of Osteopathic Medical Examiners (NBOME), an independent, not-for-profit organization, has provided competency assessments for osteopathic medical licensure and related health care professions.

The NBOME administers the Comprehensive Osteopathic Medical Licensing Examination of the United States (COMLEX-USA), a three-level, national standardized licensure examination designed for licensure for the practice of osteopathic medicine. Osteopathic medical students must pass Levels 1 and 2-CE in order to graduate from an osteopathic medical school and the whole series (1, 2-CE, and 3) for licensure to practice osteopathic medicine.

The NBOME recognizes that these are extremely high-stakes exams that can be stressful for osteopathic medical (DO) students. Burnout and depression among medical students continues to be an issue; existing research suggests these issues begin and increase throughout medical school and can lead to serious mental health concerns by the time these students begin to practice—roughly 300-400 physicians commit suicide each year.<sup>1</sup>

To that end, the NBOME has made the mental health and wellness of our candidates a priority and strives to position itself as a resource, providing information, stories, and advice from fellow students to help test-takers through this stressful time. These resources include a Mental Health and Wellness Toolbox; a blog series called Candidate Wellness; [and a social media campaign for Wellness Wednesday.](#)

PREPARED BY  
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<sup>1</sup> [https://nam.edu/wp-content/uploads/2018/01/American-Foundation-for-Suicide-Prevention\\_Commitment-Statement.pdf](https://nam.edu/wp-content/uploads/2018/01/American-Foundation-for-Suicide-Prevention_Commitment-Statement.pdf)

# Goals.

In an effort to replenish our Wellness Wednesday content, the NBOME's communications team decided to launch a new campaign timed to Valentine's Day 2023, dubbed "How DO You Love Yourself?" We took to social media to ask DO students how they showed themselves love while studying and preparing to take COMLEX-USA. This five-day campaign was incentivized with a free practice exam called COMSAE given to one winner each day.

Our goals included the following...

01 **Acquire a year's worth of responses.**

Each Wellness Wednesday post shares advice from a student to help other students. We were hoping to get at least 52 entries/comments to use throughout the year.

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02 **Outperform our 12 Days of COMSAE campaign.**

We run a 12 Days of COMSAE campaign Dec 1 - 12 each year and wanted to outperform it in engagements.

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03 **Assist students with their mental health during Valentine's Day & throughout the year.**

Seeing that many students struggle with mental wellness during medical school and while preparing for their exams, we wanted to help promote positivity and healthy coping mechanisms via the advice of other osteopathic medical students.

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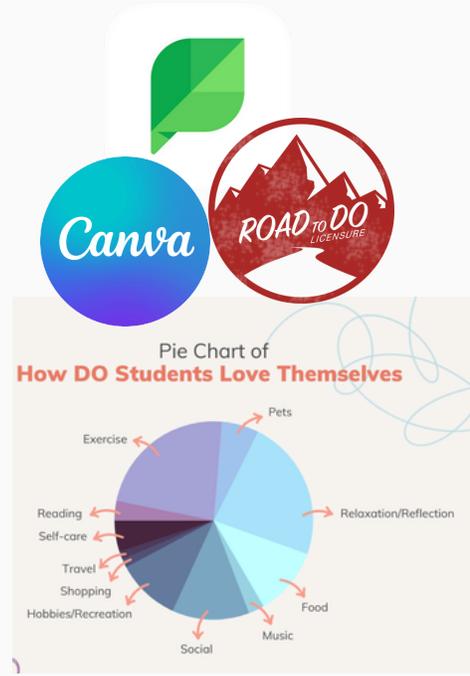
## Execution.

Five social media videos were created using Canva, following the same leitmotifs found in our Road to DO Licensure campaign. The imagery selected was intended to be scroll-stopping and each post was accompanied by unique copy with our campaign hashtag, #LYSCOMSAE, to allow the posts to be easily found again.

The posts were then scheduled out using SproutSocial at optimal times per specific platform and per specific day from February 13 to 17, allowing them to organically reach the max number of followers, which is just shy of 8k across our two platforms.

Each day, a winner was selected and DMed until five total winners were able to provide their credentials to receive a free COMSAE in their student Portal accounts.

A graphic template was created for Wellness Wednesday, wherein 52 posts were then designed using the comments from the spreadsheet that were deemed the most helpful. Comments were also organized into topics in order to digest the data more effectively.



## How DO you love yourself campaign metrics.



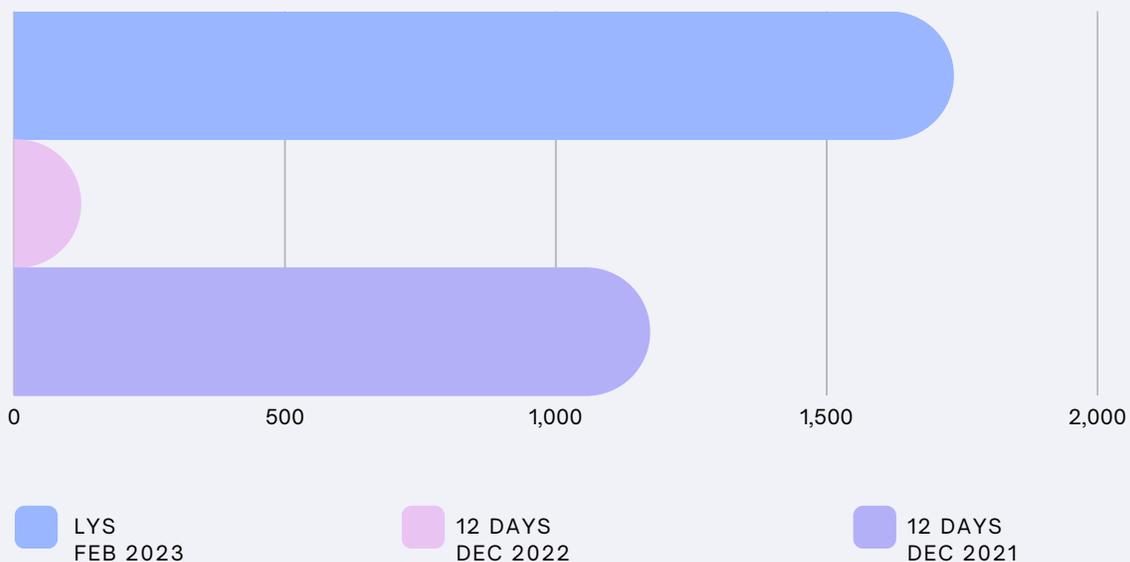
**The 1.3k percent increase is compared to our 2022 12 Days of COMSAE campaign that only obtained 124 engagements.**

# Engagements Evaluation.

Our 2021 12 Days of COMSAE campaign acquired only 208 comments. Our 2023 How DO you love yourself campaign was able to see a **253%** increase.

**734**  
COMMENTS

Total # of Engagements on all platforms.



Compared to our 12 Days of COMSAE 2021 campaign, we saw a 48% increase in overall engagements.

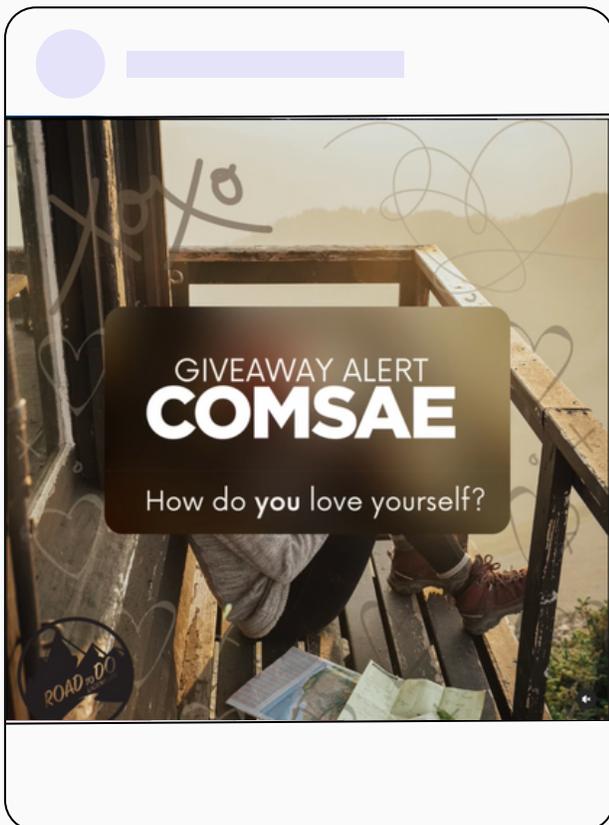
The result of our how DO you love yourself campaign was that it became our most popular campaign of all time, surpassing all of our other social campaigns.

We received nearly triple the amount of responses and all from students who were willing to share their tips on how they show themselves love.

# Evaluation continued.

Our top-performing post achieved 294 comments alone, which is more than we had ever obtained before on any singular social media post. While we had gone in looking just to surpass our previous giveaway campaigns, we had come out having surpassed every post we'd ever done.

## Top-performing post.

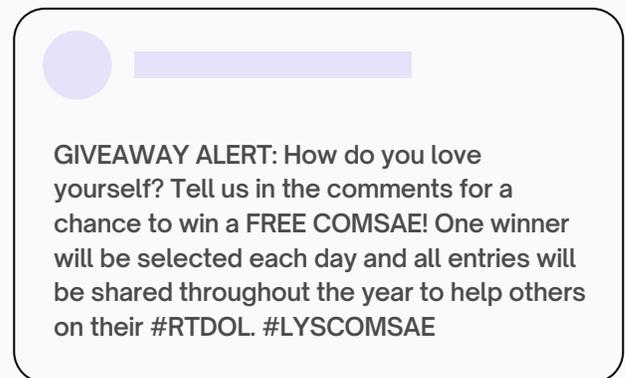


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## Example of a future post.



This is what our How DO you love yourself campaign posts look like every Wednesday.



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# Thank you!

Thank you for taking the time to consider our submission. If you have any questions or would like to discuss further, please don't hesitate to reach out to us.

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