

Solar Eclipse 2024: Case Study

Public Service Campaign

At a glance

In April 2024, a pediatric health system was uniquely positioned along the path of totality for the solar eclipse, a rare celestial event. Recognizing the educational opportunity, our campaign aimed to educate families on the critical issue of eye safety during the eclipse, while promoting our primary care and ophthalmology services.


Key metrics

- **Website Performance:**
Total views for the quarter: 7,262 (3rd highest out of 200 blogs)
- **Top traffic sources:**
Organic search, direct search, and organic social media
- **Post Link Clicks:** 5,677
- **Organic Impressions:** 132,060
- **Engagements:** 7.7%
- **Engagement Rate:** 5.8%
- **YouTube Watch time:** 752.2 hours
- **Impressions:** 31,019



ERIN ARGO

NOT YOUR TYPICAL CONTENT

 atypicalerin.com

OBJECTIVES



The Solar Eclipse 2024 campaign was designed to achieve two key goals. The primary objective was to position the health system as a trusted authority in pediatric healthcare, particularly in areas like eye safety, primary care, and ophthalmology. By addressing a timely, widely discussed topic, we aimed to reinforce our reputation as a go-to resource for family health information. The second objective was to educate the community on the critical importance of protecting children's eyes during the solar eclipse. With eye health as a priority, the campaign provided actionable advice on safe viewing practices, underscoring the long-term impact of short-term exposure on a child's vision. By focusing on this aspect, the campaign sought to build trust and foster greater engagement with families across our state.



**Content
Creation**



**Expert
Involvement**



**Distribution
Channels**

EXECUTION



Content Creation

1

The campaign's core was the blog "Solar Eclipse 2024: How to Protect Your Child's Eyes," supported by YouTube shorts, a vodcast, and social media graphics. This multi-format approach delivered the message effectively across platforms.

Expert Involvement

2

A pediatric ophthalmologist provided authoritative insights on eye safety, supported by research-based protective tips for parents.

Recruitment Opportunity

3

Content was strategically deployed across our website, YouTube, and social media (Facebook, Instagram, X, LinkedIn) to reach and engage families statewide.