

# MCKNIGHT BRAIN RESEARCH FOUNDATION (MBRF)

## Meeting of the Communications Committee of the Board of Trustees

Thursday, October 21, 2021

3 pm – 4 pm EDT

Conference Call Number 855-417-2207 Passcode 6434672

See e-mail invitation sent by Ms. Cianciotto

Members: Dr. Richard Isaacson, Communications Committee Chair; Dr. Patricia Boyle, and Dr. Sue Pekarske

Unable to Attend: Dr. Michael L. Dockery, MBRF Chair

Also Attending: Ms. Amy Porter, Ms. Melanie Cianciotto and Ms. Valerie Patmintra

### AGENDA

<b>3:00 pm EDT 1. ACTION</b>	1.	Call to Order/Welcome/Roll Call	Dr. Isaacson
		a. Minutes from the April 21, 2021 Meeting	
		b. Updated Communications Activity Timeline	
<b>ACTION</b>	2.	Two-Year Communications Plan	Dr. Isaacson
		a. Review additional budget detail associated with the 2021-2023 Communications Plan	Ms. Patmintra
		b. Decide on preferred budget option to recommend for approval by the Board of Trustees on October 28	
	3.	Healthy Aging Month	Dr. Isaacson
		a. Review results from grassroots social media campaign conducted in September	Ms. Patmintra
	4.	Website Suggestions/Feedback	Dr. Isaacson
		a. "Ask the Expert" blog series	Ms. Patmintra
		b. Review of the website design (font size, white space)	Ms. Porter
	5.	Other Business/Next Steps	Dr. Isaacson
		a. Update on McKnight Clinical Translational Research Scholarship advertising and applications received	
		b. Upcoming Communications Working Group meeting	
<b>4:00 pm EDT ACTION</b>	6.	Adjourn	Dr. Isaacson

**MINUTES**  
**MCKNIGHT BRAIN RESEARCH FOUNDATION**  
**COMMUNICATIONS COMMITTEE OF THE BOARD OF TRUSTEES CONFERENCE CALL**  
**April 26, 2021**  
***Draft for Committee Approval***

The McKnight Brain Research Foundation's Communications Committee conference call began at 11:00 a.m. Eastern on Monday, April 26, 2020.

The following MBRF Trustees participated in the call:

Dr. Richard Isaacson, Chair  
Dr. Mike Dockery, MBRF Chair  
Dr. Sue Pekarske  
Dr. Robert Wah

Ms. Amy Porter, Ms. Melanie Cianciotto and Ms. Valerie Patmintra also participated.

**1. Call to Order and Roll Call**

Dr. Isaacson opened the call by expressing his excitement and appreciation for the social promotion campaign the Board approved in late February as a trial run to drive increased traffic to the McKnight Brain website. He noted that he hopes the Sanjay Gupta video promotion will be the first in a series of trials to drive traffic to the website and said that the results from this first promotion effort were really positive, especially since the first effort is usually the hardest.

Dr. Isaacson then took roll and asked for approval of the minutes from the last communications committee meeting held on June 26, 2020. Dr. Isaacson called for a motion to approve the June 26 meeting minutes and they were approved.

**2. Sanjay Gupta Video Promotion**

Dr. Isaacson then reviewed the results from the social campaign promoting his video interview with Dr. Sanjay Gupta, noting that the interview was conducted in February, assets were developed in March following the Board's approval of a \$10,000 budget to promote the video across Facebook, Instagram and Google Ad Words, and the promotion kicked off in early April. He noted that the campaign came in well under budget, with a total spend of just under \$2,400 and said it's informative to see why the campaign underspent. Dr. Isaacson explained that with social advertising campaigns, it's common to reach a saturation point where you've maximized the number of people who will follow through on the campaign call to action by coming to your website and watching a video. Ms. Patmintra agreed and noted that the campaign started slowly in the first week, while the audience and ad delivery was still being optimized and drove significant results in the second week. With additional budget remaining, she and the social team continued the campaign into a third week, but after seeing a drop off in both web traffic and video views, decided the campaign had reached its maximum impact.

Dr. Isaacson summarized the campaign results, noting that in total it drove 8,000+ site visits and 120 downloads of the take-away fact sheet, resulting in 120 email addresses being captured for future use. With more than 73,000

people reached and about 5,000 post engagements, Dr. Isaacson said the campaign results were as good as they could be for a first effort and that the ads and audiences must have been well optimized from the outset of the campaign.

He also noted that the \$0.22 cost per landing page visit from the Facebook campaign is very effective and, that as expected, the cost per click rate from the Google ads came in higher at \$0.58 per click. Dr. Isaacson asked Ms. Patmintra to work with the Look Think team to pull a more detailed audience report to see the source that drove people to the site to download the fact sheet, which channel was most effective in driving traffic to the site and which age groups most actively participated in the campaign.

Dr. Isaacson summed up the results report noting that it brings up the overarching question of if the Foundation is going to do social media promotion more often, budget will need to be allocated to support month-long and year-long sustained efforts. He said a reasonable goal to begin consumer outreach would be having an email list of around one thousand people.

Dr. Isaacson asked the committee members for their thoughts on the campaign results and Dr. Dockery said he was pleased with the return on investment for the campaign and thought it was a good trial run to start driving increased traffic to the website. Dr. Wah asked for clarification around the number of email addresses collected and Dr. Isaacson said that 120 emails were collected at a cost of \$20 per email. Dr. Isaacson noted that both the cost and number of emails collected was good, considering the call to action to download the factsheet was tertiary, following calls to watch the video and visit the website.

The committee members noted that a follow-up communication should be sent to the list of 120 before too much time passes. Ms. Patmintra agreed to work on an email communication that could be sent to the group in the next couple weeks. Dr. Dockery noted that the percentage of people who open the email will show if the campaign reached the right audience and one that is interested in receiving ongoing communication from the Foundation.

Dr. Isaacson asked Ms. Porter how she would define the Foundation's long and medium-term communications goal and she reminded the group that the overall goal is for McKnight to become a name associated with age-related cognitive decline and memory loss and becomes a key resource for the public on the topic. Dr. Isaacson responded that the Foundation is definitely moving in the right track toward that goal and, with people spending up to a minute on the site per visit, it shows the web content developed to date is strong and engaging.

### **3. McKnightBrain.org**

After wrapping up the discussion on the social media promotion results, Dr. Isaacson asked Ms. Patmintra to provide an update on new content that's been added to the website. Ms. Patmintra noted that the Expert Interview Series blog and the News and Research pages of the website have been continually updated since the Board's last meeting in late February. She also noted that a link for the committee to review the new Primary Care Physician area of the website had been shared before the call. Ms. Patmintra noted that the new PCP landing page and supporting pages were developed based on plans and content approved by the Education Committee and that the new section would be linked from the main site navigation and promoted on the homepage after the Board reviews and approves.

Dr. Dockery suggested that it would be nice to offer downloadable articles and resources PCPs could print and read outside of the website. He also noted that the PCPs he asked about what they would like to see out of an online resource dedicated to age-related cognitive decline and memory loss is to have a resource and place they can send their patients to find more information on the topic. Ms. Porter suggested that developing a patient piece that

summarizes the content available from the website is one project that has been discussed and should be elevated in terms of timing and priority. Ms. Porter suggested next steps for the PCP area of the website would be talking to additional doctors to find out what they need and could use in practice and presenting updated timing for developing a patient education resource to the Board for consideration during the April 30 meeting.

The committee members agreed and, with several members having conflicting meetings, the call was adjourned at 12:08pm Eastern.



**Communications Activity Timeline**  
**As Outlined in the 2019 – 2021 Communications Plan**  
**Updated October 13, 2021**

Activity	Date/Status	Action	Responsible Party	Comments
<b>Key Messages</b>	✓ <b>April 11, 2019</b> <b>(COMPLETE)</b>	Messages distribute at 11 <sup>th</sup> Inter-institutional Meeting Communications Program and Panel	A. Porter V. Patmintra	Key messages document to be used as the basis for communications materials, website content, social media postings, and media speaking points as they relate to the topics of cognitive aging, decline, and memory loss. Key messages include edits/suggestions from the Leadership Council as of Dec. 2018, and were endorsed by the Board of Trustees on Feb. 20, 2019.
<b>Organizational Brochure</b>	✓ <b>January 2020 - December 2020</b>  <b>(COMPLETE)</b>          <b>June – October 2020</b>	Draft content and designed the organizational brochure          Revised brochure design and content based on feedback secured	V. Patmintra	Content secured from the MBIs and incorporated into a draft of the MBRF organizational brochure. Content was shared with the CWG members on the January 24 <sup>th</sup> conference call and edited to reflect MBI feedback.  Worked with designers to layout and design the MBRF organizational brochure as a complement to the new MBRF website. Look and feel matches the overall website design and include content approved for the website and reviewed by the MBIs.  Designed brochure was reviewed by MBRF Education and Communications Committees in June Meetings.  The designed brochure was reviewed during the Board's July meeting.  Revisions were made to reflect committee and the full Board's feedback and an updated version of the brochure was shared with the communications working group members during their September call.



				Surveying/focus group testing PCPs about their educational needs is included in the new communications plan.
	<b>Spring 2021 - Ongoing</b>	<p>Announce and promote the new MBRF Innovator Awards in Cognitive Aging and Memory Loss</p> <p><b>(IN PROGRESS)</b></p>	V. Patmintra	<p>Complete: Press release announcing the new award program and partnership with AFAR was drafted and posted to the website in early May</p> <p>Develop content and create dedicated pages of website describing the new mid-career research accelerator awards program, application requirements and relevant dates.</p> <p>Create a dedicated area of the McKnight Brain homepage to announce the new award program and lead to new content pages.</p> <p>Develop web banners the MBIs and other partners can post to their websites linking to the award information and applications on the MBRF website.</p>
	<b>Summer 2020 - Ongoing</b>	Build audience for the new website	V. Patmintra	<p>Worked with web agency on search engine optimization and targeted online advertising campaigns to drive traffic to and build an audience for the new MBRF website.</p> <p>Audience Building plan was presented to the Communications Committee during the June 26 call and presented to the full Board during their July 22 call</p> <p>Additional patient content is being continually added to the site that maps back to the most popular search terms and key content areas of the site.</p> <p>Implemented social media promotion plan to drive traffic to watch Dr. Issacson's video interview with Dr. Sanjay Gupta. Results of the promotion were shared with the Board during the April 30 meeting.</p>

				Additional ideas to drive traffic to the website are included in the new communications plan.
<b>Social Media</b>	<b>March, 2019 - Ongoing (IN PROGRESS)</b>	Launch MBRF Twitter account and Facebook page	V. Patmintra	<p>Use Twitter to share info from MBRF and the MBIs. V. Patmintra shared MBRF Twitter page with Trustees on April 10, 2020 and posts articles and events to the Twitter feed regularly. New logo in use on Twitter.</p> <p>Launched MBRF Facebook page in March and used as a tool to drive traffic to the McKnight Brain website to watch the Dr. Sanjay Gupta interview. Content was posted to Twitter and Facebook regularly during the two-week promotion period to promote the video.</p> <p>Remaining social media budget will be used to promote any upcoming high profile video interviews secured and to boost/advertise ongoing posts to Twitter and Facebook in effort to attract more followers.</p> <p>Launched grassroots campaign for Healthy Aging Month in September, attracting nearly 7,000 views on Facebook</p>
<b>Generate Visibility Opportunities</b>	<b>April 2021 - Ongoing</b>	Inter-Institutional Meeting	V. Patmintra	<p>Posted meeting summary along with links to video presentations to the Events section of the website.</p> <p>Identified scientists, research and news from Inter-Institutional Meeting to highlight on MBRF website as upcoming blog posts or Meet the Researchers features.</p>
<b>Tracking and Quarterly Reports</b>	<b>Began in 2019 Ongoing</b>	Conduct media tracking and provide quarterly updates.	V. Patmintra	Track media and social media metrics and reach throughout the year and provide quarterly updates to the Trustees. Tracking topics include: brain health, age-related memory loss, McKnight Brain Research Foundation, McKnight Brain Institutes.

Communications Working Group	Ongoing Scheduling meeting for early November to share new communications plan	Monthly calls and activities with members of the Communications Working Group	A. Porter/V. Patmintra	Schedule and hold calls with members of the Communications Working Group to engage in ongoing activities, including: <ul style="list-style-type: none"> <li>Identifying core competencies needed for each MBI to move forward with communications outreach</li> <li>Reviewing, vetting and approving materials</li> <li>Providing input on upcoming studies with relevant consumer/medical media angles</li> <li>Identifying young researchers and studies of note to highlight on the MBRF website</li> </ul>
Identify and Train Expert and Lifestyle Spokespeople	November/December 2021	Identify group of expert spokespersons	A. Porter V. Patmintra	Work with members of the Communications Working Group to identify a team of expert spokespersons to speak to media on behalf of MBRF and the MBIs.
	November/December 2021	Develop initial list of possible spokespersons	A. Porter V. Patmintra	Based on CWG input, develop a list of expert spokespersons available for media interviews and to comment on relevant new research and news articles.  Suggested list of expert spokespersons/influencers to be shared with the Trustees by early 2022
	To be determined	Develop list of lifestyle spokespersons to recruit	V. Patmintra	Decided to focus on MBI Leadership as expert spokespersons for the coming year. Incorporating lifestyle experts to speak on behalf of the Foundation will be evaluated down the road if the decision to engage in large-scale consumer media outreach is made.



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# TWO YEAR COMMUNICATIONS PLAN

July 2021 – July 2023

Updated October 13, 2021





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## OVERVIEW



- The McKnight Brain Research Foundation is a leader in the field of age-related cognitive decline and memory loss and the only foundation dedicated exclusively to solving the mysteries of the aging brain and helping people achieve a lifetime of cognitive health
- With elevating public awareness and understanding of cognitive aging and age-related memory loss as one of the Foundation's highest priorities, the timing is right to build on the communications initiatives started in 2019 with another two-year communications plan
- Assets developed and experience gained over the past two years provide the platform to establish a national presence and elevate the McKnight Brain Research Foundation to become a household name



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# OPPORTUNITY

Over the past two years, the McKnight Brain Research Foundation has developed content and programs targeting consumers, primary care physicians and researchers:

- Launched a new **consumer friendly** brand identity and website with educational and engaging content
- Added a dedicated section of the website targeting **primary care physicians** as the ideal audience to recognize the signs of cognitive aging and memory loss and help patients take action to protect their brain health
- Started the MBRF Innovator Awards in Cognitive Aging and Memory Loss program, enhancing its current scholarship offerings and **reinforcing its commitment to researchers** across the career-span working to better understand and alleviate age-related cognitive decline and memory loss







## RECOMMENDED APPROACH

Leveraging the McKnight Brain Research Foundation's newly developed assets and the public's continued interest in aging successfully, the timing is right to commit to a new **two-year communications program**

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*The Approach – Implement a visibility program to generate national awareness for the Foundation's commitment to alleviating the effects of age-related cognitive decline and memory loss by:*

- **Educating the public** on cognitive aging and how to maintain brain health
- **Raising awareness among primary care physicians** for the importance of identifying patients at-risk of or experiencing cognitive changes due to aging
- **Highlighting researchers** committed to advances in better understanding and preventing cognitive decline and age-related memory loss



## COMMUNICATIONS OBJECTIVES

Continue working to build and establish the McKnight Brain Research Foundation name among primary care physicians, as well as with older adults, caregivers and the general public

Establish a clear brand identity, presence and messaging strategy

Grow and foster consumer awareness on cognitive aging through social media and marketing efforts positioning the McKnight Brain Research Foundation as the key resource on the topic

Continue developing fresh online content to educate the public on the importance of brain health and how to reduce the effects of cognitive aging

Leverage timely news and announcements related to brain health to establish a voice for the Foundation as a thought leader



# CAMPAIGN AT-A-GLANCE



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## *YEAR ONE: LEVERAGE & REFINE* **EXISTING ASSETS**

Develop a patient-friendly brochure as a comprehensive guide to maintaining brain health and preventing the effects of cognitive aging

Launch a consistent social media promotion campaign through the month of September timed to Healthy Aging Month

Survey primary care physicians on their needs and use feedback to refine dedicated section of website

Work with the MBIs to identify a network of expert researchers tied to specific content areas to interview for the Ask the Experts blog series and offer as media spokespeople

Promote new and existing programs and leverage research announcements on the horizon to generate visibility opportunities and build the organization's position with media

Track and evaluate reach and outreach success as a baseline to set growth and engagement goals for 2022



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## *YEAR TWO:* CONTINUOUS CROSS CHANNEL PROMOTION

Consistent year-round media outreach offering MBRF and MBI experts to comment on emerging research and key moments in time

Continued online and social content development to engage and educate consumers on brain health and ways to stay sharp

Primary care physician outreach, education and engagement

Ongoing measurement to track success and build growth strategy





# YEAR ONE ACTIVITIES



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# REACH & ENGAGE CONSUMERS



## Develop and promote new materials targeting consumers

- Develop a patient-friendly brochure as a leading resource on optimizing brain health and preventing cognitive decline
- Develop monthly content themes and use to draft consumer-friendly blog posts, social media content and new web pages
- Continue building list of interested consumers and launch quarterly newsletter in January 2022



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## DRIVE TRAFFIC TO ONLINE RESOURCES

**Launch a dedicated month-long social media outreach campaign in September tied to *Healthy Aging Month***

### Key Learnings

The two-week campaign promoting Dr. Sanjay Gupta's video interview increased daily site traffic by **600 percent**

Lessons from that campaign were applied to develop a **month-long social media outreach campaign in September** driving traffic to McKnightBrain.org and adding followers to the Foundation's social media channels

**June is already crowded** with Alzheimer's messages

September offers an opportunity for the Foundation to **take ownership and become a primary resource** for a key awareness month

Grassroots approach leveraged remaining funds from the Sanjay Gupta campaign, reaching nearly 7,000 people via Facebook and generating more than 2,000 post engagements







# EDUCATE THE MEDICAL COMMUNITY

The McKnight Brain Research Foundation has developed content specifically to get *primary care physicians* thinking more about age-related cognitive decline and memory loss and needs to take steps to *engage the medical community*

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- Survey primary care physicians to better understand their needs when it comes to brain health
- Refine and update the primary care section of the website to reflect key learnings
- Identify leading experts to interview for blog posts and videos to drive traffic to the site



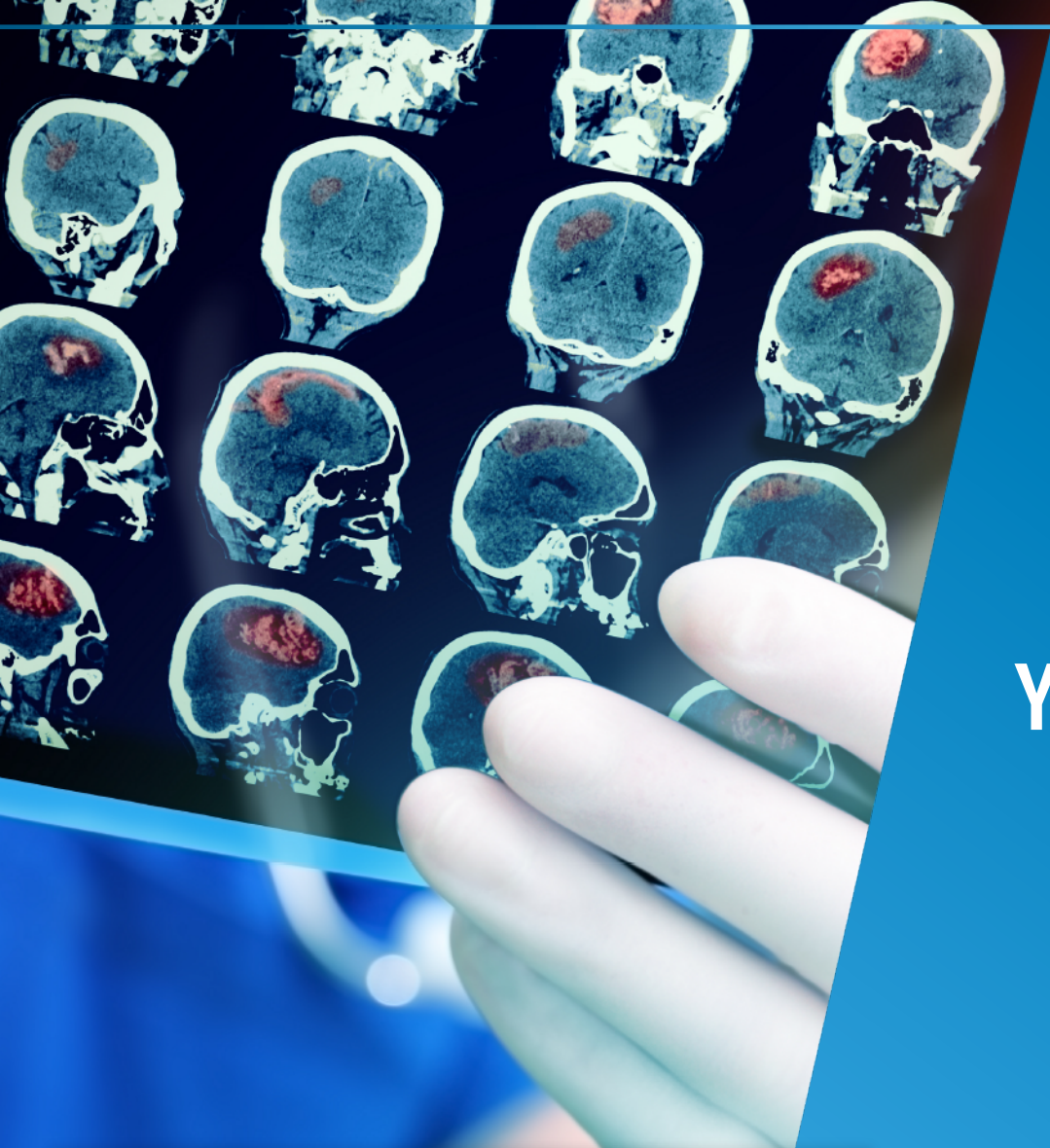


# COMMITMENT TO RESEARCH



**Highlight the *McKnight Brain Research Foundation's 20+ year commitment to research by:***

- Launching and promoting the new ***Innovator Awards program*** and profiling scholarship recipients as selected
- Continue promoting the ***McKnight Clinical Translational Research Scholarship program*** and touting scholarship awardees
- Leveraging ***announcements of emerging research in the field*** when media will already be focused on the topic to establish a clear voice for MBRF
- Positioning ***Foundation spokespeople as thought leaders*** by commenting on announcements and offering perspective on their significance



# YEAR TWO SNAPSHOT



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### Continuous Cross Channel Promotion

Continue *building brand recognition* for the McKnight Brain Research Foundation with the goal of establishing the organization as **the** primary resource on cognitive aging

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- Identify monthly themes and build supporting content to *drive consumer engagement* via the website and social media channels
- Continue *social media outreach* to complement outreach calendar initiatives and consistently share MBRF news, updates and educational content
- Launch a quarterly webinar or video interview series to *educate and engage primary care physicians* and drive them to McKnightBrain.org for resources and pass-along information for patients
- Continue *highlighting the Foundation's commitment to research* through thought leadership initiatives and scholarship promotions





# BUDGET



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## YEAR ONE BUDGET

### **Dedicated Communications Professional**

**\$75,000**

- Managing ongoing MBRF communications needs
- Drafting patient education brochure and developing additional content
- Managing review and approval process internally and with MBIs
- Managing web and content development agencies
- Posting and maintaining web content
- Working as a resource for the MBIs as needed

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### **Web Agency**

**\$55,000**

- Provide ongoing support and site maintenance
- Strategy and graphic design for social media campaigns
- Paid social media engagement/advertising
- Creative development for new patient brochure

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### **Moonlight Media**

**\$10,000**

- Video development and support

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### **AAN Advertising**

**\$5,000**

- Ads to announce the McKnight CTRS application period

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### **Total Year One Budget Estimate**

**\$145,000**



## YEAR TWO BUDGET ESTIMATE

### *Option A: No Increase from Past Years*

#### **Dedicated Communications Professional**

**\$75,000**

- Managing ongoing MBRF communications needs
- Drafting patient education brochure and developing additional content
- Managing review and approval process internally and with MBIs
- Managing web and content development agencies
- Posting and maintaining web content
- Working as a resource for the MBIs as needed

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#### **Web Agency**

**\$55,000**

- Provide ongoing support and site maintenance
- Strategy and graphic design for social media campaigns
- Paid social media engagement/advertising
- Creative development for new patient brochure

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#### **Moonlight Media**

**\$10,000**

- Video development and support

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#### **AAN Advertising**

**\$5,000**

- Ads to announce the McKnight CTRS application period

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#### **Total Year Two Budget Estimate – Option A**

**\$145,000**



# YEAR TWO BUDGET ESTIMATE

## *OPTION B: \$125,000 Increase*

### **Dedicated Communications Professional**

**\$80,000**

- Managing ongoing MBRF communications needs
- Drafting materials and developing online and social media content
- Identifying monthly content themes and drafting/making social posts to support ongoing social engagement
- Managing review and approval process internally and with MBIs
- Managing web and content development agencies
- Identifying experts to interview, conducting interviews and drafting blog posts for the monthly Ask the Experts blog series
- Setting themes and working with web agency on the strategy and approach for the paid social media campaigns
- Drafting and posting content to support the paid social media campaigns and tracking and reporting on results
- Posting and maintaining web content
- Working as a resource for the MBIs as needed

### **Web Agency**

**\$160,000**

- Provide ongoing support and site maintenance

*\*\*See additional web agency activities on following slide*

### **Paid Social Media Engagement**

**\$25,000**

- Supporting two paid social media/brand awareness campaigns for the year

### **AAN Advertising**

**\$5,000**

- Ads to announce the McKnight CTRS application period

### **Total Year Two Budget Estimate – Option B**

**\$270,000\***

*\*Additional budget to support additional content development to implement ongoing social media activities and two paid promotional campaigns this year*





## Web Agency Details

**\$160,000**

- Providing ongoing support and site maintenance
  - Adding new page types
  - Performing user research as needed
  - Making page updates and enhancements to the website
- Researching industry trends and events to inform MBRF content strategy
- Creating a calendar of suggested content to be shared across MBRF's social channels (calendar to include post topics, title, blurb and related links for MBRF to build out and make posts)
- Developing creative assets for **four-six social media posts per month**
- Drafting content and developing creative assets for **two consumer blog posts per quarter**
- Hosting and managing primary care webinar/video interview series
- Designing newsletter template and providing backend implementation support
- Developing creative assets, content strategy and support for **one newsletter distribution per quarter**
- Tying content strategy, social content and blog strategy together for paid social media campaign effort and managing ad strategy for the \$25,000 paid social media campaign



# YEAR TWO BUDGET ESTIMATE

## *OPTION C: \$210,000 Increase*

### **Dedicated Communications Professional**

**\$80,000**

- Managing ongoing MBRF communications needs
- Drafting materials and developing online and social media content
- Identifying monthly content themes and drafting/making social posts to support ongoing social engagement
- Managing review and approval process internally and with MBIs
- Managing web and content development agencies
- Identifying experts to interview, conducting interviews and drafting blog posts for the monthly Ask the Experts blog series
- Setting themes and working with web agency on the strategy and approach for the paid social media campaigns
- Drafting and posting content to support the paid social media campaigns and tracking and reporting on results
- Posting and maintaining web content
- Working as a resource for the MBIs as needed

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### **Web Agency**

**\$230,000**

- Provide ongoing support and site maintenance

*\*\*See additional web agency activities on following slide*

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### **Paid Social Media Engagement**

**\$40,000**

- Supporting four paid social media/brand awareness campaigns for the year

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### **AAN Advertising**

**\$5,000**

- Ads to announce the McKnight CTRS application period

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### **Total Year Two Budget Estimate – Option C**

**\$355,000\***

*\*Additional budget to support additional content development to support ongoing social media activities and four paid promotional campaigns this year*



## Web Agency Details

**\$230,000**

- Provide ongoing support and site maintenance
  - Adding new page types
  - Performing user research as needed
  - Making page updates and enhancements to the website
- Research industry trends and events to inform MBRF content strategy
- Create a calendar of suggested content to be shared across MBRF's social channels (calendar to include post topics, title, blurb and related links for MBRF to build out and make posts)
- Develop creative assets for **six-eight social media posts per month**
- Draft content and develop creative assets for **one consumer blog posts per month**
- Host and manage primary care webinar/video interview series
- Design newsletter template and provide backend implementation support
- Develop creative assets, content strategy and support for **one newsletter distribution per quarter**
- Tie content strategy, social content and blog strategy together for paid social media campaign effort and manage ad strategy for the \$25,000 paid social media campaign



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# THANK YOU!



## Healthy Aging Month Social Media Promotion Results

Leveraging lessons and funds remaining from the Sanjay Gupta social media campaign, we developed a calendar of 2-3 social media posts with accompanying graphics offering tips, advice and questions related to Healthy Aging Month in September. Posts aimed to drive traffic to McKnightBrain.org and add followers to the Foundation's social media channels

### Facebook Campaign Results

**Total Spend:** \$250.00

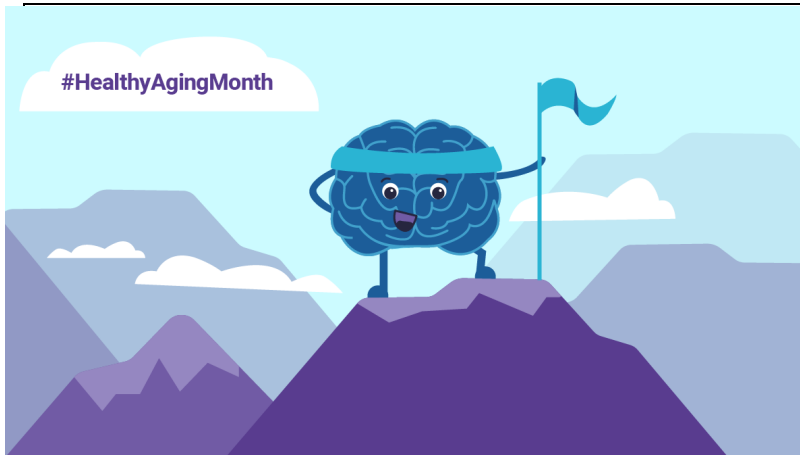
**Reach:** 6,775

**Post Engagement:** 2,027

**Link Clicks:** 10

**Comments:** 35

### Sample Posts and Graphics



It's Friday! What are you doing to seize the day? You don't have to climb mountains to age positively - start by having a positive attitude and embracing the benefits of growing older, like gaining more wisdom and having a strong sense of self. You'll be surprised how small changes in your attitude can pay off in big ways. Find more ways to stay healthy and happy as you age here: <https://mcknightbrain.org/cognitive-aging-101/>.



What **healthy habits**  
have you adopted for  
**#HealthyAgingMonth?**

Forget about the fountain of youth! Instead of chasing youthfulness, focus on feeling your absolute best as you are right now. From exercising to eating healthy foods and staying up on recommended health screenings, taking good care of yourself is common sense at any age. What have you done to put your health 1st for [#HealthyAgingMonth](#)?

**Healthy  
Eating**

helps reduce  
cognitive decline.



What's on your menu this weekend? Studies show following a diet that's low in fat and high in vegetables & fruit has been linked to reducing the risk of cognitive decline. Be sure to incorporate fresh fall fruits and veggies in your football feasts this weekend!

What's **one way**  
you're taking care of  
your brain today?

Your brain needs lots of TLC. Getting enough sleep, learning something new, and staying hydrated are all ways to keep your brain sharp and in shape. How are you taking care of your brain during [#HealthyAgingMonth](#)?

**\*\*Best performing post with 2,240 people reached and 331 post engagements**



# **McKNIGHT BRAIN**

## **RESEARCH FOUNDATION**

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### **McKnight Brain Expert Interview Blog Series**

<https://mcknightbrain.org/blog/>

#### **Overview:**

A new blog has been added to the McKnight Brain website to feature Q&A style interviews with leading experts in the field of cognitive aging. The schedule of interviews that have been conducted to date is included below, along with dates the interviews will post to the blog.

Each month the a new post will be added featuring a print Q&A taken from an interview with a leading expert at the Foundation/MBI level. New blog posts will be promoted via the website homepage and Foundation social media channels.

**The new Ask the Experts blog series can be viewed on the website here:**

<https://mcknightbrain.org/blog/>.

#### **Schedule:**

- Dr. Michael Saag, University of Alabama at Birmingham, interview on COVID and its impact on the brain
- Dr. Ronald Lazar, UAB, interview on the AHA Scientific Statement, A Primary Care Agenda for Brain Health
- Dr. Yaakov Stern, Columbia University, interview on Reserve & Resilience
- Dr. Richard Isaacson, MBRF Trustee, Weill Cornell Medicine, interview on COVID's impacts on patients
- Dr. Carol Barnes, University of Arizona, interview on most exciting research developments in the field of cognitive aging

#### **Ideas for Upcoming Interviews:**

- Dr. Carol Barnes – discuss new U-19 grant, expected outcomes from the study and what it will mean for the field
- Dr. Robert Krikorian – discuss his research and perspectives on the field, especially in relation to non-pharmaceutical interventions to delay the progression of cognitive aging

- Dr. Peter Rapp, Principal Investigator for the STARRS initiative
- Bonnie Levin, PhD, UM, Successful Living Among the Oldest Old
- Natalie Ebner, PhD, UF, UM, UA, A Training Intervention for Scamming Paradigms (PHISHING)
- Joyce Gomes-Osman, PT, PhD, UM, Exercise for Brain Health
- Sara Burke, PhD, UF, Nonpharmacological approaches to improve cognitive decline in aging
- Matthew Huentelman, PhD, MindCrowd and Aging Research
- Tom Foster, PhD, UF, Molecular Mechanisms for Better than Expected Cognition
- Matthew Grilli, PhD, UA, Normal Aging and the Sharing of Autobiographical Memories

#### **2018 – 2020 McKnight Scholars**

- Kimberly Albert, PhD, Vanderbilt, Brain Network Changes and Everyday Cognitive Performance in Subjective Cognitive Decline in Aging
- Brice McConnell, MD, PhD, University of Colorado, Development of Transcranial Electrical Stimulation for Modulation of Sleep and Cognitive Performance in Aging Adults