

MUSE Creative Awards: **@what.thewell**

SM23055 TikTok Page

SM23025 Fitness & Wellness

July 13, 2023



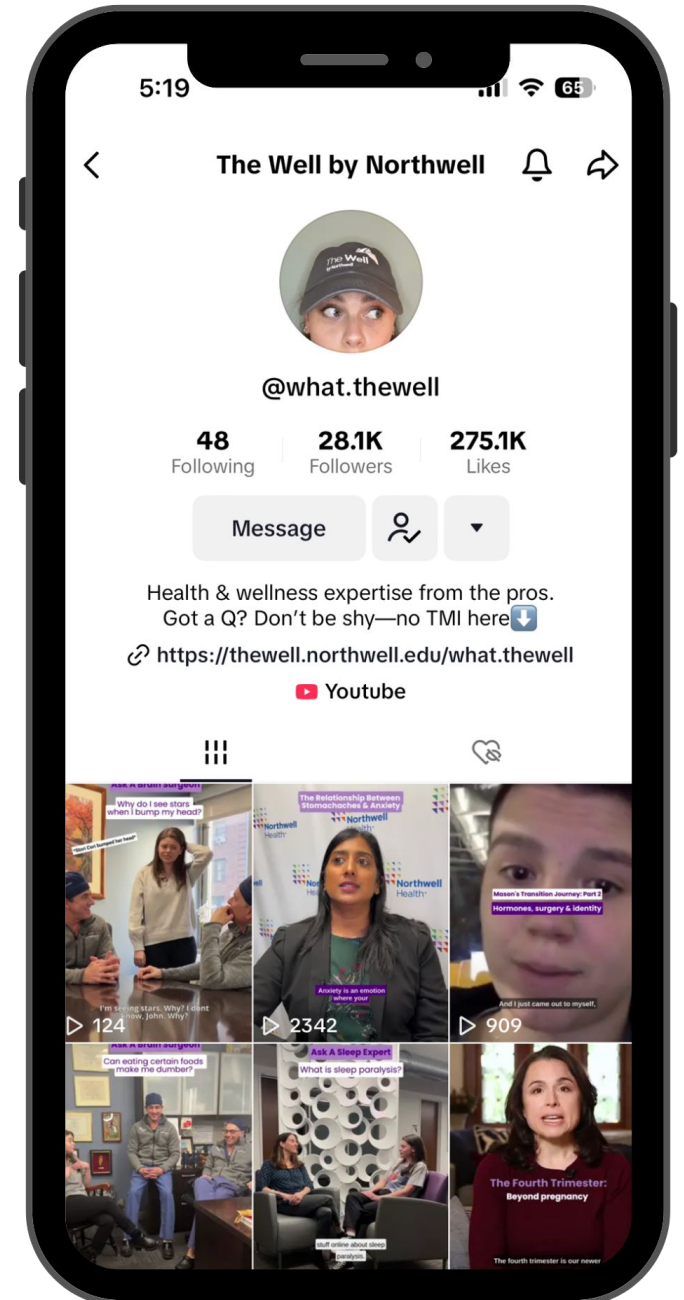
WHAT IS THE WELL?

It's our commitment to the future of health care.

In this time of information overabundance, much of which is inaccurate, unhelpful or even difficult to understand, Northwell Health is on a mission to make a difference as an honest, trusted and caring partner. Enter, The Well.

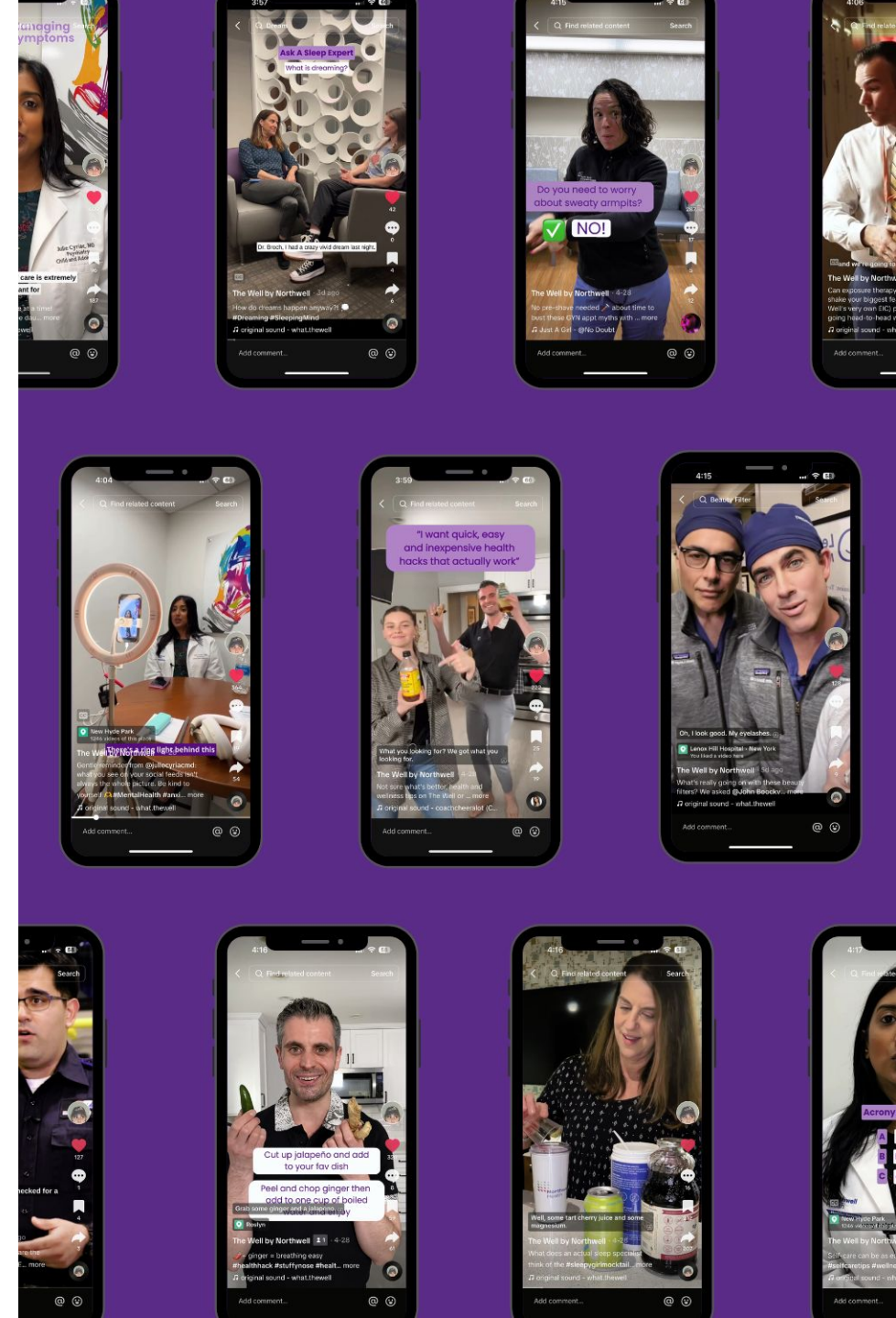
The Well connects with consumers to provide them with personalized content that reduces their stress, makes them laugh and helps them ultimately feel more confident and capable on their health care journey.

The most recent addition to our arsenal? ...TikTok!



OUR PURPOSE

The Well's TikTok tackles hot, often taboo, health topics and trends. Our mission is to bring professional health and wellness expertise from Northwell Health straight to the community, in the same short-form video format they already know and love.





OUR PROCESS



RESEARCH

Deep dive into current TikTok health trends and popular topics.



PITCH

Find the right angle, and then find the right expert.



SHOOT

In-person, virtual, or self-shoots... or a combo of all three!



EDIT

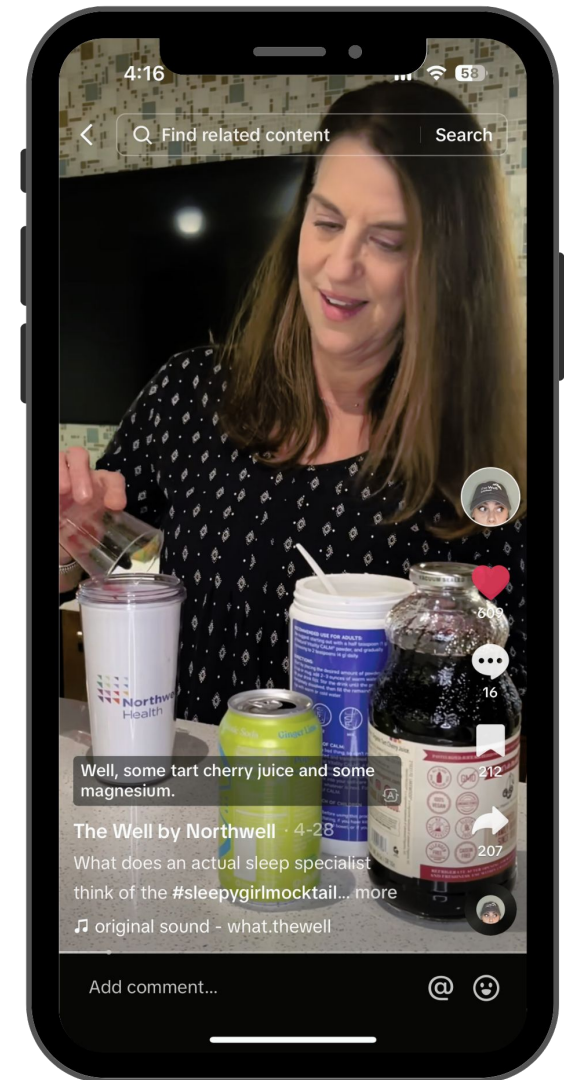
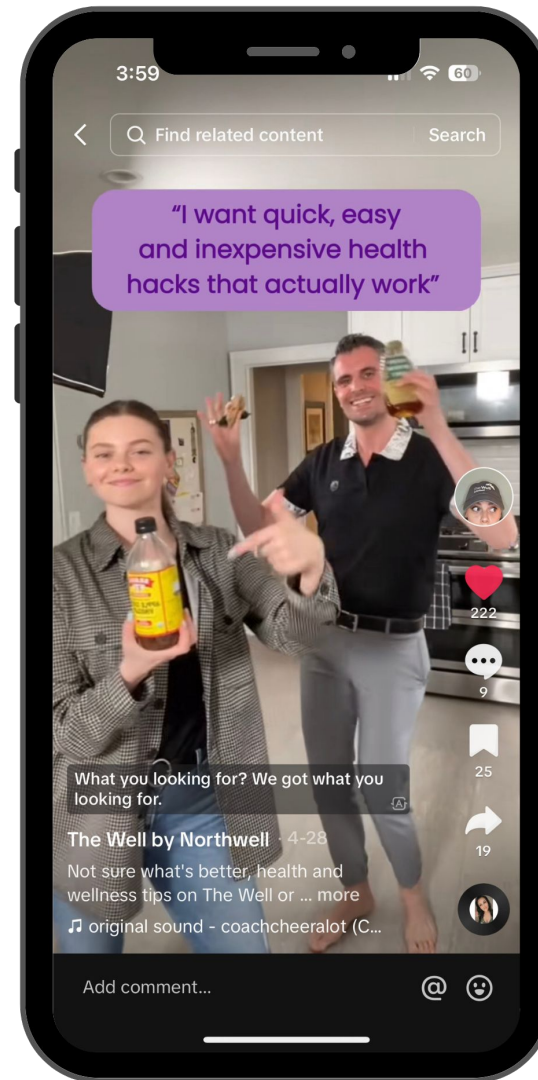
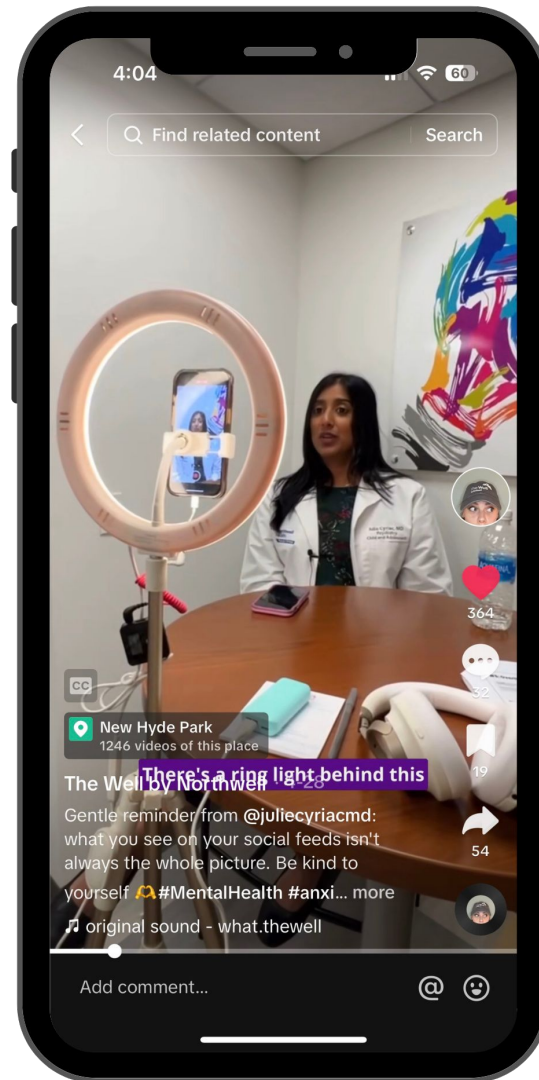
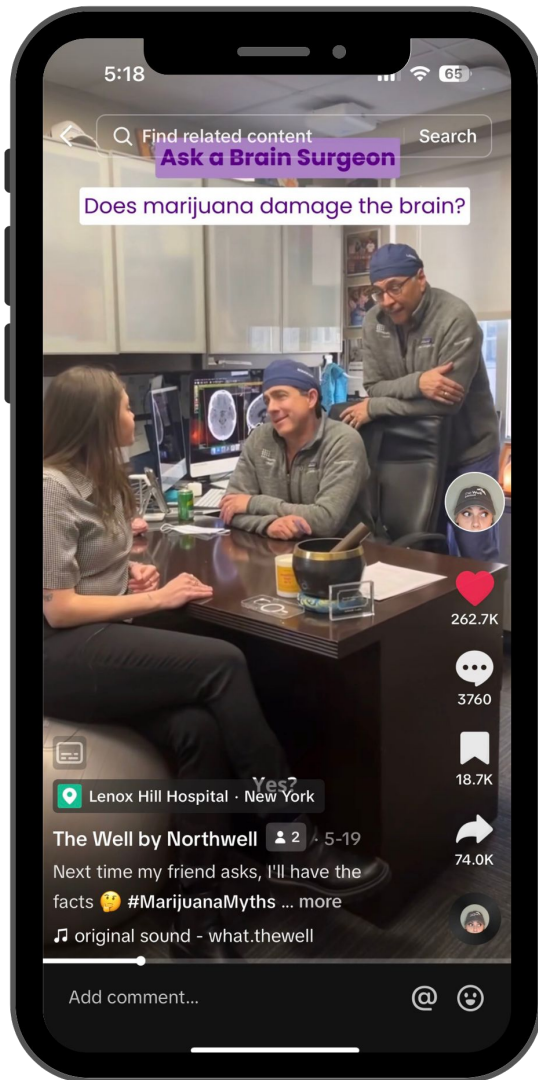
Bring TikToks to life with in-platform and 3rd party editing tools.



PUBLISH

Write copy, tag, post, engage. Repeat!

@WHATTHEWELL | TIKTOK





RESULTS*



28,112

Followers gained in
just 10 weeks



3,980,093

Video views
garnered



364,281

Total post
engagements



48

TikToks
published



1

Viral
video



THANK YOU