



**Department  
of Health**

# **New York State Bureau of Early Intervention**

## **Provider Social Media Promotional Campaign**

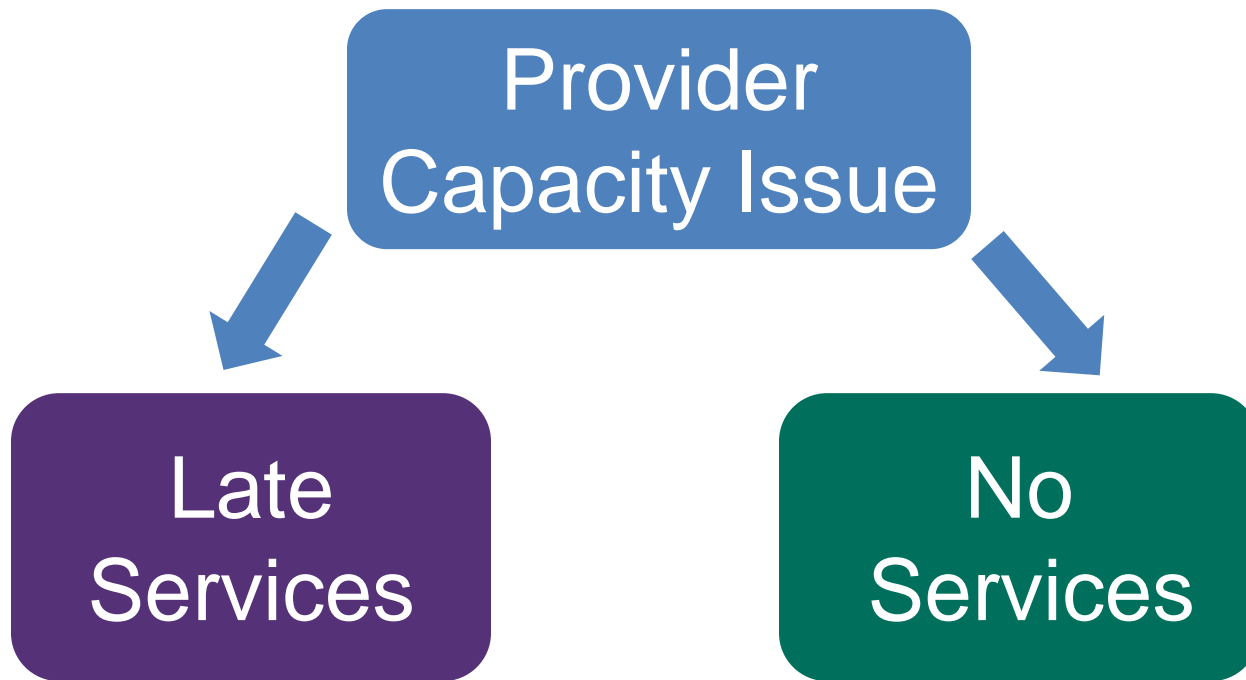
Early Intervention Coordinating Council (EICC) Meeting  
December 15, 2022

## NYS Bureau of Early Intervention

Lauren Miller, Raymond Pierce, Peter Baran, Yan Wu, Kelli Lyndaker, Jessica Simmons, Cindy Mizerny, Mary Amendola, and Kimberly Smith

## NYS Public Affairs Group (PAG)

Amanda Shephard and Andrew Cardish



# Social Media Campaign (Nov 28-Jan 30)

Worked with the PAG to create a campaign to recruit:

1. Providers who are currently practicing
2. Students who are earning their degree and could provide EI services in the future

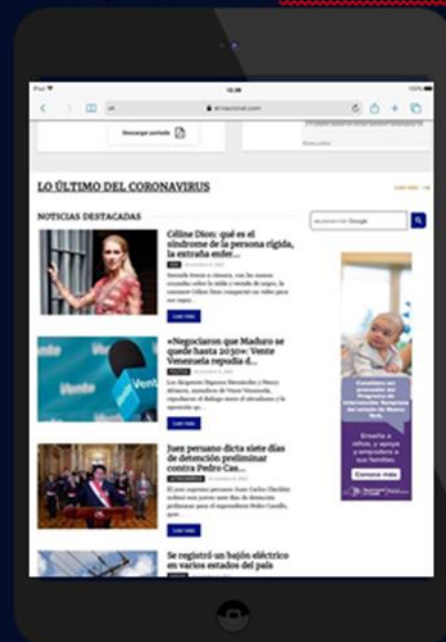
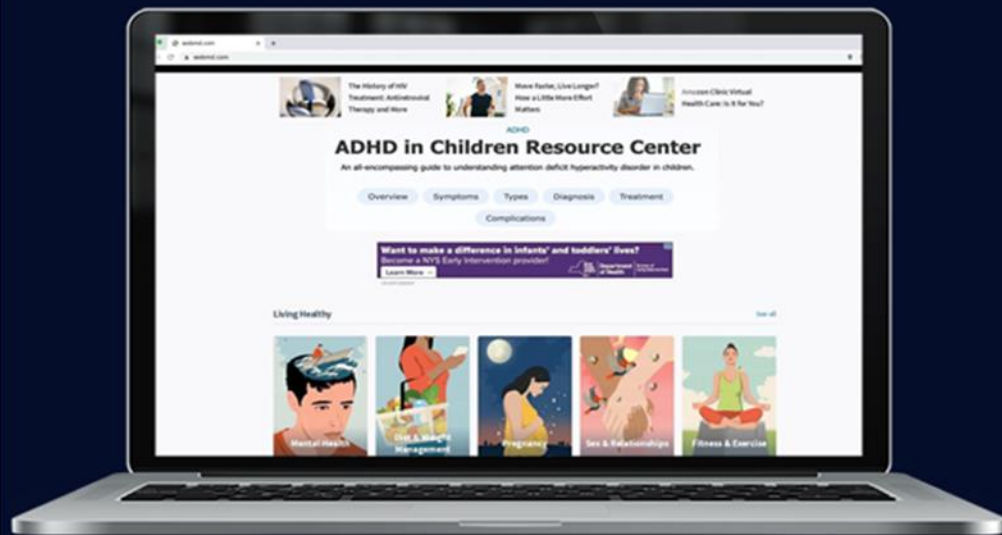
<b>DIGITAL</b>					
<b>Display Banner</b>					
<i>Potential Placement: Site-Direct, Programmatic</i>					
<b>Social</b>					
<i>Potential Placement: LinkedIn, Facebook; In-Feed</i>					
<b>Search</b>					
<i>Potential Placement: Google, Bing</i>					
<b><u>OUT-OF-HOME</u></b>					
<b>Billboards</b>					
<i>Potential Placement: Static posters near hospitals etc.</i>					
<b>Transit</b>					
<i>Potential Placement: Bus shelters near hospitals etc.</i>					
<b><u>PRINT</u></b>					
<i>Potential Placement:</i>					
<i>Journals</i>					

# STANDARD BANNER

## NYSDOH Early Intervention Recruitment 2022 VISUALS

728x90 ENG Ad, Desktop - AdTheorent

160x600 SPN Ad, Tablet - AdTheorent





# HIGH-IMPACT BANNER

## NYSDOH Early Intervention Recruitment 2022 VISUALS

Interactive Banner ENG, Mobile - AdTheorent



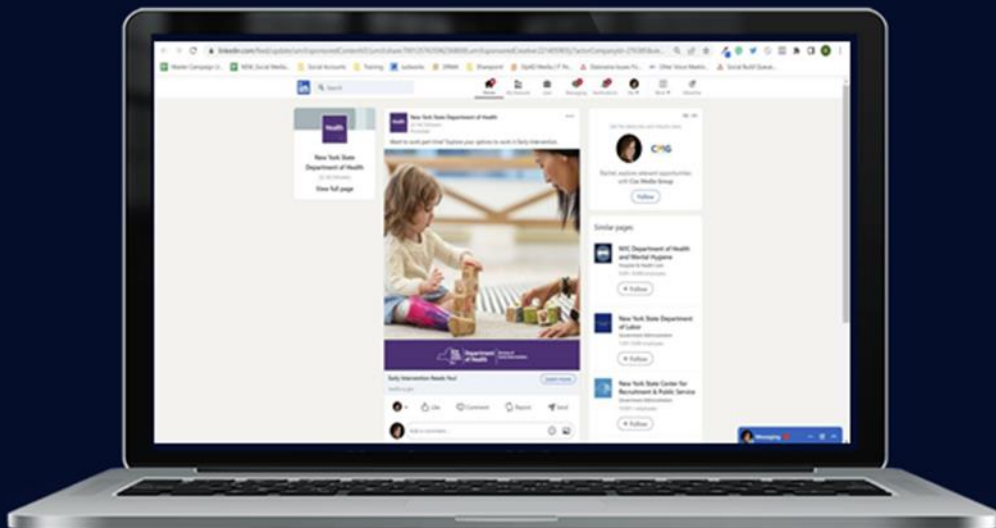
Interactive Banner SPN, Mobile - AdTheorent



# SOCIAL

## NYSDOH [CAMPAIGN NAME] 2022 VISUALS

In-Feed Ad, Desktop

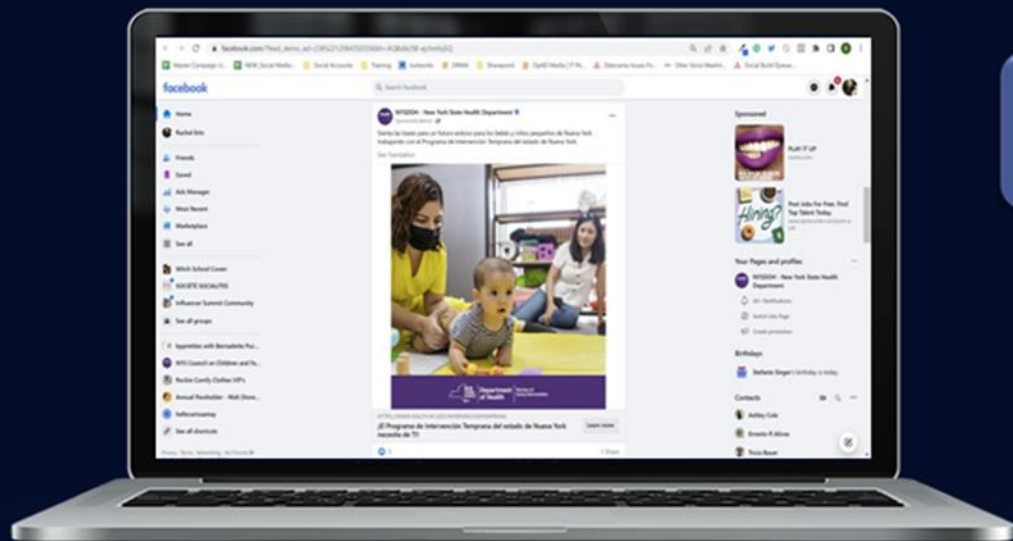




# SOCIAL

## NYSDOH [CAMPAIGN NAME] 2022 VISUALS

### In-Feed Ad, Desktop



### In-Feed Ad, Mobile





# SOCIAL (CONT.)

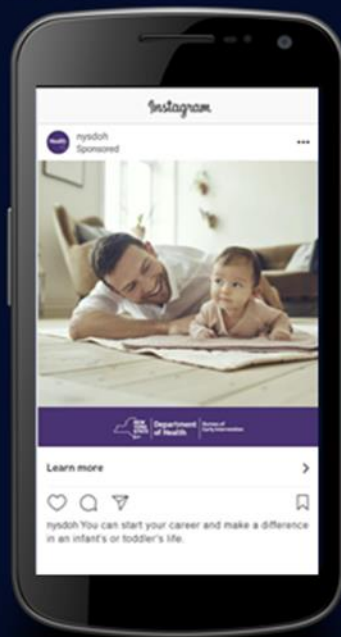
## NYSDOH [CAMPAIGN NAME] 2022 VISUALS



In-Feed Ad, Mobile



Story Ad, Mobile

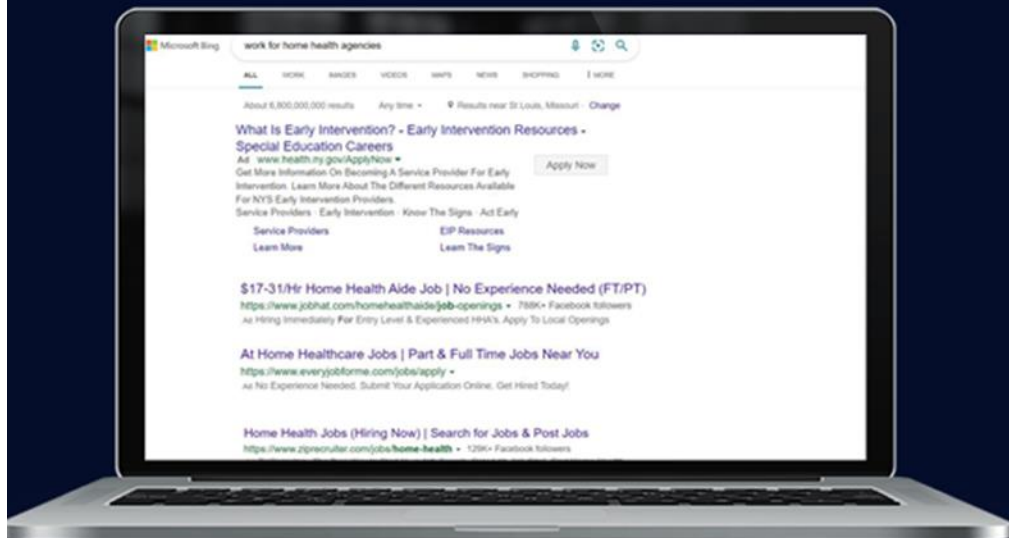




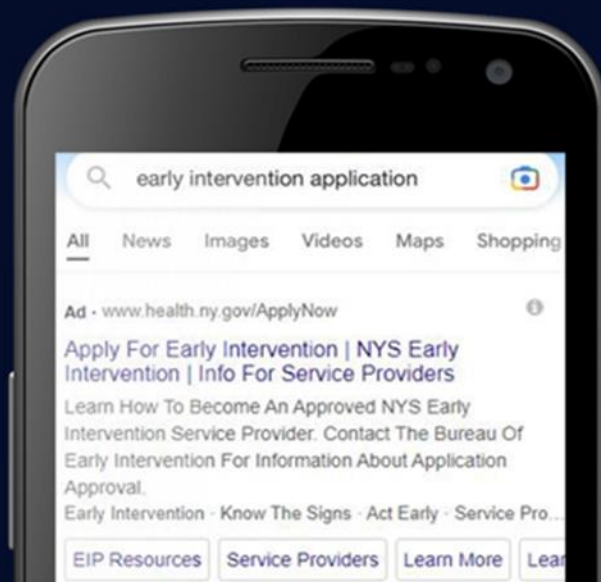
# SEARCH

## NYSDOH [CAMPAIGN NAME] 2022 VISUALS

Text Ad, Desktop



Text Ad, Mobile



# Thank you!