

CASE STUDY

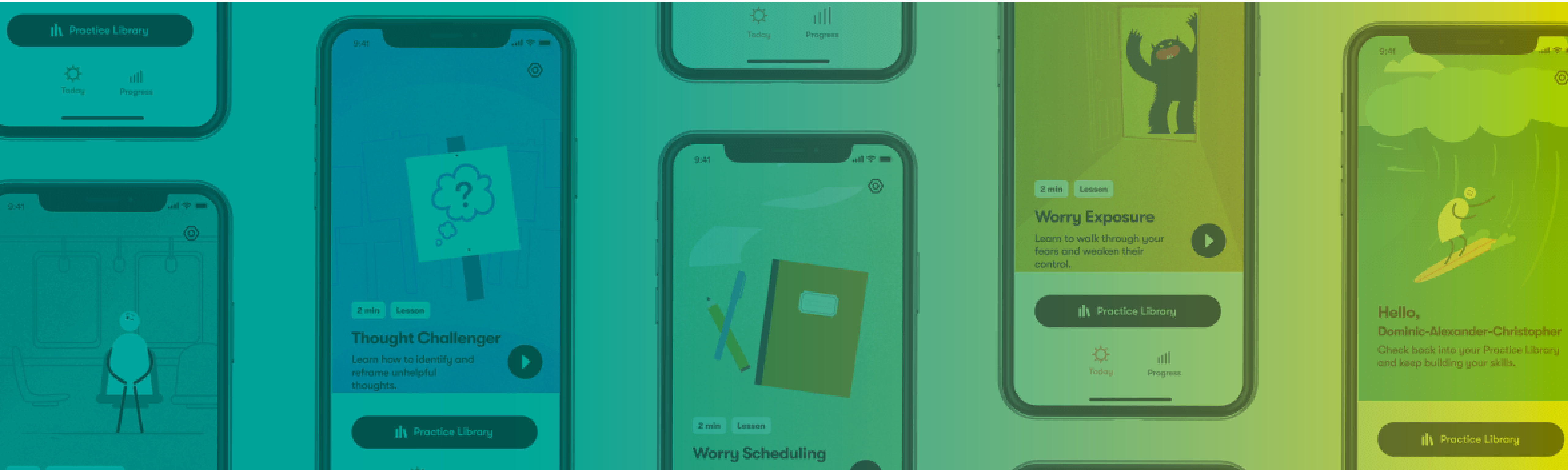
Promotion of Daylight App on Social Media Managed Service

A Big Health & Redmoor Health Partnership



INTRO:

Between November 2024 and March 2025, Redmoor Health’s Social Media Managed Service partnered with Big Health to support the rollout of the Daylight app across South Yorkshire Integrated Care Board (ICB). The objective was to improve access to anxiety management tools for patients by promoting Daylight, an NHS-recommended digital therapeutic solution.





ABOUT DAYLIGHT:

Daylight is a clinically validated digital therapeutic designed to help individuals manage anxiety with a non-pharmacological approach. Rooted in Cognitive Behavioural Therapy (CBT) techniques, Daylight offers:

- Personalised, interactive sessions
- A self-guided, app-based experience accessible instantly, anytime, anywhere
- Evidence-based methods to challenge and change negative thought patterns
- Quick results, with improvements often noticed within 3 to 6 weeks

Daylight is NHS-recommended, meeting high standards for clinical safety and effectiveness. It is available to all adults in South Yorkshire as part of an evaluation supported by Primary Care Sheffield and Health Innovation Yorkshire & Humber.



CAMPAIGN OVERVIEW:

The campaign ran from November 2024 to March 2025 across general practices in South Yorkshire. Starting with 75 practices at launch and growing to around 95 practices by project end, the rollout expanded alongside increasing practice uptake of the Social Media Managed Service.

A structured, phased social media strategy was used to introduce and reinforce Daylight's value to patients.

Posting Frequency:

- November 2024 – one post per week
- December 2024 – one post per week
- January 2025 – two posts per week
- February 2025 – posting paused
- March 2025 – two posts per week

Posting was paused throughout February 2025 to assess the direct correlation between posting activity and app uptake.

Messaging was further reinforced through SMS texts sent by participating practices to patients on 10th December 2024 and 13th February 2025, both of which coincided with noticeable increases in patient sign-ups on those dates.



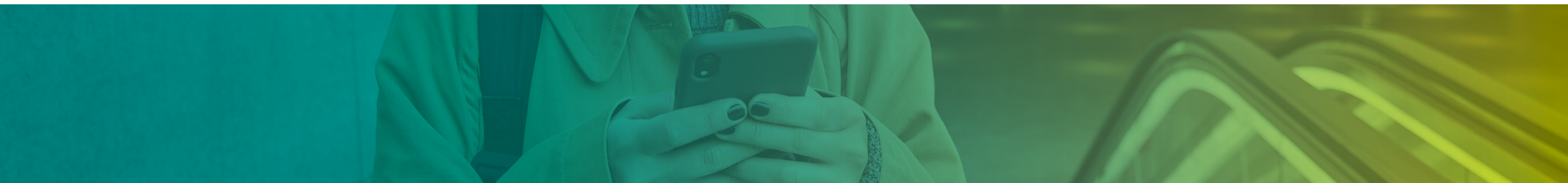
STRATEGY & EXECUTION:

Redmoor Health used professionally designed, campaign-specific content tailored to patient needs, including engaging videos, informative infographics, and motivational messaging. Seasonal opportunities – such as New Year resolutions and festive stress – were leveraged to keep content highly relevant and impactful.

Each message consistently reinforced Daylight's accessibility, clinical credibility, and the ease of patient self-referral. The approach included:

- Targeted, consistent messaging emphasising that Daylight was free, NHS-supported, and easy to access.
- Emotive storytelling that connected with real patient experiences, like festive anxiety and New Year pressures, to drive emotional engagement.
- Optimised posting times by sharing content on high-traffic times to maximise reach and impact.

Maintaining a high-frequency posting schedule across key periods proved critical to sustaining patient interest and action.



OBSERVATIONS & IMPACT:

Signup Data Trends:

- Strong correlation between weekly registration numbers and active posting periods.
- The pause in February (no postings) was followed by a strong recovery in March after renewed social media activity.
- Sign-ups did not necessarily increase with higher posting frequency, indicating that there was a saturation point beyond which further increases in posting frequency had no significant impact on outcomes.

Project Highlights:

- Over 1,200 patient registrations were recorded during the campaign period.
- 50% increase in posting frequency in 2025 contributed to a doubling of daily patient signups.
- Posts emphasising ease of access and NHS endorsement performed particularly strongly.
- Messaging linked to emotional touchpoints (festive anxiety, New Year's goals) generated higher engagement rates.



FOCUS FOR FUTURE CAMPAIGNS:

- Continue aligning content to seasonal themes and emotional patient needs.
- Prioritise messaging that highlights the ease of self-referral and clinical validation.
- Focus on relatable, patient-centred storytelling to enhance engagement and trust.



CONCLUSION:

The collaboration between Redmoor Health, Big Health, and South Yorkshire ICB successfully raised awareness and drove patient signups for the Daylight app.

The campaign provided a clear blueprint for future NHS digital therapeutics rollouts, proving that professionally managed social media is a highly effective tool for increasing service uptake.

Through over 1,200 patient registrations, Redmoor Health demonstrated how high-quality, consistent social media management can:

- Rapidly raise patient awareness of NHS-supported services
- Drive significant self-referrals at scale
- Empower practices with ready-to-use, compliant messaging — without adding pressure on practice teams
- Build lasting engagement that extends beyond the campaign's end

“Patients are more likely to engage with digital health tools when awareness is built through trusted, regular, and personalised social media campaigns.”



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