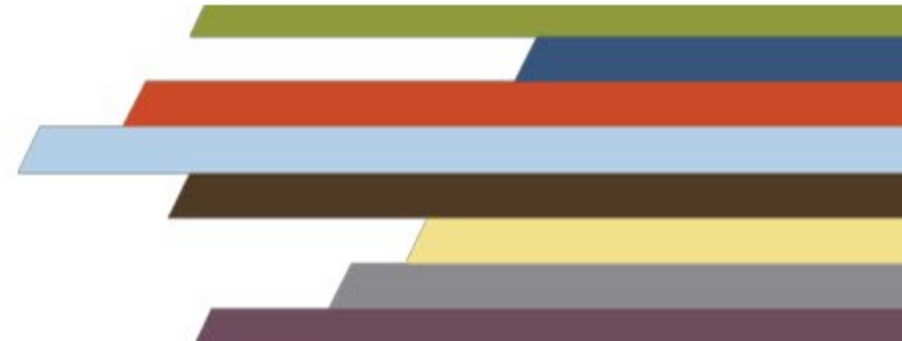Northwest (HHS Region 10)

PTTC Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Media in Prevention Webinar 1: Social Media Best Practices

March 21, 2023

Rebecca L. Cooney

The Northwest PTTC is a partnership led by the Social Development Research Group (SDRG) at University of Washington (UW) School of Social Work in collaboration with the Prevention Science Graduate Program at Washington State University (WSU), and the Center for the Application of Substance Abuse Technologies (CASAT) at the University of Nevada, Reno (UNR).

Northwest partnering institutes share a vision to expand the impact of community-activated prevention by equipping the prevention workforce with the power of prevention science.

Disclaimer

This webinar is supported by SAMHSA of the U.S. Department of Health and Human Services (HHS) through SAMHSA Cooperative Agreement # H79SP080995. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by SAMHSA/HHS, or the U.S. Government.

This webinar is being recorded and archived, and it will be available for viewing after the webinar. Please contact the webinar facilitator if you have any concerns or questions.

Mark Your Calendars!

Media in Prevention Series
- Webinar 2: Media Literacy as a Practical and Transferrable Skill
  - April 11 @ 11:30 am PDT
- Webinar 3: Using Media in Substance Misuse Prevention
  - May 2 @ 11:30 am PDT

[Visit the PTTC Website to Learn More & Register](#)

Housekeeping

- Q&A Pod
- For technical support email Karen at ktotten@casat.org
- Webinar recording and presentation slides
- Certificates of attendance

Rebecca L. Cooney

Educator

Leader integrated marketing communication strategy

Specialist in multimodal curriculum development

Scholarly Associate Professor
Les Smith Distinguished Professor
Director of Murrow Online Programs
Co-Investigator, NaPDI

Agenda

01. **Intro to social media engagement strategy**
Attributes for success: What makes a social campaign strategic?

02. **Six steps to building a social media strategy framework**
Sculpt's model for building an audience that cares, shares, and converts

03. **Digital campaign planning and implementation**
Guidelines for sharing your messages across multiple channels

04. **Engaging your audience and evaluating success**
Metrics planning and optimizing campaigns to improve outcomes

Center of Excellence for Natural Product-Drug Interaction Research

SOCIAL MEDIA STYLE GUIDE

Prepared by
Rebecca L. Cooney & Bruce Pinkleton

2021-2022

Social Media Objectives

1. **Achieve greater public awareness and understanding of NaPDI research**
NaPDI's external audience should have a clear understanding of the work researchers and scientists are doing to develop a roadmap for natural product-drug interaction (NPDI) research. They are a review of human *in vitro* and *in vivo* ... natural products that pose ...

2. **Establish frequency of e... external audiences**
Ensuring that the NaPDI C... audiences frequently throu... to keep NaPDI audiences i... research, presentations, an... interactions between natur...

3. **Achieve audience recept...**
Ensuring the right informat... a manner that is most likely... engagement.

4. **Clear and concise messa...**
Ensuring that NaPDI brand... platforms.

5. **Promote the value of Na...**
Promote the benefits of sh... researchers and scientists, ... collaborating with NaPDI a...

Social Channels

@NaPDICenter

f @NaPDICenter

Center of Excellence for
Natural Product-Drug
Interaction Research
@NaPDICenter · Educational Research Center

Other Digital Assets

napdi.org
napdicenter.org
herbstudy.org

repo.napdi./org

info@napdi.org
napdigrant@gmail.com

Visual Guidelines

Logos & Icons

NaPDI
Center of Excellence for
Natural Product-Drug Interaction Research

NaPDI
Center of Excellence for
Natural Product-Drug
Interaction Research

Color Palette

DARK GREEN	LIGHT GREEN	DARK KHAKI	OATMEAL	SAND
75/00/64/55	45/00/49/24	00/01/15/59	00/02/19/34	00/06/16/08
029/115/043	106/193/12	104/103/108	168/165/136	234/221/197
#1D732V	#6AC181	#686758	#A89A588	#EADDC5
PMS: 7741C	PMS: 346C	PMS: 417C	PMS: 7536C	PMS: 7534C

Fonts

HEADLINES:
Fjalla, Open Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY COPY:
Futura, Franklin, Karla
ABCDEFGHIJKLMNOPQRSTUVWXYZ
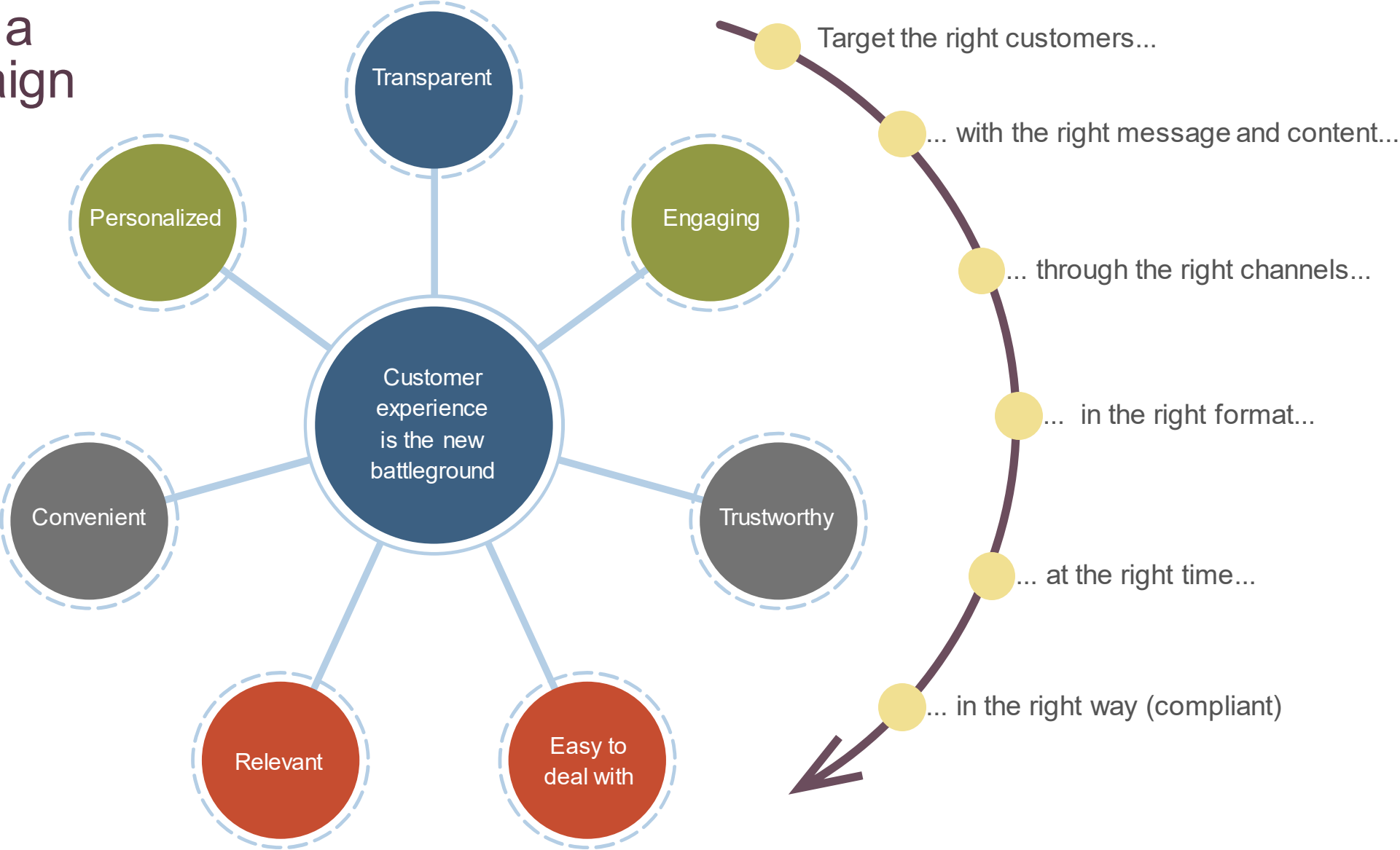abcdefghijklmnopqrstuvwxyz
0123456789

Photo Style

01.

Introduction to social media engagement strategy

Attributes for success: What makes a social campaign strategic?

Attributes for Success

What makes a social campaign strategic?

Transparent

Personalized

Engaging

Customer experience is the new battleground

Convenient

Trustworthy

Relevant

Easy to deal with

Target the right customers...

... with the right message and content...

... through the right channels...

... in the right format...

... at the right time...

... in the right way (compliant)

Evolution of Social Media

A quick look at the early technologies that inspired social networking today

1997	2002	2003	2004	2005	2006	2010	2011	2017
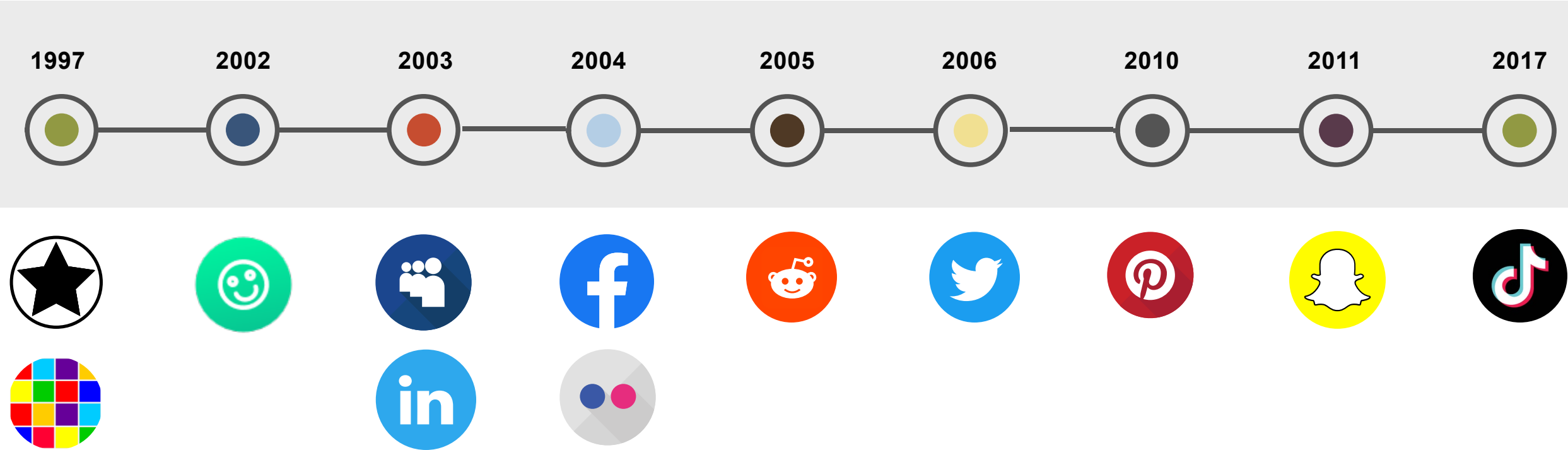
Social Media and Healthcare

Insightful statistics: There are 4.4 billion people on social media (2021)

90%
People age 18-24 trust to research their health symptoms

80%
Patients seek out provider and practice reviews on social media

68%
Parents use social media for health information

24%
View health-related media

75%
Americans use social media for health info

90%
Search for health info on social media

32%
Millennials took a health-related action based on info consumed on social media

02.

Six steps to building a social media strategy framework

Sculpt's model for building an audience that cares, shares, and converts

Six Steps:
Social Media Strategy Framework
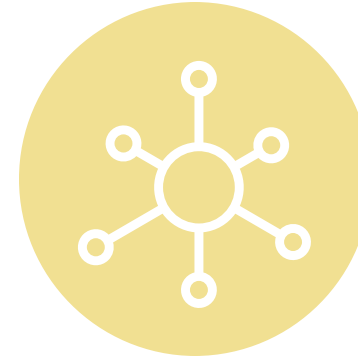
1	2	3	4	5	6
Set Goals	Establish Audience	Select Platforms	Design Content	Amplify Distribution	Plan Execution

Step One: Set Goals
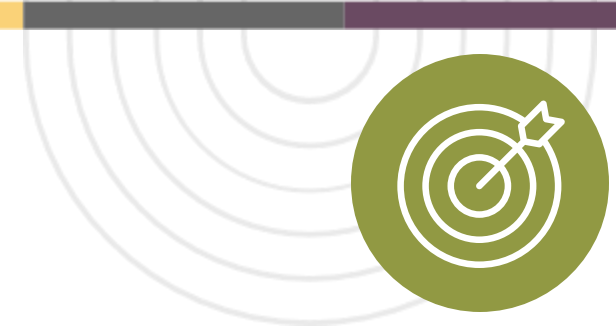
1 — SMART Goals

Specific, Measurable, Achievable, Relevant, and Time-bound

2 — Audience-Centered

Translate the customer journey into audience-specific goals in awareness, conversion, advocacy

3 — Tied to Impact

A good goal is an outcome, not an activity

4 — Start Big, then KPIs

Establish goals that are big but achievable. Break them down into monthly and quarterly key performance indicators

Step One:
Set Goals (continued)...

To recap: First, you need to identify…

Primary goal: If we only hit this one goal, we will be successful.

Secondary goals: This is how we measure the performance of our execution.

Then, ask yourself and key members of your organization:

- Are these tied to our most important goals of the quarter/year?

- Are they SMART (specific, measurable, achievable, relevant, time-bound)?

- Do stakeholders support the decision to focus on these goals?

- Have we identified the KPIs that will help us measure our progress towards these goals?"

Step Two:
Establish Audience

1

Who are your MVPs (most valuable personas)?

2

Who is on your aspirational list?

3

Who influences your audience?

4

What are your audience personas?

Step Two:
Establish Audience (continued)...

Audience Persona Components

- Demographics (age, gender, employment and marital status, home ownership, education level, socio-economic status)
- Attitudes on health
- Hobbies
- Media consumption and technology use
- Personal values

Personas fuel patient-centric healthcare marketing. They...

- Focus on people which aids in addressing their needs
- Make it easier to understand and embody others' points of view
- Build empathy and humanize the process
- Facilitate communication and decision-making for the marketing team
- Provide a preliminary way of measuring marketing success

ALICIA

Bio

Alicia is a 4th-grade school teacher at a public school in a mid-sized town. With 20 students in her class, she juggles a lot each day between lesson plans, parent engagement, interfacing with peers, and school activities.

She prioritizes health and wellness not only for herself, but for her kids at school and at home. She is active, eats a healthy diet, and keeps abreast of the latest news and trends in health topics - especially those pertaining to children.

Health Habits

- Gets regular exercise 4-5x/week
- Follows a healthy, balanced diet
- Stays hydrated
- Prioritizes getting a good night's sleep

Age
32

Marital Status
Married with 2 children

Education
Earned BA/MA

> The health and safety of my children and family are my top priority."

Motivation

- Family
- Work and professional development
- Knowledge

Wants

- Better way to keep track of her family's health records
- Greater access to telehealth for minor illnesses to avoid commute + time off work and kids' school
- More resources or tools for tracking kids' vaccination status and progress

Frustrations

- Making doctor appointments. Wish it could be done via app or online.
- Getting doctor appointments - the community needs more quick care facilities
- Helping kids stay healthy with limited food options at school and PE time getting cut each year

Step Three:
Choose Platform

1
Select primary channels for organic content vs. paid campaigns

2
Select secondary channels for future growth and opportunities

3
Determine channel-specific features to enhance performance and engagement

4
Identify a clear plan to grow your presence and audience on each channel

Step Four:
Content Strategy

1

Content Purpose

This is an over-arching idea

2

Content Pillars

3-5 high-level topics

3

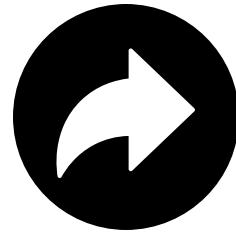**Content Subtopics**

Topics that fall underneath the pillars
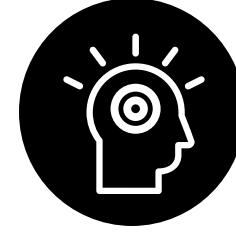
Step Four:
Content Strategy (continued)...

Content that makes your audience care

(e.g. funny, useful, visually appealing, inspiring)

Content that makes your audience share

(e.g. content that evokes emotion or creates human connection, is data-driven, or provides a sense of community

Content that makes your audience aware

(e.g. stories about impact, services available, or opportunities)

Content that makes your audience convert

(e.g. speaks to their motivations, anxieties, or impulses; content that reduces hesitation to take action

Step Four:
Content Strategy (continued)...

Care
This post is visually appealing (users will be drawn to the red), fact-based, useful in content, and inspiring.

Share
This post may resonate with someone impacted by alcoholism and motivate them to share it to help educate others.

Aware
This post features a local issue individuals can take action on through awareness and legislation.

Convert
This post is educational and uses language and shares resources to encourage users to help raise awareness by taking action.

What types of messages do you find most effective in your outreach materials?

CARE > SHARE > AWARE > CONVERT

Step Five:
Amplify Distribution

1 — Paid social advertising strategies

2 — Influencer and earned media strategies
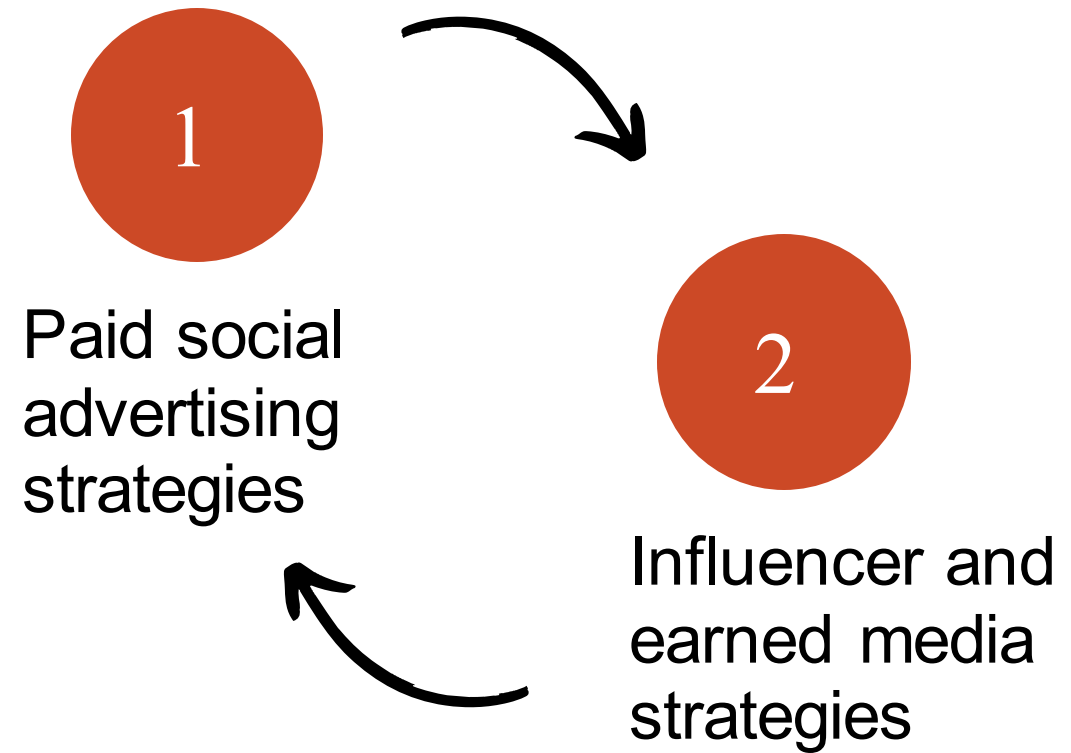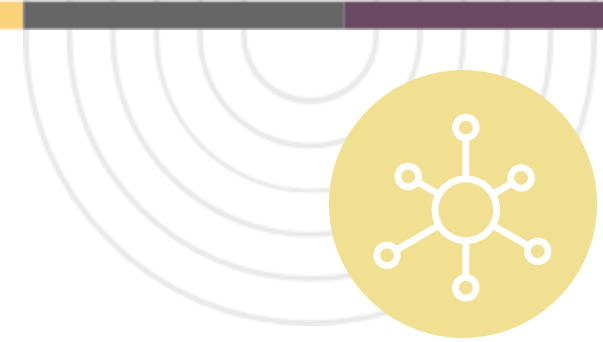
Step Five:
Amplify Distribution (continued)...
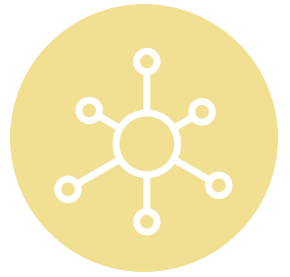
Image Source: Stand Up to Cancer

Image Source: University of Iowa Health Care

Step Six:
Plan Execution

1

5 main social media roles
1) Strategic planner
2) Community manager
3) Content creator
4) Ad buyer
5) Analyst

2

Define social media tasks on a quarter, monthly, weekly, and daily basis

3

Establish a time period and process for evaluating progress with your team

Source: Sculpt (2023)

Step Six:
Plan Execution (continued)...

Social media responsibilities by time period.

	Quarterly	Monthly	Weekly	Daily
Content types	Bigger pillar piece (i.e. campaign video lead magnet)	Content series with monthly themes	Planned and timely posts	Planned posts, timely posts, stories, lives
Activity	Evaluate goals; plan high-level calendar	Plan real-time and daily content slots; track monthly KPIs	Schedule content; review progress; monthly budget	Interacting; monitoring; responding; publishing

Step Six:
Plan Execution (continued)...

What makes posts successful?

1 Stickiness

2 Contagiousness

3 Medium

- **Conversation start**ers: Ask questions, post something that is considered a hot topic, post something encouraging, offer incentives
- **Build community**: Give loyal followers something to share. Quotes are great - things that other people said
- **Boost credibility**: Where have you been? What have you done? Why should followers stay with you? Offer quick tips, short snippets of useful information, or a list of actionable items
- **Make connections**: Share affirmations, how-to's, infographics, ways to grow or improve
- **Keep your followers**: Give them a reason to stay with new product info, affiliate links, live streaming events, ways to work with you, trends, new research, case studies

Examples of the most successful posts

Six Steps:
Social Media Strategy Framework

| 1 | 2 | 3 | 4 | 5 | 6 |
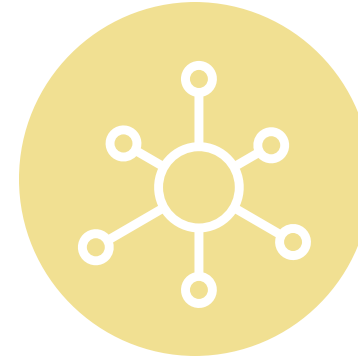
Set Goals | Establish Audience | Select Platforms | Design Content | Amplify Distribution | Plan Execution

Based on your past experience with health communication campaigns - what type of content do you think resonates most with the general public?

03.

Digital campaign planning and implementation

Guidelines for sharing your messages across multiple channels

"

The decision process has changed, and communicators need to find new ways to reach their audience and be heard through the noise. Instead of mass advertising, communicators must focus on building continuous relationships with their target groups."

Marketo Lead Generation

Digital Campaign Planning Template

1 Core problem we are solving

2 Key campaign messages

3 Primary and secondary strategic goals

4 Primary and secondary audience

5 Overall campaign strategy - the BIG idea

6 Primary and secondary campaign channels

7 Content strategy - types of content you will share

8 Community management - ways to engage and grow audience

9 Paid promotions to amplify reach and drive action (if applicable)

10 Campaign calendar and milestones including metrics and reporting

PTTC Alcohol Awareness Toolkit

2023 Weekly Themes

Week 1: Harms to Others/Impaired Driving/Violence (April 2-8)

Week 2: Alcohol and The Economy (April 9-15)

Week 3: Alcohol's Role in The Opioid Epidemic (April 16-22)

Week 4: Alcohol and Cancer & Excessive Alcohol Use (April 23-29)

Resources

- Social media materials
- Engagement materials
- Regulatory Guidance Document
- Policy Analysis Worksheet
- Social media meme templates
- Technical assistance

Breaking down #ProofIsInTheNumbers campaign

Core problem we are solving

(1)

Problem:
Alcohol abuse in the US - need for education and prevention

"Alcohol is recognized as a leading cause of preventable death and harm in the United States. Harms result from both long-term use, such as chronic heavy drinking, and short-term alcohol misuse such as binge drinking (4+ drinks for women, 5+ drinks for men). The Centers for Disease Control and Prevention (CDC) estimates that more than 95,000 people die each year in the United States – 261 per day – because of excessive alcohol use."

Campaign foundation: National Alcohol Awareness Month (April)

Key campaign messages

(2)

Key messages and themes:

- Week 1: Harms to others, impaired driving, violence
- Week 2: Alcohol and its impacts on the economy
- Week 3: Alcohol's role in the opioid epidemic
- Week 4: Alcohol and cancer and excessive alcohol use

Primary and secondary strategic goals

(3)

Goals:

- "Raise awareness about alcohol-related harms and the importance of strong alcohol policies using memes, and
- Encourage engagement from prevention and public health stakeholders to strategically educate and inform decision makers about effective alcohol policies by providing easy-to-personalize, templated opinion editorials, letters to legislators and proclamations."

Primary and secondary audience

(4)

Primary audience:

- Youth and parents

Secondary audience:

- Legislators
- Policy makers

Overall campaign strategy - the BIG idea

(5)

The BIG idea:
#ProofIsInTheNumbers #AlcoholAwarenessMonth

Example 1: Get [youth and their parents] to [demonstrate awareness about our alcohol-abuse prevention messaging] by [engaging with our social media posts via likes, shares, and comments.]

Example 2: Get [public health stakeholders] to [support alcohol regulatory systems] to help [prevent alcohol-related harms.]

Breaking down #ProofIsInTheNumbers campaign

Primary and secondary campaign channels

(6)

Content strategy - types of content you will share

(7)

Community management - ways to engage and grow audience

(8)

Paid promotions to amplify reach and drive action

(9)

Campaign calendar and milestones including metrics and reporting

(10)

Primary and secondary channels:

Stakeholder groups in the PTTC system are encouraged to adapt the social media templates provided for their respective social channels including Twitter, Instagram, Facebook, etc.

Types of content:

- Promotion of Alcohol Awareness Month with links to resources for helping to raise awareness

- Relevant facts and stats about topics such as alcohol-impaired driving, alcohol consumption by women, lethal mix of alcohol and opioids

- Information about the importance of strong policy safeguards against alcohol abuse and impact to taxpayers for rising alcohol-related ER visits.

Community Management:

- Build communities by recruiting potential volunteers, speakers, advocates, and mentors

- Create additional platforms where people can engage, share resources, stay informed about issues,

- Inspire action such as voting, calling political representatives, fundraising

- Celebrate victories, improved statistics, new research studies

Paid outreach:

n/a for this campaign as it focuses on unpaid social media, grassroots efforts, community-building, and 1:1 communication efforts.

Calendar (example):

Fall 2022: Campaign planning, message design, creation of templates and reference materials, build website to house toolkit. Pre campaign survey?, baseline metrics?, setting goals.

Apr 2023: Campaign implementation over 4 weeks of April - each week has a different theme. Monitor campaign metrics throughout the month

May 2023: Campaign evaluation, data collection and analysis

Source: PTTC Alcohol Awareness Toolkit (2023)
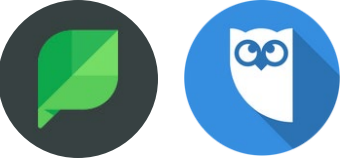
What are some techniques and tools you use for digital content creation, scheduling, or tracking campaign performance?

Digital Campaign Tools:
Digital Content Creation

	Canva Free option but recommend Canva Pro or Canva for Teams	Templates for social media, print pubs, landing pages, swag, signage, etc. Access to stock photos, video, audio, graphics. Web-based; app available
	Adobe Creative Cloud Express Free option. Option to upgrade for premium templates and design assets, fonts, etc.	Templates for social media, print pubs, landing pages, swag, signage, etc. Access to stock photos, video, audio, graphics. Web-based; app available
	Adobe Creative Cloud Including Photoshop, Illustrator, InDesign, Rush, Premiere, After Effects	Adobe Creative Cloud software is considered the premier for graphic design, video editing, web development, photography, and interactive media

Digital Campaign Tools:
Scheduling, Email, Surveys & Metrics

Sprout Social and HootSuite
Social media management and intelligence tools

Canva & LinkTree or Later
Scheduling and metrics tools

Channel Tools
You can schedule posts and view insights in most of the social tools. It is less efficient but more affordable.

Email
Constant Contact and HubSpot CRM are examples of tools you can use to create, schedule, and track email metrics

Surveys
SurveyMonkey, Google Forms, Zoho are examples of tools great for sending out polls and surveys

Metrics
Google Analytics is the premier web and campaigns tracking tool. You can also view campaign insights within advertising and CMS tools.

04.

Engaging your audience and evaluating success

Metrics planning and optimizing campaigns to improve outcomes

Engaging your Audience
Create content that enlists, engages, and activates
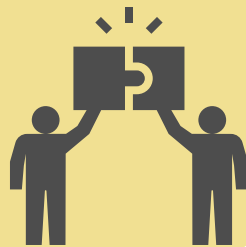
Tell stories

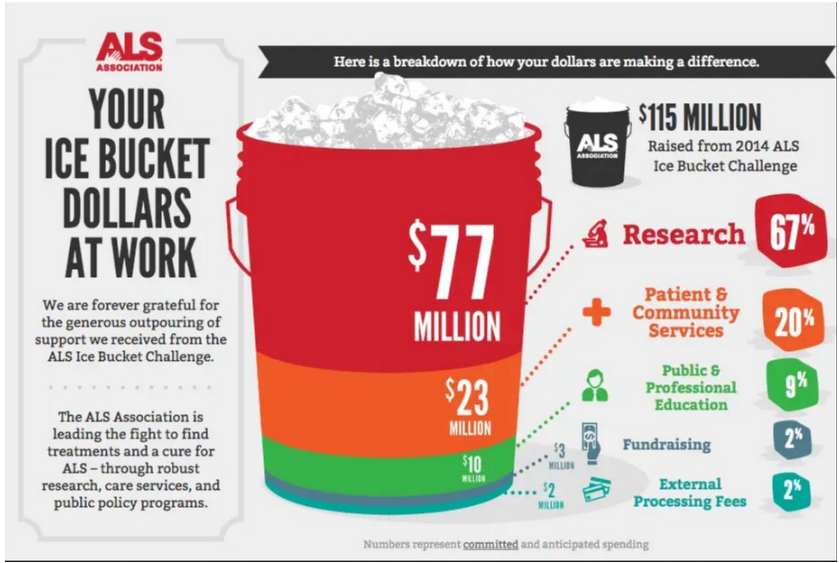**Use visuals**

Apply media mix

Enlist partners

Use humor

Be actionable

Effective Public Health Campaigns

"

To prove the usefulness of digital marketing, you need instant access to the digital marketing metrics that matter most - the kind of data that positions you to effectively monitor, react, and adjust your campaigns on the fly to ensure success and maximize your return on investment (ROI)."

Angela Hausman, Associate Professor of Marketing, Howard University

Value of Tracking Digital Metrics

- Demonstrate campaign success

- Showcase the impact of your work

- Validation for requests for additional resources and budget

- Keep you aware of general social profile and brand health

47%

of marketers believe that measuring ROI is the most significant challenge when it comes to digital advertising.
(Nielsen survey)

6x

companies that use data-driven marketing are 6x more likely to achieve year-over-year growth rates of 15% or more.
(Salesforce study)

86%

senior-level marketers agree that creating a cohesive customer journey across all touchpoints and channels is critical to their success.
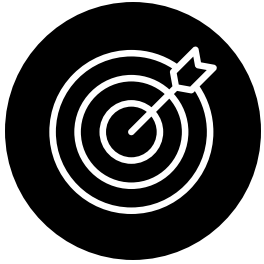(Salesforce study)

68%

of marketers believe their companies will increase investment in marketing analytics over the next few years.
(Econsultancy study)

Digital Campaign Metrics Plan

Campaign metrics objectives

(e.g. Increase website traffic, adding subscribers, donations, improving engagement)
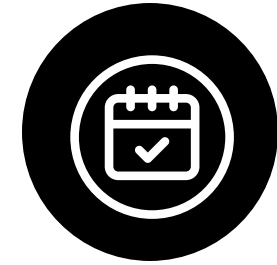
Key Performance Indicators (KPIs)

(e.g. Clicks, impressions, likes, shares, comments, returning visitors, page views, conversion rate)

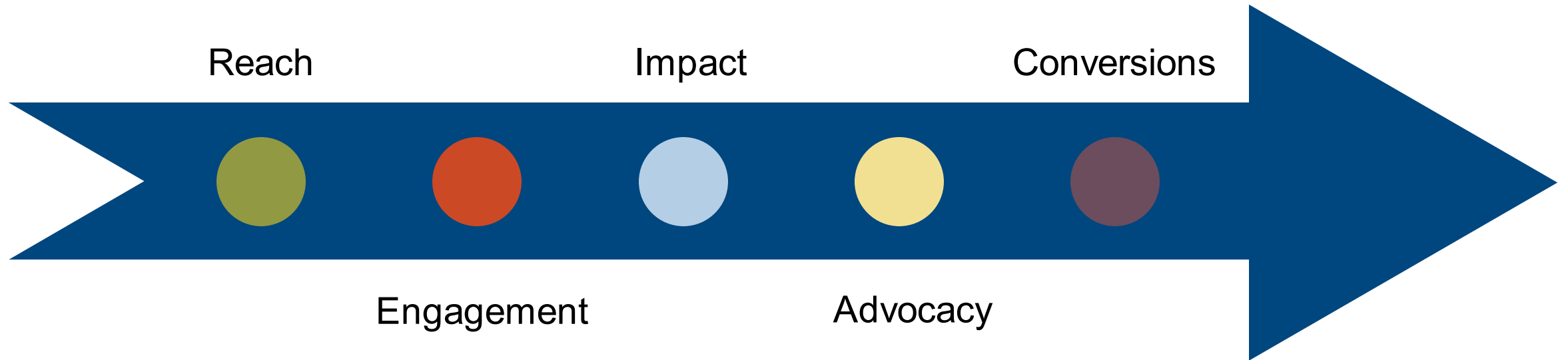**Campaign metrics tools for tracking**

(e.g. Google Analytics, 3rd party tool insights, social media metrics, advertising insights, PR coverage)

Campaign monitoring and reporting

(e.g. Milestones for when you will review adjust, and report on campaign performance)

Practically Speaking,
What are you Measuring?

Reach

Impact

Conversions

Engagement

Advocacy

Evaluation:
How are you Measuring Success?

Did we reach campaign goals?
Measuring: What changes did people make because of the communications?

Did we successfully get across our key messages?
Measuring: What did our audience learn from the communications?

Did we achieve the purpose of the specific communication? (e.g. to educate, take action)
Measuring: How many people acted? What did they do?

Did we reach our desired audience?
Measuring: Who knows about the campaign? Who took action?

Did the audience consume information as it was intended?
Measuring: What did people learn or do based on the information?

Did the audience respond in a timely manner?
Measuring: How long after receiving the information did people take action?

Was our media mix effective?
Measuring: Did you use the right channels and messaging to meet goals?

Take-Aways

- Social media campaigns are **designed with a series of unique pillars** in mind.

- Your **campaigns should be audience-focused** with the goal of attracting, delighting and engaging them through sustainable messaging.

- Your **messaging should be transparent, engaging, trustworthy, relevant**, and **personalized**

- When building a social media framework be sure to **set goals, narrow your audience, select the channels that will meet the audience where they are,** and **amplify your distribution** by engaging and growing your audience

- In your campaign planning process, first **identify the problem** the campaign seeks to solve

- **Design content** that makes your audience **care, share, build awareness,** and **feel inspired to act.**

- Use a **mix of outreach tactics** to distribute your messages and engage your audience.

- Answer the question – "**why am I creating this content"** and adopt a data-first mindset centered how you plan to show evidence of campaign effectiveness.

- **Keep notes and records**, tell stories, and most important – embrace and enjoy the experience.

Resources

- "Building our understanding: Key concepts of evaluation. Applying theory in the evaluation of communication campaigns" from Creating a Culture of Health Living at the CDC's Healthy Communities Program

- "Communication toolkit" from Center for Rural Health at the University of North Dakota School of Medicine and Health Sciences (2023)

- "Five types of social media posts that go viral" by Karon Thackston, Marketing Words (Oct 2022)

- "Healthcare marketing personas: What they are and how to use them" from LIFT Healthcare (n.d.)

- "Implementing social marketing" from Community Tool Box (n.d.)

- "Social media and healthcare: 10 insightful statistics" by Corey Foster, MediaGPS (Sep 2021)

- "Social media at CDC" resource page (n.d.)

- "The history of social media" by Kristi Hines, Search Engine Journal (Sep 2022)

- "What make s a social campaign strategic infographic" by Eye for Pharma that appeared in "Optimize your customer's lifecycles with an omnichannel healthcare digital marketing strategy" by Gabrielle Wright, Smart Insights (Mar 2021)

- PTTC Alcohol Awareness Toolkit (2023)

- Sculpt's social media framework by Josh Krakauer, Sculpt (2023)

- "Social media for nonprofits: 11 essential tips for success" by Katie Sehl, Hootsuite (Sep 2020)

- Visme tool for creating a "health conscious customer persona" audience personas templates (n.d.)

Let's connect.

Rebecca L. Cooney

rebecca-cooney.com

@rebeccacooney (LinkedIn)

@RLCooney (Twitter)

Post-Webinar Feedback

Please click on the link in the chat to complete a very brief online feedback form!
Thank you!

Connect with us!

Find us on the web: www.nwpttc.org

Join our mailing list: http://eepurl.com/gIsDEn

Email with general questions: nwpttc-info@casat.org

Like us on Facebook: https://tinyurl.com/NWPTTC/

Follow us on Twitter: https://twitter.com/NW_PTTC

Thank you!