



**U.S. FOOD & DRUG
ADMINISTRATION**



#FDALegacy

**Social Media Campaign Proposal for the
U.S. Food and Drug Administration**

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Overview:

This proposal outlines the content strategy and tactics for the #FDALegacy social media campaign for the U.S. Food and Drug Administration (FDA). The campaign is designed to rebuild public trust by highlighting the agency's longstanding record of public health leadership. Instead of focusing on viral trends or promotional tactics, the campaign emphasizes historical credibility and consistent messaging, showing that the FDA has been fulfilling its mission for decades.

Findings from my FDA social media audit indicate that while the agency delivers accurate and timely regulatory updates, it does not consistently connect past achievements to current initiatives in a way that strengthens public recognition. Public comments frequently reveal limited awareness of the FDA's historical contributions, and the current content mix lacks the emotional and educational depth that fosters long-term trust.

The #FDALegacy campaign will run on Facebook, Instagram, and X over six consecutive days, with each day featuring a milestone from a different decade over the past 60 years paired with a current, related FDA initiative. For example, early vaccine approvals will be linked to modern vaccine safety oversight, and historical food labeling milestones will be tied to current nutrition transparency policies. This format uses a blend of archival visuals and present-day updates to increase reach and spark engagement.

The primary campaign hashtag will be #FDALegacy, supported by #TBT (Throwback Thursday), #PhotoOfTheDay, #Throwback, and #FlashbackFriday to strengthen the historical theme and expand visibility. #FDAWorksForYou may be tested as a secondary tag to determine if it reinforces the campaign's primary message. Measurement will focus on KPIs relevant to brand reputation campaigns, including engagement rate, follower growth rate, share of voice, and qualitative sentiment analysis. By combining archival content, concise educational copy, and optional "Inside the FDA" videos or personal impact stories, this campaign will position the FDA as a trusted and enduring leader in public health. The ultimate objective is to increase public recognition of the FDA's commitment to keeping Americans safe, improve sentiment, and connect the agency's historical record to its ongoing mission.

Campaign Goals and Performance Metrics:

Goals	Performance Metrics
Increase brand awareness by 15%	Brand mentions, campaign hashtags (#FDALegacy, #FDAWorksForYou), shares, audience growth, reach, impressions
Achieve an average engagement rate of at least 5% per post	Engagement rate, comment volume, share volume, Instagram saves/bookmarks
Improve positive sentiment in campaign-related comments by 10% compared to baseline	Sentiment breakdown, positive sentiment rate, changes in mixed/negative sentiment
Increase share of voice in conversations about federal public health agencies by 5%	Share of voice percentage, comparative mentions against peer agencies
Achieve a minimum of 100 combined uses of campaign hashtags	Hashtag usage count, number of unique contributors using campaign hashtags
Increase video content views by 20% during the campaign period	Total video views, average watch time, completion rate for "Inside the FDA" clips

Target Audience:

The #FDALegacy campaign is designed to engage the FDA's existing followers on Facebook, Instagram, and X, with a focus on those who are skeptical, disengaged, or unaware of the agency's historic role in protecting public health. Auditing the FDA's social media revealed that while the FDA has a large following, comment sections are often dominated by negativity, misinformation, and confusion, with little acknowledgment of its longstanding contributions.

To address this, the campaign reframes messaging through a legacy lens by pairing six decades of milestones with current initiatives to highlight continuity and credibility. It targets three groups: general followers who do not connect the FDA's history to its current authority; skeptical followers who challenge its credibility; and supportive but passive followers who may be re-engaged through trust-focused storytelling such as archival visuals, throwback hashtags, and micro-influencer content partnerships.

By bridging these gaps, the campaign seeks to rebuild trust, improve sentiment, and strengthen recognition of the FDA as not only an authoritative regulator but also a reliable, enduring partner in public health.

Channel Strategy:



846,000 Followers: <https://www.facebook.com/FDA>

Posting Schedule:

- **Monday:** 9 a.m.–noon
- **Tuesday:** 9 a.m.–noon
- **Wednesday:** 8–11 a.m. and 3–5 p.m.
- **Thursday:** 8 a.m.–noon
- **Friday:** 9–10 a.m.
- **Saturday:** 9–10 a.m.



140,000 Followers: <https://www.instagram.com/fda/>

Posting Schedule:

- **Monday:** 10 a.m.–4 p.m.
- **Tuesday:** 10 a.m.–2 p.m.
- **Wednesday:** 10 a.m.–4 p.m.
- **Thursday:** 10 a.m.–3 p.m.
- **Friday:** 11 a.m. and 2 p.m.
- **Sunday:** 10 a.m.–noon and 3 p.m.



339,200 Followers: https://x.com/fda_drug_info

Posting Schedule:

- **Monday:** 10 a.m.–noon
- **Tuesday:** 10 a.m.–2 p.m.
- **Wednesday:** 9 a.m.–3 p.m.
- **Thursday:** 10 a.m.–2 p.m.
- **Friday:** 9 a.m.–1 p.m.
- **Sunday:** Noon

Content Strategy

Overview

The social media audit for the U.S. Food and Drug Administration (FDA) showed that while the agency posts accurate and timely updates, engagement is often dominated by misinformation, skepticism, or confusion, with limited positive sentiment. To address these weaknesses, the #FDALegacy campaign will run on Facebook, Instagram, and X. The campaign will showcase six decades of FDA milestones paired with current initiatives, highlighting the agency's longstanding record of public health leadership. This "Then vs. Now" format will reframe FDA messaging to emphasize credibility, trust, and consistency over time.

Proposed Content

The campaign will kick off with a striking "Then vs. Now" post featuring archival photos of 1970s seafood inspections alongside modern FDA food safety work. The caption will introduce the campaign theme and encourage audiences to follow along as more milestones are revealed. Throughout the campaign, posts will highlight key achievements such as the introduction of food labeling requirements, stronger medical device oversight, and vaccine regulation, each paired with present-day initiatives. Content will include image carousels, archival-to-modern videos, and short-form clips to increase reach and appeal. An influencer partnership with science communicator Nessie O'Neil will extend the campaign's visibility and humanize FDA messaging by connecting legacy vaccine regulation to zoonotic disease education. The campaign will conclude with reflective posts urging audiences to consider how FDA policies impact their daily lives, while directing them to FDA.gov for more information.

Strategy and Tone

All posts will reflect the FDA's professional, science-based voice while incorporating approachable storytelling that builds trust and accessibility. Posts will use purposeful emojis, such as 🐟 for seafood inspections, 🚑 for medical device safety, and 📚 for learning, to enhance visual appeal without compromising professionalism. The primary hashtags will be #FDALegacy and #FDAWorksForYou, supported by engagement-boosting tags like #Throwback, #TBT, and #FlashbackFriday. This strategy ensures a consistent brand presence while making the FDA's history and mission more relatable to its audience.

Content Calendar:

[Link to Content Calendar](#)

Timeline

The campaign will kick off on Monday, October 5th, 2026, with posts on Facebook (9 a.m.–noon), Instagram (10 a.m.–4 p.m.), and X (10 a.m.–noon) introducing the #FDALegacy theme through archival seafood inspection photos paired with modern food safety work.

On Tuesday, October 6th, posts will focus on food labeling transparency, scheduled for Facebook (9 a.m.–noon), Instagram (10 a.m.–2 p.m.), and X (10 a.m.–2 p.m.).

Wednesday, October 7th, will highlight medical device safety with archival hearings and modern lab testing, posted on Facebook (8–11 a.m. and 3–5 p.m.), Instagram (10 a.m.–4 p.m.), and X (9 a.m.–3 p.m.).

On Thursday, October 8th, the influencer partnership with Nessie O’Neil will debut, tying rabies vaccine regulation to modern zoonotic disease prevention, with content released on Facebook (8 a.m.–noon), Instagram (10 a.m.–3 p.m.), and X (10 a.m.–2 p.m.).

Friday, October 9th, will spotlight FDA staff contributions and behind-the-scenes storytelling, posted to Facebook (9–10 a.m.), Instagram (11 a.m. and 2 p.m.), and X (9 a.m.–1 p.m.).

On Saturday, October 10th, the campaign will close on Facebook (9–10 a.m.) with a recap and thank-you post emphasizing the FDA’s long-standing role in public health. The final day of the campaign will be Sunday, October 11th, with wrap-up posts on Instagram (10 a.m.–noon and 3 p.m.) and X (noon) thanking audiences, reinforcing the FDA’s enduring mission, and directing them to FDA.gov for more information.

The campaign will run for six posting days, October 5th, 2025–October 9th, for all platforms, with Saturday October 10th, reserved for Facebook’s wrap-up content and Sunday, October 11th, reserved for final wrap-up content on Instagram and X.