



## Appendix I: Social Media & Marketing Strategy

### Patient & Public Involvement and Engagement (PPIE) Group at Ziauddin University

This document outlines the 2025-26 social media and marketing strategy for the Patient & Public Involvement and Engagement (PPIE) group at the Critical Care Research Group (CCRG) of Ziauddin University in Karachi, Pakistan.

#### Primary Goal & Audience

Our main goal is to maintain a timely and complete record of our engagement initiative, activities and outputs in order to communicate the scope and impact of our work to potential and existing collaborators, clinical staff, institutions and official bodies, as well as ensure accessibility of our resources and templates to assist others in establishing their public engagement initiatives. Secondary goals are to reach a larger audience of affected and interested parties related to critical care and infectious diseases, and disseminate useful engagement and educational resources to this audience. Success of this strategy will be determined based on our ability to maintain contemporaneous and complete documentation of our initiative, the number of views and downloads of our materials, and members of the public reaching out to our group to ask questions or provide input.

Key audiences include medical students and staff at Dr Ziauddin Group of Hospitals, the Drug Regulatory Authority of Pakistan, the National Bioethics Committee, researchers and academic institutions engaged in trials and infectious disease research (e.g. Aga Khan University, Indus Hospital & Health Network, Shaukat Khanum Memorial Cancer Hospital and Research Centre), organisations related to ethics and public engagement (e.g. Center of Bioethics & Culture, Pakistan Institute of Living and Learning), international partners (e.g. International Severe Acute Respiratory & emerging Infections Consortium, REMAP-CAP), and most importantly, patients with lived experience of critical care or infectious diseases as well as their families and other affected and interested parties.

#### Team & Resources

A designated marketing coordinator (Wardah Khalid) is responsible for the social media and marketing activities of the PPIE group. The individual will spend a maximum of one hour a day on this work and has a responsibility to:

- Coordinate the creation, editing and dissemination of social media and marketing content
- Maintain the 'Website & Socials-Master Log' and monitor the impact of social media and marketing activities
- Update other coordinators on social media and marketing activities during the weekly coordinator meeting
- Act as the primary contact person for queries from the Marketing team at Ziauddin University
- Revise the social media and marketing strategy as required

The marketing coordinator will work together with other coordinators, PPIE group members, the Marketing team and collaborators to create social media and marketing content. Broadly, the individuals involved in a specific activity will be responsible for providing key messages and photos for social media and marketing posts, while the Marketing team will create graphics and illustrations.

## Resources

The Marketing team at Ziauddin University provides in-kind support to our social media and marketing activities by creating graphics, logos and illustrations, generating the newsletter, posting social media content, maintaining the PPIE website, taking professional photos and recording and editing videos free of charge. Funding from the International Severe Acute Respiratory and emerging Infection Consortium (ISARIC) is available to support the printing of leaflets, newsletters and posters, creation of animated videos and webapps as well as annual subscriptions to software such as LucidChart, Canva Pro and MailChimp [see software license details in the Appendix]. In view of the focus of our social media and marketing strategy, no resources are allocated to market research and listening tools.

## Platforms, Activities & Content

The main platform used for social media and marketing is the PPIE group website (<https://zu.edu.pk/ppie>) where a timely and complete record of our engagement initiative, activities and outputs will be maintained, including a quarterly newsletter to summarise key points. Visibility will be promoted by posting the website and newsletter content, with minor modifications, through Ziauddin University's Facebook, Instagram and LinkedIn accounts. Social media accounts do not exist for the PPIE initiative in view of the primary goal of maintaining a simple record of activities. Instead, coordinators will use their private social media accounts to reshare posts. The newsletter will be sent to subscribers via email and shared with Pakistani researchers through a dedicated public WhatsApp group called 'Clinical Trials Pakistan.' Copies of the newsletter will be printed and distributed at networking and academic events as well as in-person meetings with new and existing collaborators. Videos created for the PPIE initiative will be uploaded to the website and hosted on the Ziauddin University YouTube account.

All marketing material will direct individuals to visit the website for a complete record of our activities and outputs. Other ways in which each intended audience is reached is outlined below:

■ Medical students (Ziauddin)	Facebook & Instagram
■ Clinical Staff (Ziauddin)	Newsletter (subscription list)
■ Drug Regulatory Authority of Pakistan	WhatsApp Group & LinkedIn
■ National Bioethics Committee	LinkedIn
■ Researchers and academic institutions	Newsletter (subscription list) & LinkedIn
■ Ethics Groups (e.g. CBEC & PILL)	Newsletter (subscription list)
■ Partners (e.g. ISARIC, REMAP-CAP)	Newsletter (sent individually) & Tag in posts

To maximise reach to the different audiences, coordinators will ensure to add collaborators, institutions and key contacts on LinkedIn to their personal accounts as well as ask permission to include them in the newsletter email subscription list. The marketing coordinator will compile and periodically update a list of relevant LinkedIn accounts, which also includes a list of partners with contact email addresses and relevant social media handles.

## Website & Social Media

The goal is to post all of our activities, events and output on our website (<https://zu.edu.pk/ppie/>) and social media accounts of Ziauddin University (Facebook, Instagram and LinkedIn). The website and social media updates are the main ways for us to achieve our primary goal of keeping a timely and complete record of our engagement initiative.

### **Content**

The content is a short written summary of an activity, event or output related to our engagement initiative, accompanied by photos or videos as well as relevant hashtags and mentions. The person responsible for the activity, event or output should provide the marketing coordinator, at a minimum, key points for the post and one image. Ideally, the responsible person should give a full draft of the content with multiple images. Examples of posts include descriptions of oral and poster presentations, webinars, panel discussions, PPIE group meetings, publications, blog posts, newsletters, public events, videos, new PPIE group members or coordinators and collaborations with various external institutions. Visual material accompanying a post can include event photos, headshots, logos of external collaborators, screenshots of publications, videos and recordings.

### **Steps**

All coordinators are responsible for updating the 'Master Log' in a timely manner with activities, events and outputs, such that they can be identified for the website and social media posts. Once identified, these steps are followed:

- Create written content and add to the Website & Social Media document under the 'Events & Activities' tab for posts on the website and the 'Social Media' tab for social media posts.
- Upload relevant audiovisual materials related to the post in the Photos & Logos folder.
- Content reviewed by PPIE coordinators who did not draft the content and changed as per feedback.
- Content shared with MH for approval and finalised based on feedback.
- Content and audiovisual materials shared with the Marketing team (Focal person: Rahimullah, marketing@zu.edu.pk).
- For Social Media posts, PPIE coordinator drafting the post is responsible for providing relevant hashtags (Instagram/LinkedIn) and mentions (e.g. international partners such as REMAP-CAP, ISARIC).

Once the social media posts have been published:

- Ask coordinators to share, like and comment on the published posts.
- Check 'Reach' once only for each post; Part of a weekly check (e.g. Fridays) to check posts put out the week before (i.e. posts have had 7-10 days to be viewed)

### **Newsletter**

The goal is to publish a quarterly newsletter outlining activities, achievements and stories from the PPIE initiative. The newsletter supports the aims of the marketing strategy by providing a visually appealing summary record of our activities to be shared as physical printed copies, electronically via social media and the website, and most importantly, through our subscription email list.

### **Content**

The majority of the content is a summary of social media and website posts from the past quarter about our events, outputs and activities. Three types of additional content have previously been added: i) announcements of upcoming activities, events or priorities; ii) graphics to illustrate timelines and concepts (e.g. map of ISARIC hubs); and iii) longer written contributions by PPIE group members or coordinators. Below is an indicative outline of a typical newsletter:

- Welcome message: Key message or announcement of this quarter and a one-sentence summary of the content of the newsletter. 500-750 words.
- Core sections: Two to four descriptions of activities, updates or outputs from the PPIE group with relevant images or graphics. 250-500 words.
- Upcoming: One section describing 'Our priorities' or 'Upcoming events.' 250-500 words.
- Our recent events & activities: Highlight three events/outputs from the past quarter with a short description and one image each. 75-150 words. The three highlighted events can be followed by a list of other events.
- Message from: A longer written contribution from a PPIE group member, coordinator or collaborator. No word limit. Examples include: i) Reasons why PPIE is important; ii) Reflections from an event; iii) Introduction from a new member or coordinator.

Graphics will be created by the marketing team, who will need guidance on the content and desired format. Development of graphics usually takes two to three rounds of feedback. The 'Message from' section requires asking someone else to write a reflection on a specific topic. Images and text for most other sections can be lifted from the website and social media posts. The cover image is usually a photo from one of our events or a photoshoot arranged with marketing using various CCRG team members as models.

### **Steps**

A newsletter will be produced four times a year, approximately in January, April, July and October.

- Create a folder in the Newsletters section. Within the folder, create a Google Docs for the content and upload all images to a subfolder, including a cover image.
- Create an outline and draft the content, including instructions for the Marketing team for any desired graphic. Ask the relevant person to provide the text and images for the 'Message from' section.
- Share the draft with other coordinators for review; 3-5 days.
- Share the reviewed version with Madiha for approval; 1-3 days.
- Share the approved version with Marketing along with images. Ensure it is clear which section each image is supposed to be placed (e.g. title images with the section name). Follow up the email with a call/conversation and ask about timelines for receiving a draft.
- Dissemination
  - Ask Marketing to upload the finalised newsletter to the website.
  - Create social media posts announcing the newsletter.
  - Print 300 copies to keep in the office.
  - Send a PDF copy to the newsletter email subscription list using the template.
  - Post in the 'Clinical Trials Pakistan' WhatsApp group
  - Share directly with partners mentioned in the newsletter (e.g. ISARIC, MORU)

### **Other**

Specific activities, such as public events, the summit, dissemination of research findings and recruitment of new members, may require different marketing activities, including institutional or local radio interviews, podcasts, press releases, Facebook groups, posters and blog posts. These will be planned and executed separately from this strategy.

### **Branding**

Our initiative is collaborative and innovative, working to partner with patients, families and members of the public to promote the novel practice of public engagement in research both nationally as well as internationally. As such, our voice is positive, excited, inquisitive and collaborative. Our key messages reflect this sentiment:

- Making a difference together
- Pioneering Patient & Public Involvement and Engagement group in Pakistan

### Colour Scheme & Logo

The colour scheme of the PPIE initiative is determined by the colours of Ziauddin University, which are green and gray, both present in the PPIE logo, depicting our brand of collaboration and connection.

- Green: RGB (67,146,76), HEX (#43924c)
- Lighter Gray: RGB (166, 168, 171), HEX (#a6a8ab)
- Primary Gray: RGB (128, 130, 133), HEX (#808285)
- Darker Gray: RGB (58, 57, 59), HEX (#3a393)

### Monitoring & Evaluating Progress

Overall success is defined as having a complete record of all of our activities, events and outputs on the website and social media when assessed a year after our baseline (i.e. the date of this social media and marketing strategy). Additional measures of success include a 25% increase in monthly visits to our website, views of our videos in YouTube, downloads of our newsletter and signups to our newsletter email subscription list as compared to our baseline as well as a patient or public member contacting us through social media or email.

The main way of documenting and monitoring progress is through the Master Log, where website, social media post and newsletter creation, publishing and reach is recorded. Weekly PPIE coordinator meetings will be used to get an update from the marketing coordinator about progress and ensure all recent activities, events and outputs are added to the 'Website & Socials' list such that marketing content is created. The weekly meetings also serve as an opportunity for the marketing coordinator to highlight any challenges in content creation, posting, teamwork, processes or timing. Quarterly meetings with the senior lead of the PPIE initiative will be used to formally highlight any successes or challenges of implementing the marketing strategy.

The reach of social media posts will be recorded once for each post on the Friday of the week after posting. The number of email addresses reached by each newsletter will be documented at the time of sending, while the number of downloads will be documented once at the time of publishing the subsequent newsletter. Engagement with the website and socials will be reviewed in depth annually, when this strategy is updated and amended

Indicator	Marketing Output	Monitoring
Existence of a post for each activity, event and output	Website & Socials	Weekly: Coordinator meetings
Total number of likes, reposts and comments	Socials	Annually: Strategy review
Total number of visits to the 'Events & Activities' tab	Website	Annually: Strategy review
Total number of subscribed email addresses	Newsletter	Quarterly: Newsletter publication
Total number of downloads	Newsletter	Quarterly: Newsletter publication
Total number of views of videos on Youtube	Videos	Quarterly

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