Social Media for Health Departments

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Social media continues to be a relevant tool for health departments in their work educating the public on critical health information and where services can best be provided. Yet, health departments have faced challenges in effectively using social media, seeing it as a tool that requires strategic planning, and resources to effectively implement. As such, some social media campaigns face limited public interaction or are designated activities for junior staff.
Social Media for Social Marketing

This session will provide information on how social media can influence health decision making, showcase return on investment where possible in reaching populations, how to use different forms of social media, and tips on how to strategically plan for using social media to achieve goals.
Social Media for Social Marketing

By the end of this session;

• Participants will understand health communications, social marketing strategic planning, and general methodologies and approaches to health communications concepts
• Participants will gain a general knowledge of social media applications and how to use social media ethically + effectively
• Participants will understand different ways of reaching persons, including prioritized groups such as adolescents, gay, bisexual and other MSM, women of color, etc.
• Participants will work amongst their peers to fine tune current initiatives to find ways to integrate social media better into programming
DEFINITIONS

Social Media
Social Marketing
Social Media

websites and applications that enable users to create and share content or to participate in social networking.
Social Marketing

the use of marketing theory, skills, and practices to achieve social change.
Health Communications

- Increase audience knowledge and awareness of a health issue
- Influence behaviors and attitudes towards a health issue
- Demonstrate healthy practices
- Demonstrate the benefits of behavior changes to public health outcomes
- Advocate a position on a health issue or policy
- Increase demand or support for health services
- Argue against misconceptions about health
What does the data say?

Social marketing is an established effective behavioral change model for several public health issues, including HIV.
DEFINITIONS

Social Media
Social Marketing

TIP

The most important part of either term is the word social.

For either social media or social marketing to be effective, you must actively engage your audience.
Social Media
Platforms

Website, applications, and forums where conversations happen online.
FACEBOOK is the universal social media network.

With more than 2 billion monthly users, Facebook hosts over a quarter of the world's population, providing advertisers with an unparalleled opportunity to reach virtually anyone and everyone.
Twitter has revolutionized breaking news.

Twitter provides unparalleled access for users to connect with both niche and mainstream influencers. With 328 million monthly active users, it remains one of the most popular social media platforms.
INSTAGRAM is at the top when it comes to social interaction.

Instagram now boasts more than 500 million monthly active users and commands one of the highest audience engagement rates in social media, 58% higher than Facebook and 2000% higher than Twitter.
LINKEDIN is a great channel for professionals of all industries. LinkedIn now has over 500 million members and 260 million users a month. It is the most used social media platform amongst Fortune 500 companies.
YOUTUBE develops entire communities around niche video content.

YouTube helps individuals, brands, and organizations to build genuine connections and establish themselves as an authority on a myriad of subjects. 1.3 billion people are YouTube users and almost 5 billion videos are watched on the platform every single day.
PINTEREST is an entirely unique platform in the social media realm. It's visual, like Instagram, but unlike Instagram, it is highly targeted toward women with an 81% female user base. With 175 million monthly users, it's also an incredibly active platform.
SNAPCHAT shares short stories with millions.

A phone app where you can message, send photos, and short videos to followers, aka “snaps” with an estimated 82 million users. As of April 2018, 69% of teens were using snapchat.
GBM Centered Applications
Grindr

The largest social networking/dating app specifically for gay, bi, trans, and queer individuals with an average of 3.8 million daily active users. Over 23% of users in the US are between the ages of 18-24.
Jack’d

A social networking/dating app specifically for gay, bi, trans, and queer individuals and specifically tailored for people of color. It has over 5 million users globally.
Examples of Using GBM Dating Apps for Public Health Messaging
Building Healthy Online Communities (BHOC)

• Building Healthy Online Communities (BHOC) is a consortium of public health leaders and gay dating website and app owners who are working together to support HIV and STI prevention online.

• For more information on using dating apps focused on gay, bisexual and other MSM, check out: building healthy online communities - www.bhocpartners.org
Types of Social Marketing Initiatives
A social marketing campaign needs to accomplish at least one of the following:
Make potentially difficult and long-term behavior changes in target populations

Achieve specific behavioral goals with specific audiences in relation to topics relevant to social good

Apply a "customer-oriented" approach and uses the concepts and tools used by commercial marketers in pursuit of social goals
#FlyAboveHIV NASTAD World AIDS Day 2017
Benefits of Using Social Media for Social Marketing
Should You Be Using Social Media
Social media can help you achieve many different campaign goals. Here are a few you may want to focus on:

- Building campaign awareness
- Attracting traffic to your website
- Improving program retention
- Providing public service
- Encouraging sign-up or attendance
Some community members are more likely to be actively using the internet than others.

If the populations you’re trying to reach have a high incidence of social media use, launching a social marketing campaign online makes sense.
Things to Consider

**ADVANTAGES**
- Opportunity to connect to and engage with clients, community, friends, family, and friends, particularly youth.
- Two-way connection
- Mostly free and open to all
- Ability to tailor content and focus
- Allows for many different mediums

**CHALLENGES**
- Time intensive - have to be consistently and constantly engaged
- Don’t have a social media plan developed
- Constant content creation
- Data management
- Internet moves fast and changes quickly
Reaching Prioritized Populations
Who are prioritized populations?

- Black/African-American
- Latinx
- LGBTQ+
- Youth
- People living with HIV or viral hepatitis
- Unhoused/Homeless
Challenges

Authentically connecting with prioritized populations, while certainly rewarding, also comes with some unique challenges.
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Accessibility

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**Language**

the various intersections of prioritized communities could mean multiple formal and informal language considerations
Resources

While there is no shortage of challenges to producing effective campaigns for prioritized populations, there are also available resources.
Empathy

being able to connect to the circumstances and emotions of your prioritized population is a huge advantage
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Community
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Motivation
the high levels of motivation within your organization, team, and the community to change lives can be leveraged for your social marketing/media campaign
Social Media Tools and Resources
Personnel

Does your organization have a dedicated social media role?

If not, who will share the social media responsibilities?
Scheduling and Curating Platforms

Sprout Social - schedule across multiple platforms

Later - schedule Instagram posts

Feedly - content curation

Tweetdeck - twitter content across multiple accounts

Post Planner - scheduling, curation, and timing
Evaluation Tools

**Sprout Social** - measure performance across multiple platforms

**IconoSquare** - specifically for Instagram

**Google Analytics** - see how much traffic comes to your website from each social network
From Content to Content

Leverage Elements of Campaign Content for Social Media Content
NASTAD has an array of resources available to help strengthen domestic and global governmental public health through advocacy, capacity building, and social justice.

Visit NASTAD.org to find these and other resources to help end the HIV and hepatitis epidemics.
Images and Visuals

- Format approved imagery to fit social media platforms
- Select complimentary imagery to build a library
- Social media images can also be sourced from posters, maps, charts, and graphs
Videos
Videos

- Upload *PSA materials* to social media platforms
- Edit *teaser clips* for short-form platforms
Copy

- Copy and paste content from *brochures, posters, and scripts*
- Develop *questions and factoids* as teasers that lead to full content on your hosted *blog or website*
- Combine *copy + images* from your library to create new, engaging collateral
Culture of Curation
Don’t Just Create - Curate!

Save time and money by *re-using content* sourced from others’ social media profiled

Maintain *interest* in your social media feeds

Develop *sharing relationships* with other organizations

Work with *Act Against AIDS* to find creative ways to showcase your work
Networks and Communities

Share the content from complementary networks and communities.

Source and share real stories from inside your networks.
In the News

Share relevant *local, regional, and national news* content that give context for your campaign.

Connect your campaign objectives with *what’s happening in the world*.
Social Media Planning
Define the Audience

Create personas to *clearly define* who you’re speaking to in this campaign.

Gather key data to help you *better understand* your target audience.
Be S.M.A.R.T.I.E. About Your Goals

Specific
Measurable
Attainable
Relevant
Time-Bound
Inclusive
Excited about the work!
Be S.M.A.R.T. About Your Goals

EXAMPLE:
By end of Q3, we will increase social media engagement with our PrEP campaign amongst Black MSM in Oakland by 20%.
Create a Content Calendar

Define important dates

Decide on content mix

Stick to a consistent schedule

Collaborate with a team
Group Activity

Select a recent or current *social marketing campaign* or initiative you’ve engaged with.

What is the *objective* or message of this campaign?

Who is the *audience*?

What unique *challenges* exist in sharing this message with this audience?

What unique *resources* exist to share this message with this audience?
Mini Quiz

What is a benefit of using social media for social marketing?

A. Sense of privacy for community members
B. Ability to target specific groups of people
C. Receive instant feedback on campaigns
D. Social media is always available
E. All of the above
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Which is a challenge of connecting with prioritized populations?

A. Low population numbers
B. Lack of trust
C. Language barriers
D. Reduced internet access
E. Both B and C
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What is a valuable resource for connecting with communities via social marketing & social media?

A. Bilingualism
B. Flyers
C. Empathy
D. Memes
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B. Allow preparation of content to be posted at a predetermined time
C. Read and respond to social media comments
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Why should you evaluate your social media performance?

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B. To make real-time tweaks in the strategy to better meet your goals
C. To facilitate accurate reporting of how many people you were able to reach with your campaign
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Questions and Answers