



Great Lakes (HHS Region 5)

**PTTC**

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

# Trending Now on Social Media:

Sustainable, Realistic Social Media  
Strategies for Substance Misuse  
Prevention



**March 28, 2024**

Jennifer Bierer  
Director of Communications, PreventionFIRST!



# CHAT QUESTIONS

1. On what are you **most excited about communicating** regarding your prevention work?
2. What **prevention story is most important to communicate** in your community?

# Learning Objectives

By the end of the webinar, participants will be able to:

1. Choose practical tools, resources, and strategies to create social media content
2. Identify strategies to increase social media engagement and reach
3. Integrate social media plans as part of information dissemination, event promotion, and storytelling

# Consider Capacity

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Agency and Professional

# Capacity

## Agency Capacity

- Designated Marketing/Communication/PR staff
- Existing agency marketing plan
- Budget (consultant/advertising/staff)
- Interns and volunteers

## Professional Capacity

- Experience
- Learning curve
- Team power
- Time commitment
- Job description stretch

# Building Agency Capacity: Staffing

Problem-Solving Idea	Examples and Tips
Designate a marketing/communication email	comm@prevention-first.org
Prioritize social media platforms	Less is more
Divide tasks	Assign platform roles Include in grants deliverables Content creation is a team effort
Plan for gaps	Leave, member changes, new roles
Use Dropbox, Google Drive, Thumb Drive	Cell phones Phone stipend, boundaries, expectations, consistency

# Building Agency Capacity: Content

Problem Solving Idea	Example/Tips
<b>Schedule</b>	Events, trainings, meetings, observances – as far out as possible
<b>Use curated content</b>	Tips on this later
<b>Be realistic</b>	Remember what you know: audience, expected outcomes, prior successes
<b>Define your own success</b>	Grant/post/platform specific Focused sectors Goals around programs, followers, likes, engagement

# Building Capacity: Professional

<b>Problem Solving Idea</b>	<b>Example/Tips</b>
<b>Include in grants and budgets</b>	Information dissemination
<b>Find a training</b>	YouTube, Udemy, tutorials, social media
<b>Set aside time</b>	One Hour (Power Hour): Use your calendar, add to grants, add to professional development plans
<b>Find a mentor</b>	Another agency, family, higher education
<b>Add to job description</b>	Define tasks Establish responsibility Communicate with supervisors/leadership
<b>Track time and prioritize</b>	Collect the data and plan accordingly



# Thought Question #1: Capacity Building



**How will you and your agency build capacity?**

## **Agency Capacity**

- In the next 6 months....
- In the next year...
- Your Dream Come True ....

## **Professional Capacity**

- In the next 6 months....
- In the next year...
- Your Dream Come True ....

# **Social Media and Prevention**

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## **Information Dissemination**



# CSAP Strategy

## Information Dissemination = Social Media

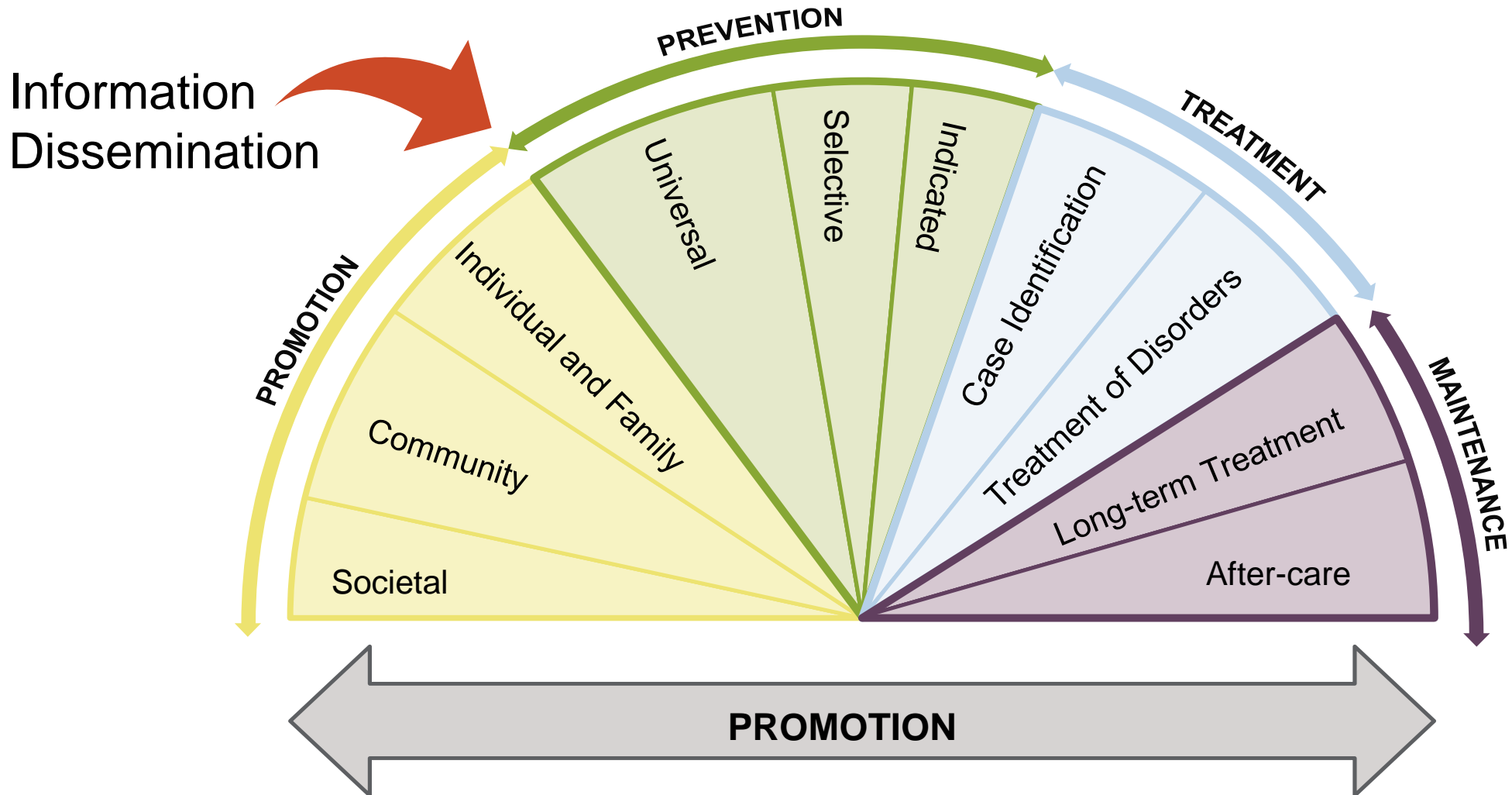
- Awareness and knowledge of the nature and extent of substance use/misuse
- Available prevention programs and services

### Center for Substance Abuse Prevention (CSAP) Prevention Strategies

1. Information Dissemination
2. Education
3. Alternatives
4. Problem ID and Referral
5. Community-Based Processes
6. Environmental

# Information Dissemination

## Spectrum of Mental, Emotional, and Behavioral Interventions



# Social Media



# Thought Question #2: Information Dissemination



**Which prevention strategies could you support?**

In the next 3 months....

- 1.
- 2.
- 3.

# **Social Media Planning**

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## **Choosing Platforms**



# Social Media Platforms Explained

**Facebook:** I like tacos.



**Twitter:** I'm eating a taco and I like it.



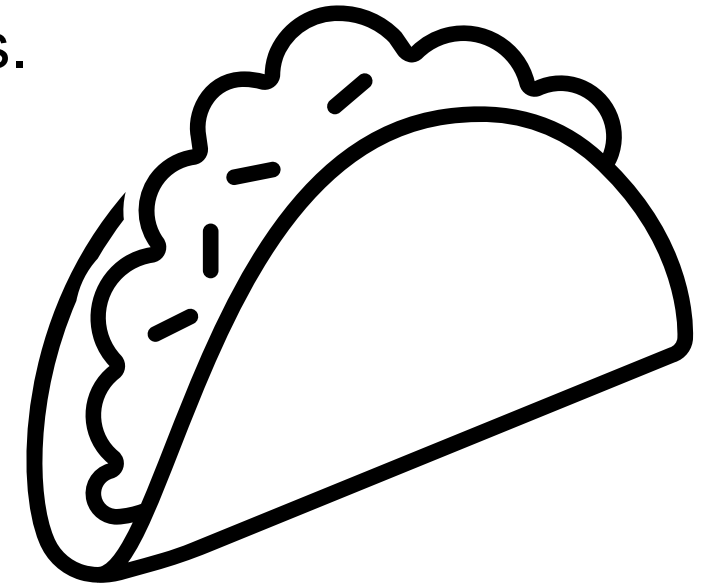
**Pinterest:** My favorite taco recipes.



**Instagram:** I'm eating tacos with my friends at our favorite place.



**Linked In:** I made the news eating tacos.





# Selecting a Social Media Platform

## How to Prioritize

- Target audience
- Goal of messaging/content
- Existing accounts
- Established audience
- Available content
- Experience/understanding
- Time



# Thought Question #3: Your Social Media Platform

## Realistic & Prioritized!

Which platforms would you choose?

- 1.
- 2.
- 3.



# **Social Media Planning**

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**Building Your Team**



# Social Media Team Roles

- Administrator (s)
- Content planners
- Content managers
- Content creators



# Content Planners

## Ideally Everyone

- Requires no special social media knowledge or skill
- Are they contributing to the work in any way?
- Are they familiar with the work?
- Is the work impacting them, their sector, or the community?

# Ways Content Planners Contribute



- Identify topics, photo ops, context ideas
- Identify partners, events, locations
- Help set timelines, deadlines
- Prioritize posts
- Connect to content creators
- Assign content creators

# Tool for Content Planners

Handout:  
Social media content planning template



## Social Media Marketing Plan

FY21 Social Media Marketing Plan

Staff Person: JB/ACS/AB/SC			
Event/Campaign/Initiative: <b>Coalition Academy 2020</b>		Date: 9/29/20	
Facebook Posts			
Date	Content	Date	Content
7/7	Save the Date	8/25	Session Highlight: Sustaining youth coalition (schools, youth, service organizations)
7/9	Registration Open ?	8/28	Question: Favorite part of CA 2019
7/15	General Promotion	9/1	Tag someone & remind/invite them to register
7/20	Keynote speaker highlight	9/8	Target Invite a Sector/Profession: Law Enforcement
7/24	Who Should Attend	9/11	Session Highlight: Suicide prevention and AoD panel discussion (medical/public health, social services, service organizations, government)
7/28	Session Highlight: Telehealth (Sectors: school/counselors, parents, media, government)	9/15	One week to register
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8/4	Target Invite a Sector/Profession: Faith Community	9/21	24 hr until registration closes
8/6	Session Highlight: Drug and alcohol trends in Tristate (schools, faith, media, business, government)	9/22	Registration closes today
8/12	Keynote Speaker Highlight		

# Administrators and Managers

## People with Facebook access

**Content Manager**



**Ryley Jones**

Content, messages and calls, community activity, ads, insights

**Content Manager**



**Amanda Conn Starner**

Content, messages and calls, community activity, ads, insights

**Administrator**



**Nicole Freytag Schiesler**

Page deletion, permissions, content, messages and calls, community activity, ads, insights



# What Administrators and Managers Can Do

	Administrators	Managers
Account	X	X
Basic understanding	X	X
2 – 6 hours per week		X
2 hours per month	X	
Mobile access	X	X
Desktop access	X	X
Evening and weekends	X	X
Authority		X
Willingness to learn scheduling, reporting		X
Some copywriting and design skills		X

# Content Creators

## Everyone can learn

- Take pictures
- Write content
- Provide details and hyperlinks
- Design skills
- Select curated content

# Content Creators Responsibilities

1. Planned posts
2. Promotional posts
3. Real-time posts
4. Shares and partnerships
5. Advertising



# Tips for Content Creators

1. Follow a plan whenever possible
2. Provide content ahead of time
3. Use Canva or a mobile app
4. Research curated content
5. Use reminders
6. Create mini-teams



# Thought Question #4: Your Social Media Team

Who could do these roles?

**Content Planners:** Everyone

**Administrator/s:**

**Content Managers:**

**Content Creators:** Everyone. But to what extent?

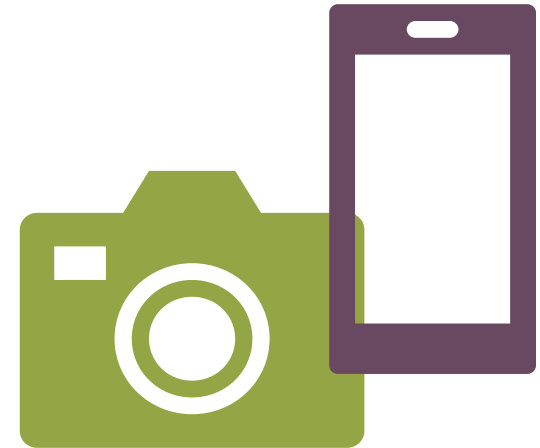


# Make Content with Photos Easier

1. Have clear goals
2. Make a plan
3. Provide clear guidance

# Set Agency Photo Goals

1. Spotlight our agency in action
2. Highlight connections and partnerships
3. Show outcomes and products



# Example: Agency Photo Goals



## Photo Goals

Fiscal Year 2024

*July 1, 2023 – June 30, 2024*

## The story we are telling with photos:

### 1. PreventionFIRST! in ACTION

- We are in the picture

### 2. Connections and Partnerships

- Our partner/s are in the picture with us
- Photo highlights the location, focus, sector/message

### 3. Outcomes/Products

- Image showcases tangible things (curriculum, agenda, t-shirt, activity, etc.)



# Have a (Photo) Plan

- Do we need or can we hire a photographer?
- Ask for help (partner, volunteer photographer, comm staff)
- Assign someone
- Prepare a photo list (who, when, why, where)
- Add to the agenda/program
- Capitalize on before and after moments
- Email before (give people a heads up)
- Brainstorm suggestions

# Provide Photo Guidance: Tips and Ideas



Handout: Making Content Creation Easier Photo Tips

<b>Things to Remember</b>	<b>Tips and Ideas</b>
<b>Pay attention to backgrounds</b>	<ul style="list-style-type: none"><li>✓ Poles, trees, lamps, plants, or other objects sticking out of a person's head?</li><li>✓ Take a step to the side or get down lower to hide the offending object</li></ul>
<b>Fill the frame with your subject</b>	<ul style="list-style-type: none"><li>✓ Move in as close as possible to fill the frame with your subject and force unwanted details out of the picture</li></ul>
<b>Move around the room and change camera angle</b>	<ul style="list-style-type: none"><li>✓ Pick 2 - 4 points in the room/area</li><li>✓ Take at least 2 photos from each point</li><li>✓ Get down to at least eye level with the people, object, or focus</li></ul>

# Photo Guidance: Things to Consider



Photo Ideas	Things to consider
<b>Selfies</b>	<ul style="list-style-type: none"><li>✓ Be brave</li><li>✓ Take several</li><li>✓ Ask for advice</li></ul>
<b>Gather people</b>	<ul style="list-style-type: none"><li>✓ Group of 3-4 (ideal)</li><li>✓ Two people with a prop</li><li>✓ Small groups mingling</li><li>✓ Group work (stand on a chair)</li><li>✓ Reduces anxiety</li></ul>
<b>Objects as storytellers</b>	<ul style="list-style-type: none"><li>✓ Things being distributed (food, swag, handouts)</li><li>✓ Logos, signage, nametags, programs</li></ul>

# Photo Guidance: Better Options



Avoid	Try Instead
<b>Photos of slide shows, videos, presentations</b>	<ul style="list-style-type: none"><li>✓ Photo of the presenter with an attendee</li><li>✓ Save a single slide as .png file</li><li>✓ Photo of the program content</li><li>✓ Speaker with signage</li></ul>
<b>Person at the podium</b>	<ul style="list-style-type: none"><li>✓ Key person with an attendee</li><li>✓ Best after; Remind before</li></ul>
<b>Buildings, location signage, empty rooms</b>	<ul style="list-style-type: none"><li>✓ Event signage, registration tables, people arriving</li></ul>

# Social Media Planning

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## Content

# Types of Content

- ✓ Planned posts
- ✓ Promotional posts
- ✓ Real-time posts
- ✓ Shares and partnerships
- ✓ Advertising

# Type of Content: Planned Posts

- Part of the social media plan (timeline and prioritized)
- Vary in topic
- Vary in type (photo, infographic, video, link)

# Definition of Curated Content

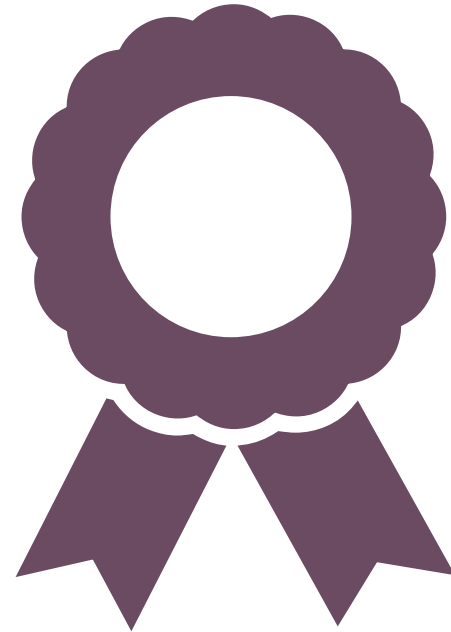


Curated content is content from other brands, people, organizations, campaigns that can be used on your social media platforms



# Curated Content and Prevention

- Organizations that align with your mission, vision, goals, values
- Economic
- Time-saving
- Creative and technically up-to-date
- Relevant
- Vetted
- Accurate
- Researched – evidence-based



# Campaigns with Curated Content



# What's Included in a Campaign?

- ✓ Brand assets
- ✓ Media kit
- ✓ **Social media kit**
- ✓ Print and digital advertising assets



# Social Media Tool Kits

- ✓ Images (sized for specific outlets)
- ✓ Sample posts (ideas, suggestions, or curated)
- ✓ Graphics
- ✓ Posting calendar
- ✓ Video



**— IF YOU GAMBLE —  
GET SET  
BEFORE  
YOU BET**

## ORG 2020 SOCIAL MEDIA CONTENT

**POST #1**  
The shift from gaming habit to gambling problem is subtle. But the risks aren't. Get the tools to learn how to lower the risks of problem gambling for our youth at [ChangeTheGame.org](https://www.changethegame.org)

**POST #2**  
Part of being responsible is learning how to set limits. Learn more about limits and be a responsible gambler at [BeforeYouBet.org](https://www.beforeyoubet.org) <https://vimeo.com/434010351>

**POST #3**  
If you or someone you know has a problem with gambling, help is always available. [#BeforeYouBet](https://www.beforeyoubet.org)

**POST #4**  
Unfortunately, problem gambling sometimes runs in the family. The first step toward preventing problems is understanding your risks. [#BeforeYouBet](https://www.beforeyoubet.org) [#KnowYourRisks](https://www.beforeyoubet.org)

**POST #5**  
As you get ready to relax and unwind this weekend, just remember - if your plans include any type of gambling, know your risks by taking our quiz. [#BeforeYouBet](https://www.beforeyoubet.org) <https://www.beforeyoubet.org/the-quiz/>

**POST #6**  
Kids exposed to gambling by the age of 12 are four times more likely to become problem gamblers. Understanding the facts is the first step towards finding a solution. Learn more at [ChangeTheGameOhio.org](https://www.changethegameohio.org) [#BeforeYouBet](https://www.beforeyoubet.org) [#ChangeTheGame](https://www.changethegame.org)

**POST #10**  
If someone you know often exaggerates gambling wins or downplays losses, they may be at risk of problem gambling. Learn more about the warning signs: <https://www.beforeyoubet.org/the-issue/BeforeYouBet>

**POST #11**  
An estimated 264,000 adults in Ohio exhibit problem gambling behaviors. Learn more about problem gambling and resources available to you. <https://www.beforeyoubet.org/tips-education/>

**POST #12**  
Gambling myth: The more you gamble, the more likely you'll win big. The truth is, the outcome of each game comes down to chance. See more gambling myths: <https://www.beforeyoubet.org/tipseducation/#BeforeYouBet>

**POST #13**  
One way to "Get Set Before You Bet" is to remember not to gamble as a means of escape. Remind yourself: What other fall hobbies or activities do you enjoy? Comment with your favorites below. [#BeforeYouBet](https://www.beforeyoubet.org) [#KnowYourRisk](https://www.beforeyoubet.org)

Take the Poll

Poll option #1: Reading a book  
Poll option #2: Cooking  
Poll option #3: Getting outside  
Poll option #4: Apple picking

# Planned Posts Using Curated Content



PreventionFirst

Published by Ryley Jones · December 15, 2023 ·

However you celebrate, the holiday season can be a LOT! Between travel, family, shopping, cooking and more. When you're feeling overwhelmed... STOP. Take a moment. Check in on yourself. Don't try to do everything at once - Focus on one small thing at a time.

For more tips for dealing with stress, visit [mha.ohio.gov/checkin](https://mha.ohio.gov/checkin). Ohio Department of Mental Health & Addiction Services



PreventionFirst

Published by Ryley Jones · October 11, 2023 ·

Shout out to the people everywhere who are saving lives through prevention! Together, we're partners in prevention. Visit: [www.samhsa.gov/newsroom/prevention-month](https://www.samhsa.gov/newsroom/prevention-month) #YouthSubstanceUsePreventionMonth #SubstanceMisusePreventionMonth #PreventionMonth



# Type of Content: Promotional Posts

FY21 Social Media Marketing Plan

- Part of the marketing plan
- Events, campaigns, trainings, grants
- Schedule when possible



## Social Media Marketing Plan

Staff Person: JB/ACS/AB/SC			
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# Promotional Posts – Agency Process

## Guidelines

- ✓ Submit to the Content Manager at least **5 business days** before when you'd like the FIRST post
- ✓ Submit content in an email or completed social media plan (doc)
- ✓ Save images in a designated folder (server/Google Drive)



# Promotional Posts – Submission Requirements



<b>Key Information</b>	
When applicable; as complete as possible	
<b>Who</b> <input type="checkbox"/> PF! and any partners	<b>Hyperlink/Logo/Photo</b> <input type="checkbox"/> Website, Google search, forward
<b>What</b> <input type="checkbox"/> Name of event, meeting, program	<b>Flyer/Marketing Materials</b> <input type="checkbox"/> Save as.png file
<b>When</b> <input type="checkbox"/> Date and Time	<b>Where</b> <input type="checkbox"/> Location name, address
<b>Content Posting Details</b>	
<input type="checkbox"/> Dates <input type="checkbox"/> Times	<input type="checkbox"/> Frequency (# of posts) <input type="checkbox"/> Platforms <input type="checkbox"/> Applicable tags



# Example: Promotional Post



**PreventionFirst**  
Published by Ryley Jones · October 18, 2023 ·

OCAM Network's very own Jennifer Benson will be presenting a workshop on the impact of DORAs (Designated Outdoor Refreshment Areas) at Coalition Academy! Don't miss out on this session, sign up today: <https://events.r20.constantcontact.com/register/eventReg?oeidk=a07ejvwikanb0448480&oseq=&c=&ch=>

**2023 PF! COALITION ACADEMY** | **OCTOBER 31ST**  
8 AM - 3:30 PM  
Great Wolf Lodge  
Mason, Ohio

**WORKSHOP SPOTLIGHT**

**The Impact of DORAs on Prevention**  
Jennifer Benson, BA, OCPC, ICPS  
OCAM Network

The workshop will explain what DORAs are, why they are being implemented, and how they impact the community. Prevention professionals will also learn what they can do to ensure the most evidence-based strategies are being employed.

**REGISTER TODAY!**



PreventionFIRST!  
**WEBINAR**  
CAPACITY BUILDING 2024

**HOW TO DEVELOP YOUR  
COALITION'S ROLE  
WHEN REGULATING MARIJUANA**

 **JAN 10TH**  **11:30 AM**

PREVENTION & CHES  
CEUS AVAILABLE

# Type of Content: Real-Time Posts

- ✓ Tells the story
- ✓ Share the responsibility – Manage your users
- ✓ Include photo
- ✓ Tag people and organizations
- ✓ Check-in

## Photos

- Embrace the selfie
- Gather group (people = TAGS)
- Showcase the where (check-in/tags = ENGAGEMENT)
- Think beyond faces (objects tell stories too)

# Example: Real-time Post



**PreventionFirst**

Published by Nicole Freytag Schiesler · January 11 · 🌐



PreventionFIRST! Is grateful for this funding opportunity. Thank you to the Board of Commissioners and the Office of Addiction Response. President/CEO, [Nicole Freytag Schiesler](#), located in the front row.



**Hamilton County, Ohio - Government** ✓

January 11 · 🌐

County Commissioners allocated over \$1 million in the first round of OneOhio opioid lawsuit funding to support frontline efforts in the fight against addiction.... [See more](#)

# Type of Content: Shares and Partnerships

- ✓ Highlight staff, program, grant objective
- ✓ Tag everyone involved
- ✓ Resource for Content Managers





# Example: Shares and Partnerships



PreventionFirst

Published by Jennifer Gerdeman Bierer · January 25 ·

Registration is open for the SourcesOH Summit on March 5-7, 2024. Booster trainings on March 5 & 7. All-day conference March 6. Travel reimbursement is available. Attend at no cost to you. Social work, counseling, prevention, and psychologist CEs pending approval. [SourcesofStrengthOhio.org](https://SourcesofStrengthOhio.org).

**ABOUT THE EVENT**

SourcesOH Summit, March 5-7, 2024  
in Columbus, OH

The SourcesOH Conference is day two of a three-day event with no cost-registration, travel reimbursement, CEs, networking, and skill-building focused on Sources. To register and learn more, visit [SourcesofStrengthOhio.org](https://SourcesofStrengthOhio.org).

The SourcesOH Summit is made possible with the support of:



PreventionFirst

Published by Ryley Jones · February 5 at 9:00 AM ·

Check out this awesome event being put on by [Umadaop of Cincinnati!!](#)

**LET'S TALK UMADAOP 2024**

UMADAOP of Cincinnati, Inc. ABOUT BLACK & BROWN WOMEN OF ALL AGES AS THEY "SPILL THE TEA" ON MENTAL HEALTH

**"WHAT YOUR MAMA KNEW & DID NOT TELL YOU!"**

Monday, February 26th, 2024, 1pm to 3pm  
UC DIGITAL FUTURES  
3080 Exploration Avenue  
Cincinnati, Ohio 45206

**Join Us & Save The Date!**

Contact: Gina F. Hawkins  
[ginhaw@cincyumadaop.org](mailto:ginhaw@cincyumadaop.org)  
513-541-7099  
Cell: 202-738-2458

# Type of Content: Advertising

## Mobile Feed

**PreventionFirst**  
Sponsored · 🌐

**PF! COALITION ACADEMY**  
**Continuing Education**

**OCTOBER 31ST** | Great Wolf Lodge  
8 AM - 3:30 PM | Mason, Ohio 45040

- PREVENTION
- NURSING
- SOCIAL WORK
- PUBLIC HEALTH

prevention-first.org  
**Centers | Center for Community Engagement**

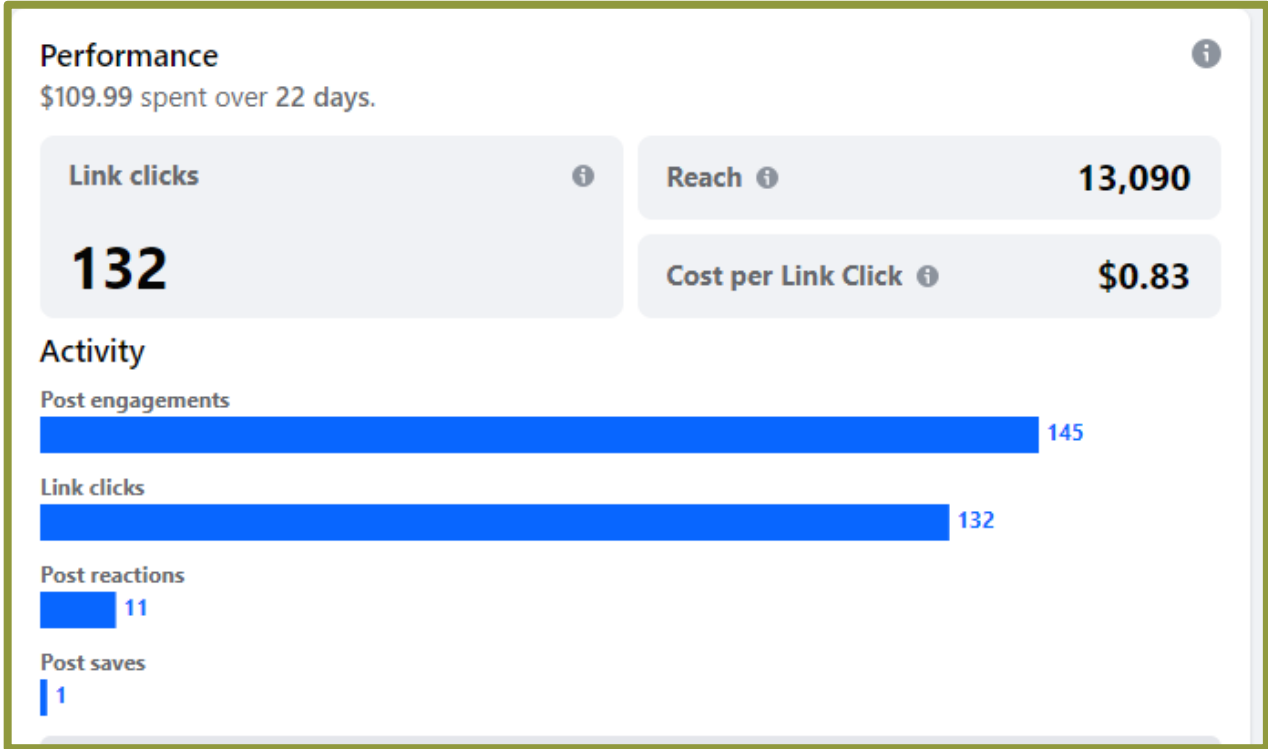
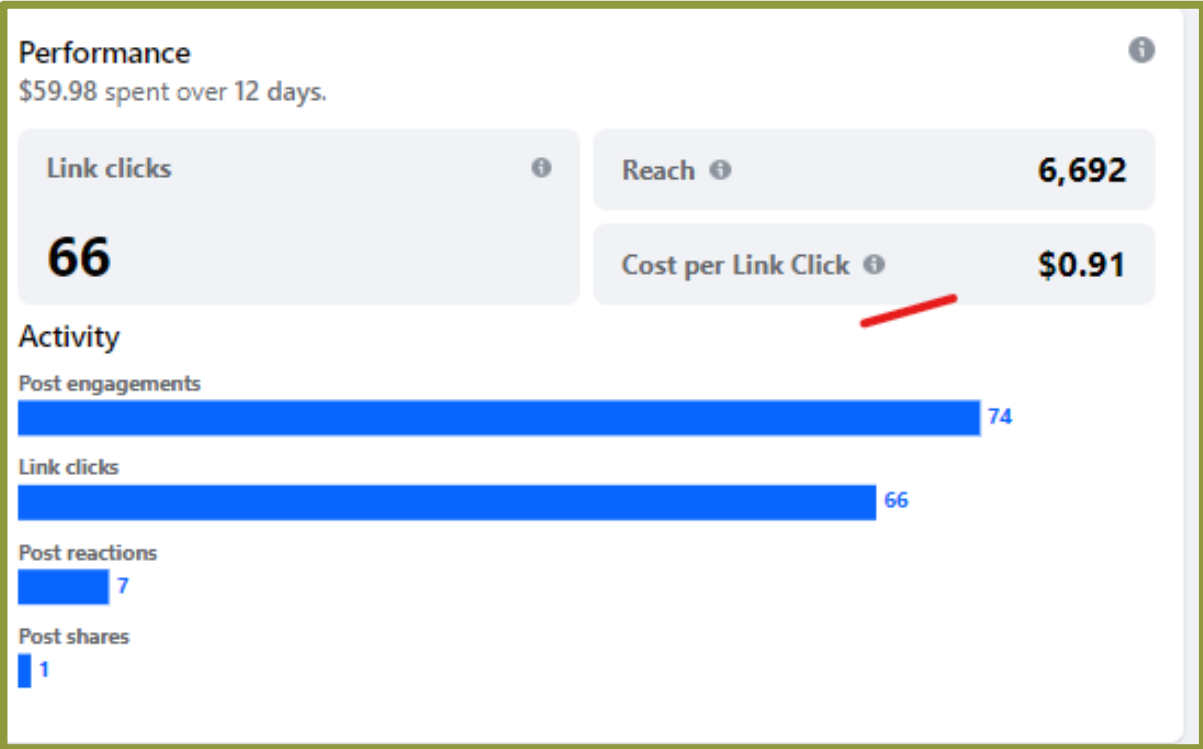
Learn more

👍 Like    💬 Comment    ➦ Share

# Example: Ad Costs and Reach

**\$60 = 6,692**

**\$110 = 13,090**



# What You Have Control Over

<b>Ad creative:</b>	Text, images, videos or slideshows Depending on ad (call-to-action button)
<b>Audience:</b>	Who sees your ad (age, gender, interests, geography)
<b>Budget:</b>	Customizable Some require a minimum budget to generate results Facebook makes recommendations
<b>Duration:</b>	Amount of time ad runs (# of days) or specify a (start and end date)
<b>Placements:</b>	Where ads appear Based on the type of ad (desktop, news feed, Instagram feed or messenger) Can be automated based on Facebook suggestions



# Thought Question #5: Your Social Media Content



What topic could you focus on to create for the following?

**Planned Post:**

**Promotional Post:**

**Real-time Post:**

**Share and Partnership:**

**Advertising:**

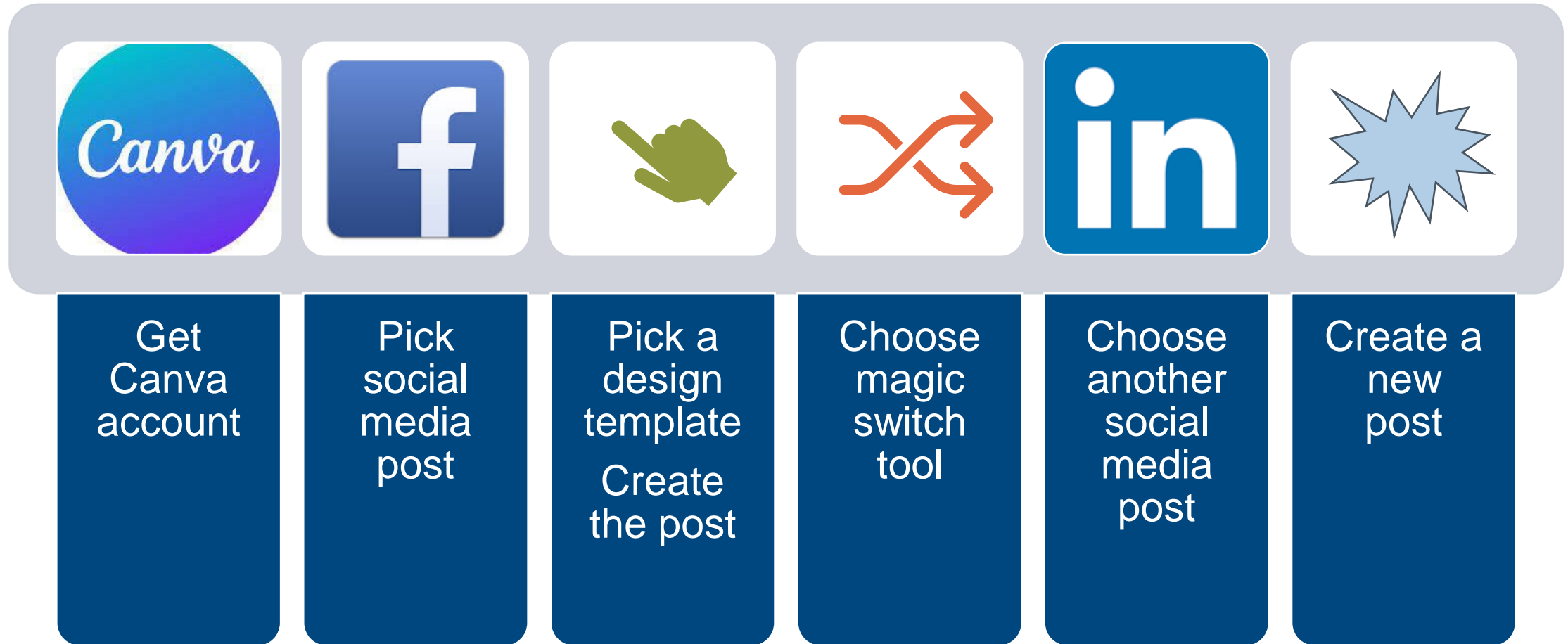
# Quick Tutorial on Content Creation

AI (artificial intelligence) and faster content creation



Handout: Canva Content Creation Resize Magic Switch

# Using Canva for Content Creation





Ineffective or Effective Prevention -Linkeln

**Ineffective or Effective Prevention?**  
Gamifying prevention @  
Christ Hospital College of Nursing

Home File Resize & Magic Switch

Use 5+ words to describe...

Position

Templates Styles

Spring Easter Birthday Menu

CHOOSE THE BEST FOR BUSINESS  
How to be business ?  
Business Marketing  
Branding Strategy

SUNDAY PRAY Service  
12PM

We help your Business Grow  
Business Marketing Concept Branding

BUSINESS WORKSHOP



☰ Resize & Magic Switch


🔍 Search resize options

◀ Social media


All Instagram TikTok Facebook

- Facebook Video  
1080 × 1080 px
- Facebook Post (Landscape)  
940 × 788 px
- Facebook Cover  
1640 × 924 px
- Facebook Story  
1080 × 1920 px
- Facebook Ad  
1200 × 628 px
- Facebook Event Cover  
1920 × 1080 px
- Facebook Shops Logo  
500 × 500 px
- Animated Facebook Cover  
1640 × 924 px
- Facebook Shops Ad

Continue



Ineffective or Effective Prevention -(Facebook Post)



**Ineffective or Effective Prevention?**  
Gamifying prevention @  
Christ Hospital College of Nursing

# Social Media Planning

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Collaboration

# Collaboration Capacity

- Who has shared goals?
- Who has established relationships?
  - Engaged audience
  - Networks
  - Vendors
- Who has demonstrated success?
- Who can fill gaps?



# Potential for Collaboration

- Joint media releases/pitches
- Co-branded
- Guest columns/articles/speakers
- Social media takeovers
- Partnerships to distribute information
- Unique partnerships



**Amplify  
Your  
Message**



# Make the Ask Easy

- Give description and make the ask
- Provide promotional materials
- Write sample content
- Attach needed docs



## Platform Specific Images

A promotional flyer for a virtual event. The background is split into blue (top) and yellow (bottom) sections. On the right, a stylized tree with a black trunk and branches is set against a white circular backdrop. The tree's foliage is composed of numerous overlapping circles in various colors (red, orange, yellow, green, blue).

**Introduction to Problem Gambling**  
A Learning Opportunity for Faith Leaders

Tuesday  
**October 17, 2023**  
3:30 - 4:30 pm

**In one hour we will...**

- Define Problem Gambling and the Impact
- Discuss Adult and Youth Gambling Behaviors
- Familiarize you with statewide resources
- Share Prevention Tips

**Learn More:**  
[www.prevention-first.org](http://www.prevention-first.org)

- Virtual - Zoom
- No cost to you
- All are welcome

# Example: Ask Email

Hello Everyone - Please help us spread the word about this training. As we approach one year of sports betting in Ohio and with the launch of sports betting this month in Kentucky, we're hoping to raise awareness and understanding of problem gambling. This one-hour, virtual training is designed for anyone with little or no knowledge of problem gambling. It's just the basics and is ideal for faith leaders, community leaders, parents etc.

To help you promote:

1. Attached pdf flyer
2. Image for Facebook post
3. Social media verbiage (copy and paste in an email or as a post)



**Give Exact Content**

With the launch of legal sports betting in both Ohio and Kentucky, learning more about problem gambling disorders is becoming more important for faith leaders, community leaders, parents, friends, and family. This one-hour, virtual training is perfect for anyone with little or no knowledge of problem gambling. It's just the basics and a great way to become familiar with problem gambling behaviors and available statewide resources. <https://www.prevention-first.org/traininghub/>

# Thought Question #6: Social Media Collaboration

Identify a potential collaborator.  
What can they help promote?

Potential collaborator:

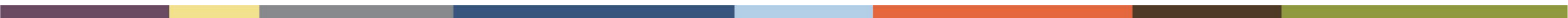
What kind of content/message:



# **Social Media Planning**

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**Increasing Reach and Engagement**



# Increase Engagement: Comment Section

## Strategies That Work

- ✓ Ask questions
- ✓ Use polls and surveys

## Strategies to Avoid

- ✓ Ask for likes, shares, follows, etc.
- ✓ Help connect us
- ✓ Call out
- ✓ Request to tag a friend/follower



# Increase Engagement: Slow the Scroll

- ✓ Create events
- ✓ Post videos
- ✓ Use images and infographics
- ✓ News (breaking, anticipated, good news, bad news)
- ✓ Include links



# Increase Engagement: Get Professionally Personal

- ✓ Celebrate your successes
- ✓ Celebrate the success of others
- ✓ Show gratitude
- ✓ Express concern
- ✓ Take followers “behind the scenes”
- ✓ Show your coalition/org/individual personality



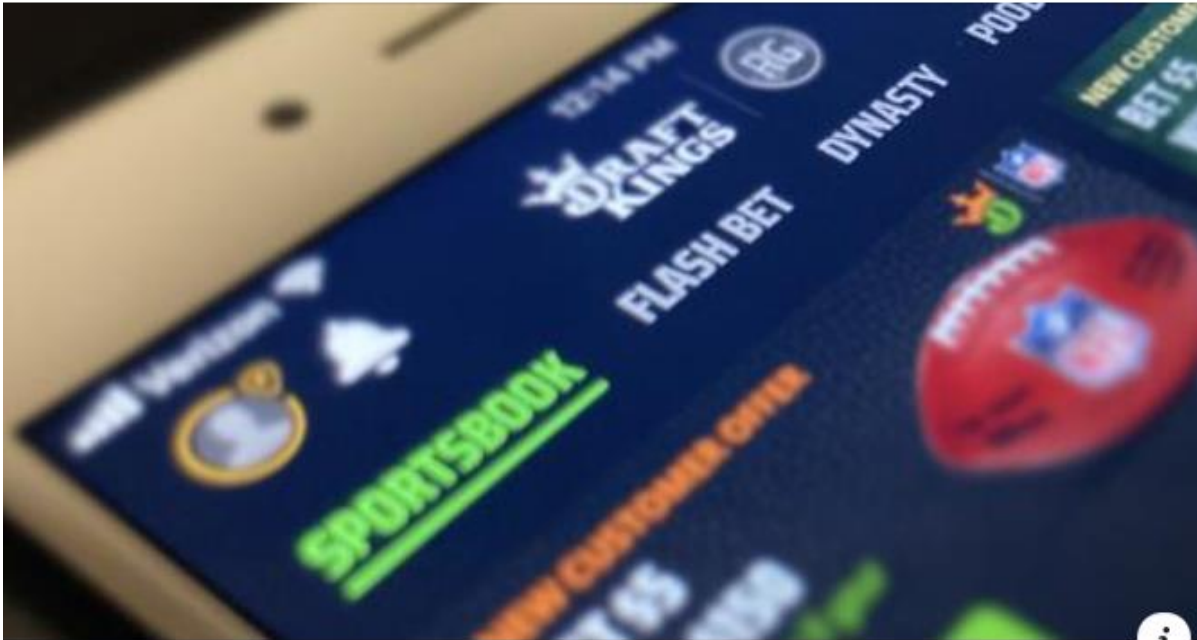
# Examples: Celebrate Someone and Behind the Scenes



PreventionFirst

Published by Jennifer Gerdeman Bierer · January 18 ·

Shout out to our partners @Problem Gambling Network of Ohio and the Problem Gambling Coalition of Southwest Ohio for great local coverage!



WVXU.ORG

Gambling addiction is on the rise in Ohio. Advocates are working to meet the demand



PreventionFirst

Published by Jennifer Gerdeman Bierer · October 25, 2023 ·

Getting ready for Coalition Academy 2023!  
Six more days!





# Examples: Video Link and Express Gratitude

Posted by Jennifer Bierer • 12/5/2023



**PreventionFIRST!**

387 followers  
3mo •

<https://lnkd.in/g6tDZZuU>



Muppets from Sesame Workshop help explain opioid addiction to young children

npr.org • 5 min read



**PreventionFirst**

Published by Ryley Jones • November 30, 2023

PreventionFirst wanted to give a huge shoutout to everyone who was able to attend this year's Coalition Academy! Thank you to our vendors, speakers, participants, and amazing staff for putting it all together. We could not do this work without our amazing partners and community members. We hope to see you back next year!



# Thought Question #7: Social Media Promotion



Where are you promoting your social media?

Where can you be promoting your social media?

# Next Steps

- ✓ Do pre-planning
- ✓ Discuss and finalize team and platforms
- ✓ Establish a process
- ✓ Use curated content
- ✓ Get the free version of Canva
- ✓ Review every quarter

