Enhancing Global Connectivity: ASCP BOC's Social Media Diplomacy Strategy

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INTRODUCTION

In a time when digital-platforms play a vital role in global engagement, the American Society for Clinical Pathology (ASCP) Board of Certification (BOC) has taken a leading role in leveraging social media for expanded worldwide interaction. This poster examines the challenges encountered by ASCP BOC in establishing direct communications with its stakeholders before 2018. In the spring of that year, the BOC shifted its outreach approach and began incorporating social media into its communications. This shift marked a significant move towards bypassing traditional barriers to cost-effective and inclusive dialogue with laboratory professionals.

METHODS

The intervention methods the BOC continues to utilize include a tailored yet comprehensive social media strategy, focusing on emphasizing the inherent value of BOC credentials for professional development and to assure safe patient care. This is conveyed through a variety of content types, such as informational and promotional video vignettes, real user testimonials, targeted campaign promotions, and localized content that catered to audiences around the globe. The results of these digital endeavors have been remarkable (see Figures B-E for overall impact of BOC campaigns on average audience impressions).

RESULTS

The BOC's implementation of a multifaceted social media strategy effectively highlighted the role of its credentials in advancing professional development and patient care. This approach, featuring diverse content such as videos, user testimonials, and localized campaigns, significantly expanded its digital presence. The BOC's social media channels experienced a 411.3% increase in audience engagement and a 204.4% rise in post link clicks (see Figure F), indicating enhanced content relevance. Additionally, the emphasis on regional specificity led to a 69% international engagement rate, demonstrating the success of targeted communication strategies in strengthening global professional connections and reinforcing the value of BOC credentials.

Despite these successes, the BOC recognizes the need for ongoing improvements to refine its outreach efforts. The narrative of the BOC's innovative approach to social media exemplifies the power of digital platforms in forging stronger connections with a global audience and reinforcing the BOC's global presence.

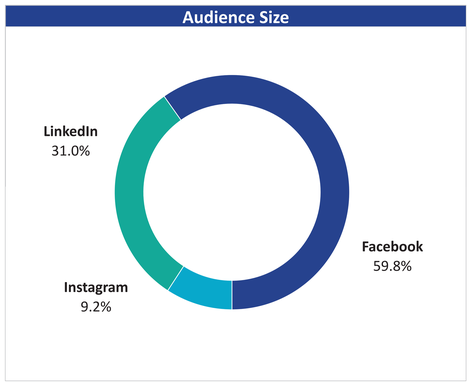
**No relationship exists that represents a possible conflict of interest with respect to the content of this presentation.*

Figure A

Audience Trend and Growth

Top 10 Countries	Daily Average (People Reached)
Philippines	701.77
United States	607.15
Pakistan	30.56
United Arab Emirates	25.87
Saudi Arabia	24.07
Nigeria	22.01
Canada	21.96
India	21.1
Egypt	18.31
Ethiopia	15.16

Figure B



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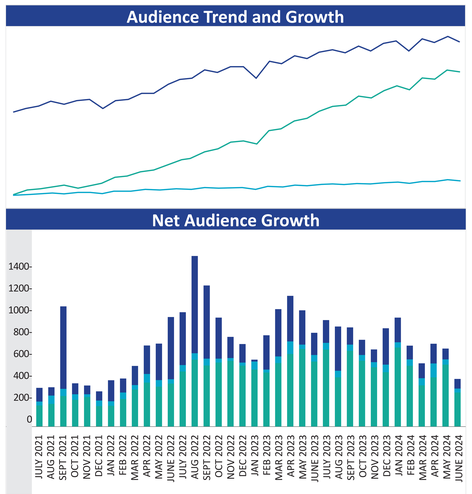


Figure D

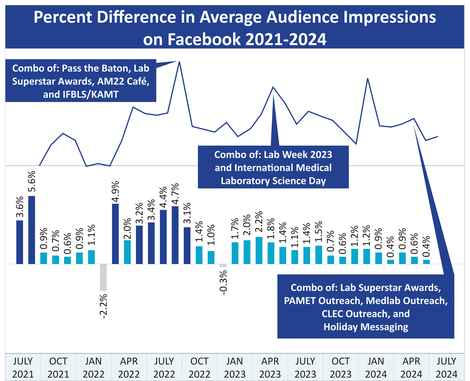


Figure E

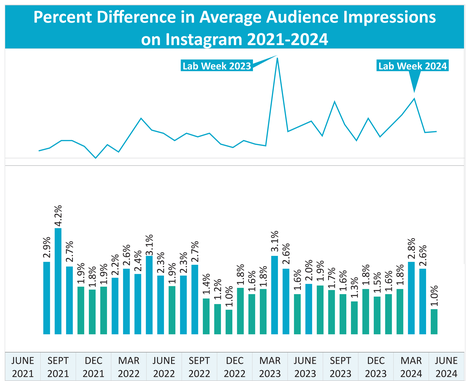
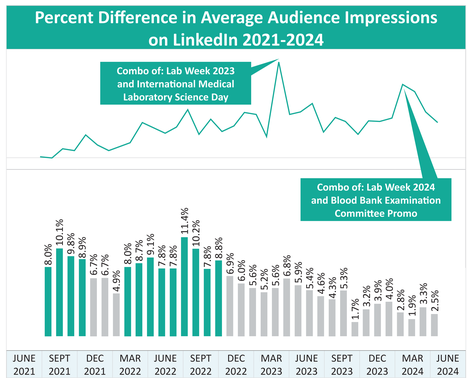


Figure F



CONCLUSION

While the BOC has made significant strides in enhancing its global outreach through social media, there is a clear recognition that further refinements are necessary. The BOC's use of digital platforms demonstrates an effective model of digital diplomacy, leveraging innovative, region-specific content to engage a diverse international audience. This success is evident in the substantial growth of follower counts and engagement metrics on platforms such as Facebook.

However, as digital platforms evolve, ongoing adaptation is essential. The BOC's strategy underscores the need for continuous innovation in response to technological advances and shifting audience expectations. Future efforts must move beyond conventional engagement metrics to assess real-world impacts, emphasizing the creation of interactive communities and the delivery of tailored content that meets the specific needs of global audience segments.

AREAS FOR IMPROVEMENT

While the BOC's exploration of social media has yielded significant advancements in both local and global outreach as well as engagement, there remain areas where further improvement could enhance these efforts. These areas include:

Enhancing Interactive and Collaborative Features

The current strategy primarily revolves around content delivery. There's an opportunity to foster more interactive and collaborative online environments.

Integrating Emerging Technologies and Data-Driven Strategies

In order to maintain a leading edge in digital diplomacy, it is crucial to embrace emerging technologies. This includes leveraging AI-enhanced content, engaging in influencer marketing, and employing comprehensive social listening tactics.

Expanding Audience Segmentation and Customization

While the BOC has made strides in tailoring content to regional preferences, there's potential for deeper segmentation of the audience (see Figure A).

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640,000+ credentials attained worldwide since 1928

24,000+ ASCP^{i} credentials attained since 2006

130 countries first time ASCP^{i} examinees by region of education

117 countries ASCP^{i} credential holders by region of education