

Getting Started with a Social Media Strategy

Technical Assistance for Service Integration (TA4SI)

JSI

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INTRODUCTION



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TA4SI

Overview

JSI is providing Technical Assistance (TA) to funded agencies within two topic areas:

1. Service integration across disease areas
 - a. BIDLS-funded providers are contracted to deliver integrated infectious disease services, with a focus on HIV, Hepatitis C, STIs and TB.
 - b. Service integration TA leverages BIDLS resources to support integration of ID screening, linkage and treatment workflows across programs and organizations.
 - c. Service integration also requires attention to engaging multiple priority populations.
 - d. TA will identify best practices, deliver expert and peer-to-peer TA, and facilitate culture change.
2. Data utilization for program improvement includes quality improvement, performance measurement, data exchange, generating and reviewing reports, and data quality.



SOCIAL MEDIA TECHNICAL ASSISTANCE Overview

ONE 90 minute training session

ONE In-person workshop

ONGOING one-on-one support sessions

TODAY'S SESSION

Agenda

- POST Framework, including overview of social media platforms
- Social Media Policy development
- Analytics and metrics tracking
- Creating engaging content, including graphics and copy
- Review homework before the in-person workshop

Poll: What are you hoping to get out of the training?

Select all that apply:

1. Learning the basics about social media
2. Creating a social media strategy
3. Improving my current social media strategy
4. Tracking metrics and reporting on social media ROI
5. Creating content, including graphics, for social media
6. Developing and implementing a paid social media campaign



Poll: Which audience(s) is your program trying to reach on social media?

Select all that apply

1. Gay, bisexual, and other men who have sex with men
2. Transgender individuals
3. People who inject drugs
4. Non-US born populations
5. Other, please chat us



Poll: What service area(s) is the focus of your program's social media outreach?

Select all that apply:

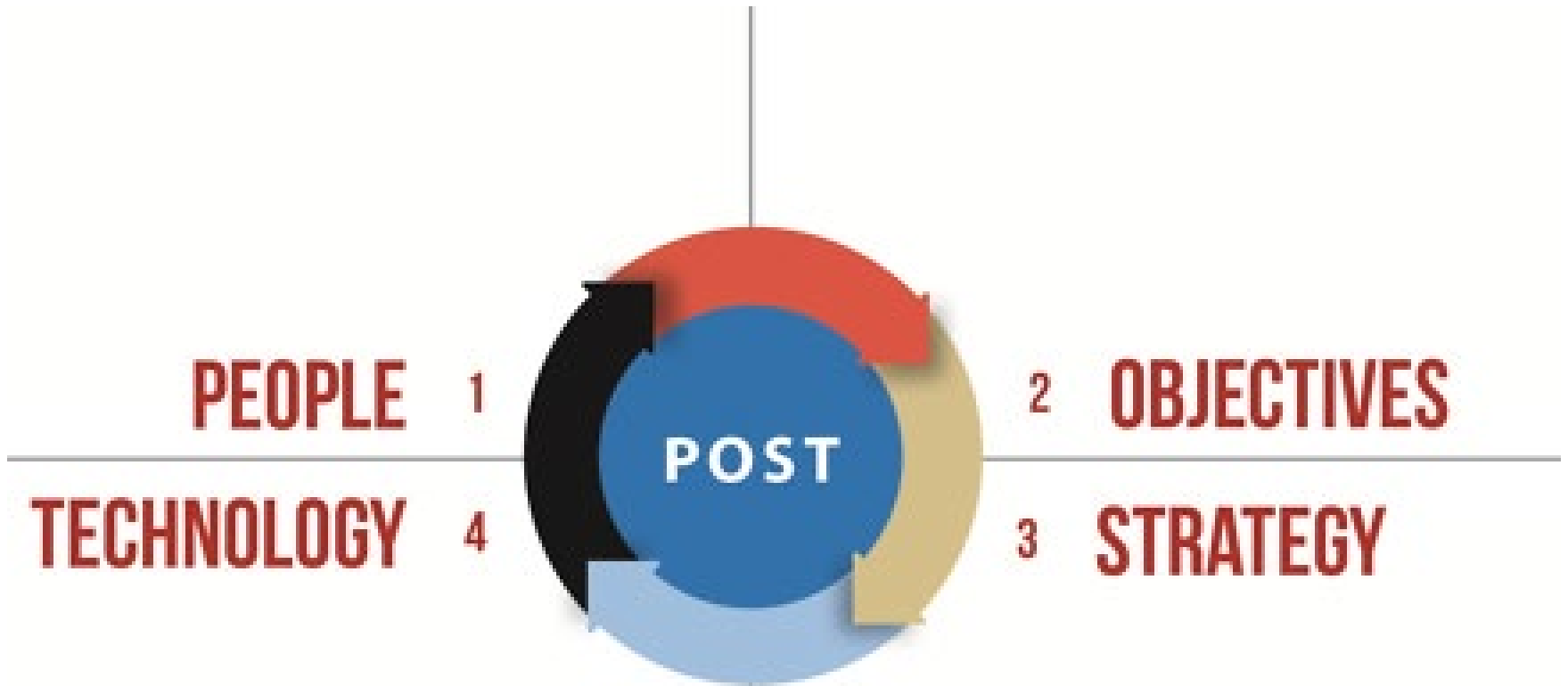
1. HIV
2. Sexually transmitted infections (STIs)
3. Latent tuberculosis infection (LTBI)
4. Hepatitis C (HCV)
5. Other, please chat us



POST Framework

POST

Approach to social media



PEOPLE

Who are you trying to reach?

How are they using social media?

If you don't know, how can you find out?



PEOPLE

For example:

- Black gay men
- Black gay men in Massachusetts
- Black gay men in Massachusetts with HIV
- Black gay men in Boston with HIV between the ages of 18-24



OBJECTIVES

What do you want to accomplish?

- What are you trying to communicate?
- What do you want your audience to do?
- Do your objectives differ by audience?
- How will you create SMART objectives?



SMART OBJECTIVES

S

M

A

R

T



Specific



Measurable



Attainable



Relevant



Time Based

OBJECTIVES

For example:

- Increase traffic to our clinic for HIV tests by 50% over the next 6 months through targeted messages on Twitter.
- Link 10 new clients to PrEP each month through paid Facebook placements.
- Expand awareness of STI prevention resources among adults ages 18-22 over 12 months by increasing Instagram awareness by 25%.
- Recruit 25 new clients every three months to a private Facebook group to maintain engagement and prevent attrition for PWID.



Poll: What is the goal of your social media outreach?

Please chat in your responses.





STRATEGY

How will you accomplish this?

- How will you engage your audiences?
- What are your resources?
- Who is doing the work?
- How do you make it sustainable?

STRATEGY

For example:

- **Objective 1:** Increase traffic to our clinic for HIV tests by 50% over the next 6 months through targeted messages on Twitter.
- **Strategy 1:** Develop two Twitter posts per week featuring information about your clinic's HIV testing services and ask partners to Retweet/share.

- **Objective 2:** Link 10 new clients to PrEP each month through paid Facebook placements.
- **Strategy 2:** Create a series of ads about the benefits of and barriers to PrEP and how to set up an appointment at the clinic.

STRATEGY

For example:

- **Objective 3:** Expand awareness of STI prevention resources among adults ages 18-22 over 12 months by increasing Instagram awareness by 25%.
- **Strategy 3:** Design a series of concise infographics about STI prevention resources that are optimized for Instagram.

- **Objective 4:** Recruit 25 clients to a private Facebook group to maintain engagement and prevent attrition for PWID.
- **Strategy 4:** Invite current clients to join a private Facebook group to receive updates and support 24/7.

Poll: Has your program ever run any paid social media content, such as an advertising campaign on social media?

1. Yes
2. No
3. Not sure



Poll: Are you looking for technical assistance on how to improve your outreach on dating apps?

1. Yes
2. No
3. Not sure



CASE STUDY

Amaze.org

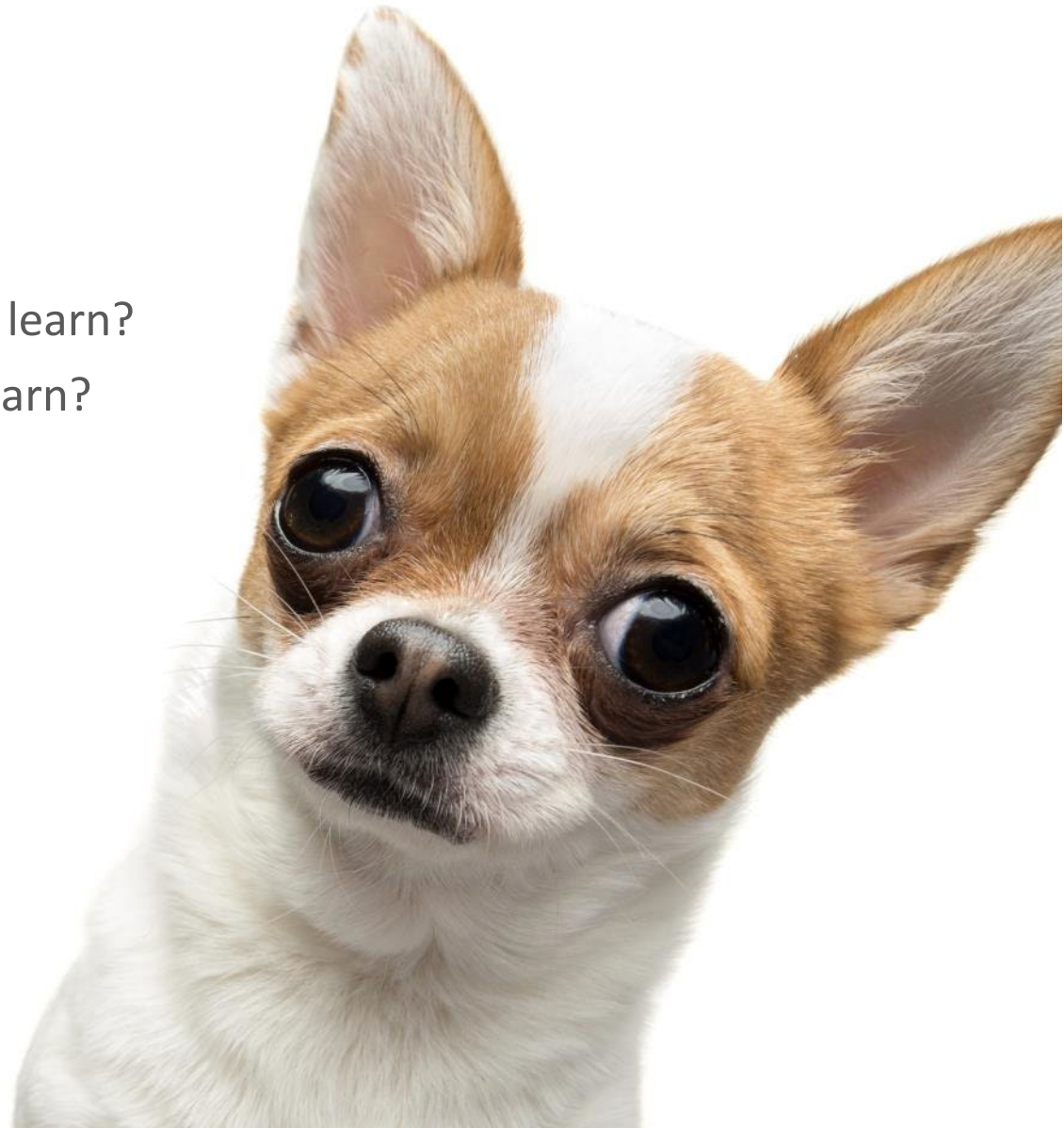


- **People:** Youth ages 12-16
- **Objective:** Provide youth with the information and tools they need to develop into sexually healthy adults
- **Strategy:** Create and share short video clips weekly on Instagram, a platform used frequently by youth

LISTEN TO YOUR AUDIENCES

How will you listen?

- **Who** will you listen to?
- **What** will you listen about?
- How will you **share** what you learn?
- How will you **use** what you learn?



Questions



TECHNOLOGY

The tools

What tools best **support your objectives** and *audiences'* needs? And what is the most appropriate technology to reach your audience?



TECHNOLOGY

For example

- **Objective 1:** Increase traffic to our clinic for HIV tests by 50% over the next 6 months through targeted messages on Twitter.
- **Strategy 1:** Develop two **Twitter** posts per week featuring information about your clinic's HIV testing services and ask partners to Retweet/share.
- **Objective 2:** Link 10 new clients to PrEP each month through paid ad placements.
- **Strategy 2:** Create a series of **Facebook ads** about the benefits of and barriers to PrEP and how to set up an appointment at the clinic.

TECHNOLOGY

For example

- **Objective 3:** Expand awareness of STI prevention resources among adults ages 18-22 over 12 months by increasing Instagram awareness by 25%.
- **Strategy 3:** Design a series of concise infographics about STI prevention resources that are optimized for **Instagram**.
- **Objective 4:** Recruit 25 clients to a private Facebook group to maintain engagement and prevent attrition for PWID.
- **Strategy 4:** Invite current clients to join a **private Facebook group** to receive updates and support 24/7.

IMPLEMENTING YOUR STRATEGY

One platform at a time

- Different social sites can help organizations reach and accomplish different objectives, depending on our strategy.
- It takes a team (content, designers, monitor content)
- Today we'll discuss the features of Facebook, Instagram, Twitter, and Snapchat



CHANNEL BREAKDOWN



Text	X	X	X	X
Images/Videos	X	X	X	X
Links	X		X	
Comments	X	X	X	
Direct Messaging	X	X	X	X
Hashtags	X	X	X	
Stories	X	X		X
Built in Analytics	X	X	X	
Advertising	X	X	X	X

TELEPHONE vs. MEGAPHONE

Here's the secret:

People don't just want to *consume* information. They want to be *involved*. It's **social** media, after all!



BEST PRACTICES

Find your voice.

- Overly formal language can feel out of place.
- Think about how you'd write it to a friend.
- Posts that evoke emotion often stand out in News Feed.

facebook Search Your Name Find friends Home

AMONG PEOPLE LIVING WITH HIV IN THE U.S.:

1 in 10 also have hepatitis B

1 in 4 also have hepatitis C

Talk to your doctor about **prevention, testing, and treatment.**

HIV.gov

Published by Hootsuite [?]
Like This Page · June 4 ·

The CDC recommends #HCV screening for all adults born from 1945 through 1965. Read more about #Hepatitis on our Basics Page: <http://bit.ly/2XmwKWR>

Tag Photo Add Location Edit

1,664 People Reached 126 Engagements Boost Post

20 Likes 40 Comments 5 Shares

Like Comment Share

Most Relevant

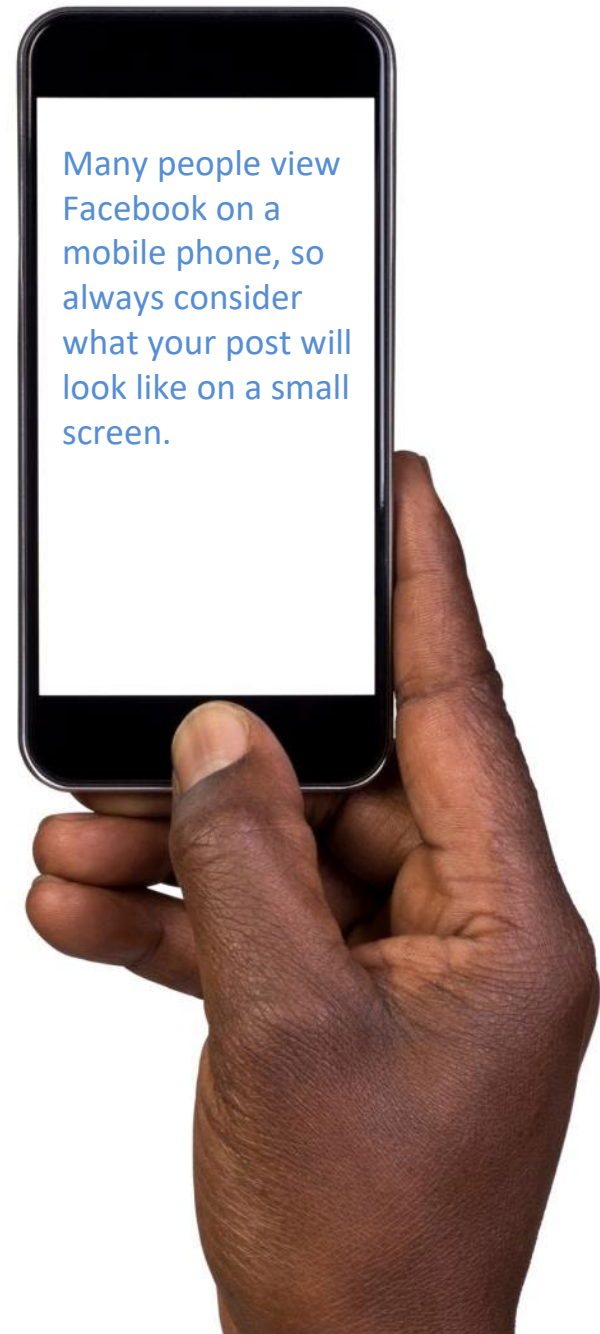
View 22 more comments

Write a comment...

BEST PRACTICES

Be authentic.

- Share **relevant** personal stories.
- Be honest about the ups and downs; **celebrate successes** and **reflect on setbacks**.
- Post **on-the-ground stories** from the field or photos of events.
- Post **behind-the-scenes photos and videos** of your team at work.
- Have a **dialogue with supporters** by asking for feedback.



BEST PRACTICES

Be visual.

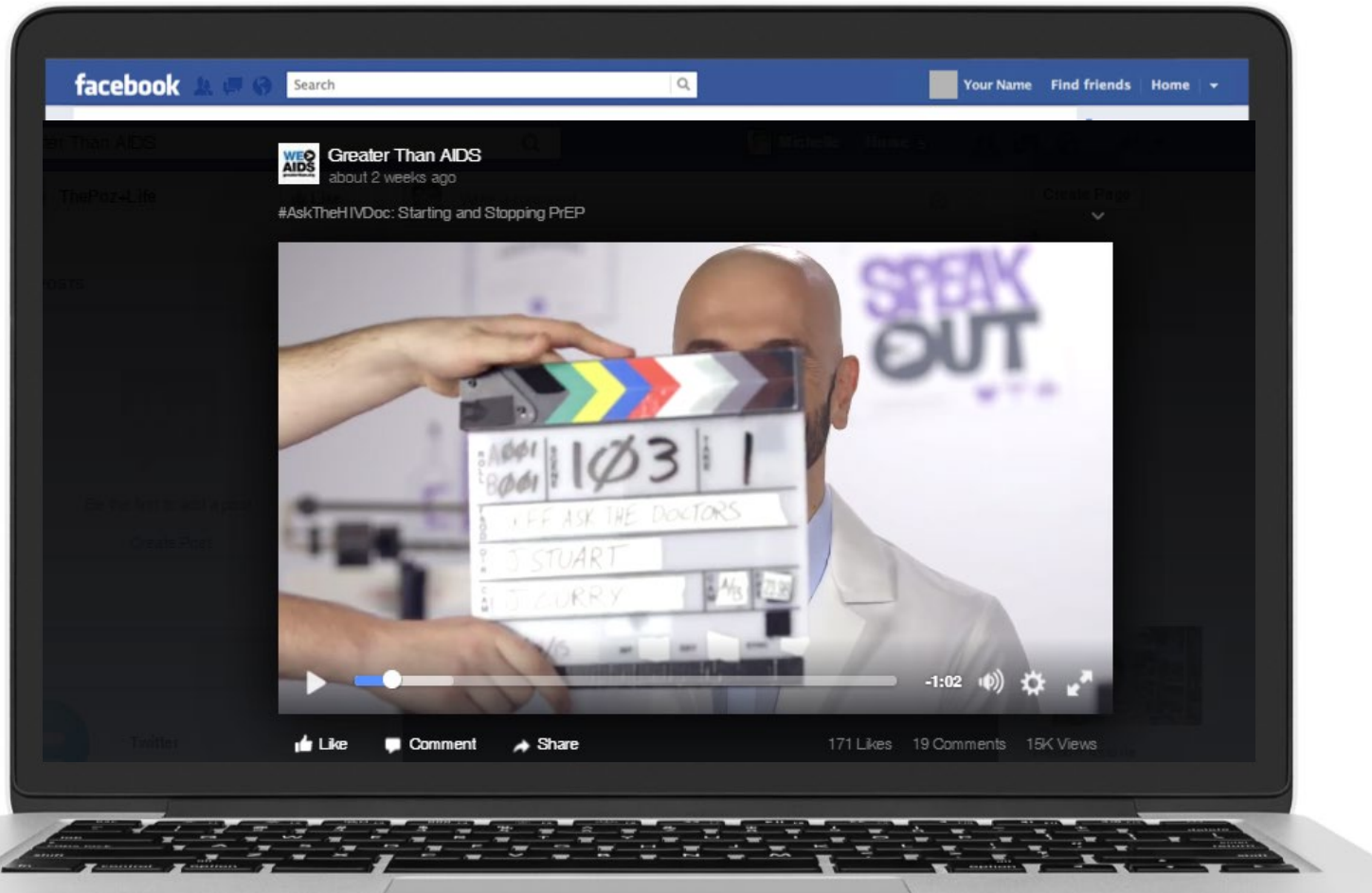
Visuals can personalize your organization and the people you serve. You can add images to a post or an album, or share directly from Instagram.



BEST PRACTICES

Incorporate video

Videos are **7 times more engaging than other types of posts**. As they start automatically, make the first 3-5 seconds especially compelling.



BEST PRACTICES

Balance consistency + quality.

Post regularly enough that your followers remember they're following you.

But, your content need to be compelling.



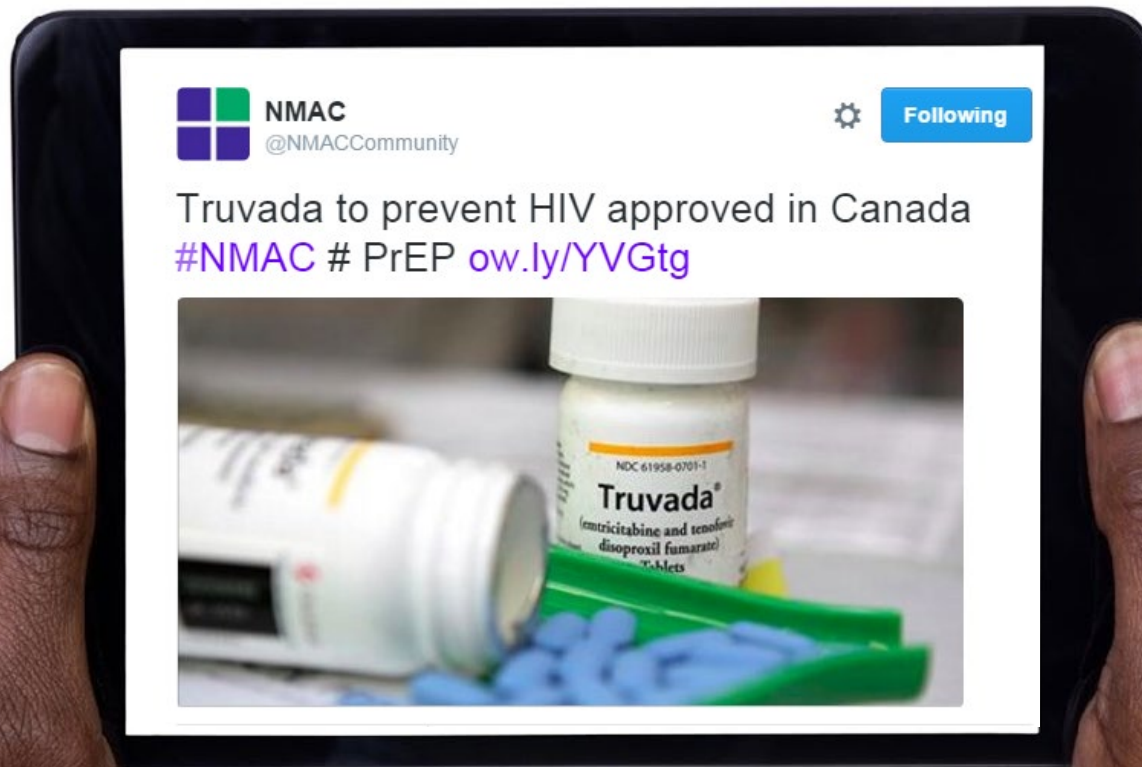
BEST PRACTICES

Give your followers useful, interesting, shareable content.



BEST PRACTICES

Include links in your CONTENT



BEST PRACTICES

Follow the conversation

Use one of the trending topics and the rationale behind it.



BEST PRACTICES

Tell a story.

A picture is worth a thousand words. Use the caption to tell the part of the story a visitor would never know from looking at the picture.

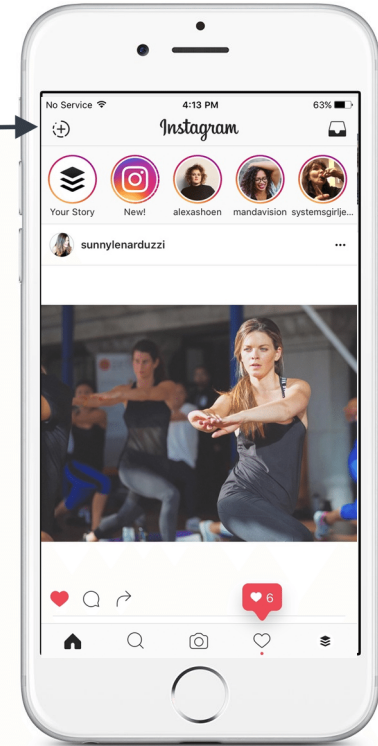


BEST PRACTICES - STORY

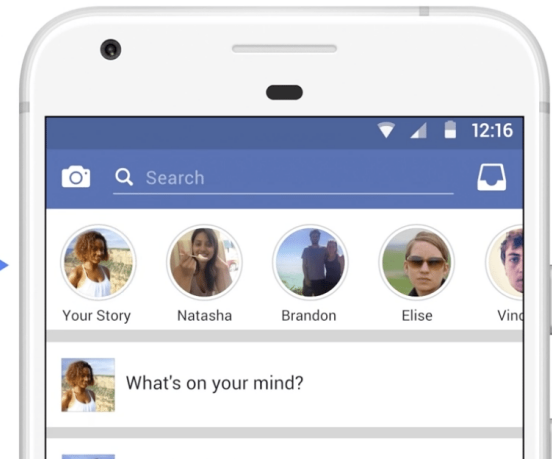
Tell a story.

- Stories is a feature that lets users post photos and videos that vanish after 24 hours.
 - Archive stories with Instagram Highlights, which allows you to save Instagram stories to your profile
- Conduct polls, add stickers, add links, location tagging
- Available on Instagram, Facebook, and Snapchat

Tap here or swipe left to start your story



Visible for 24 hours



Questions





Facebook

Facebook Live



What content would make good live content?



Hot Topics

Share what's on your mind or in the news



Q&A

Answer questions from fans



Breaking News

Comment on the day's events



Interview

Bring a friend/colleague/expert into the conversation



Performance

Play a song, rehearse a scene, practice your sport & provide a peek into your craft



Behind the Scenes

Turn the camera to the scenery around you and let events unfold



Watch-With

Watch your favorite show/movie/event/Live stream with your audience*



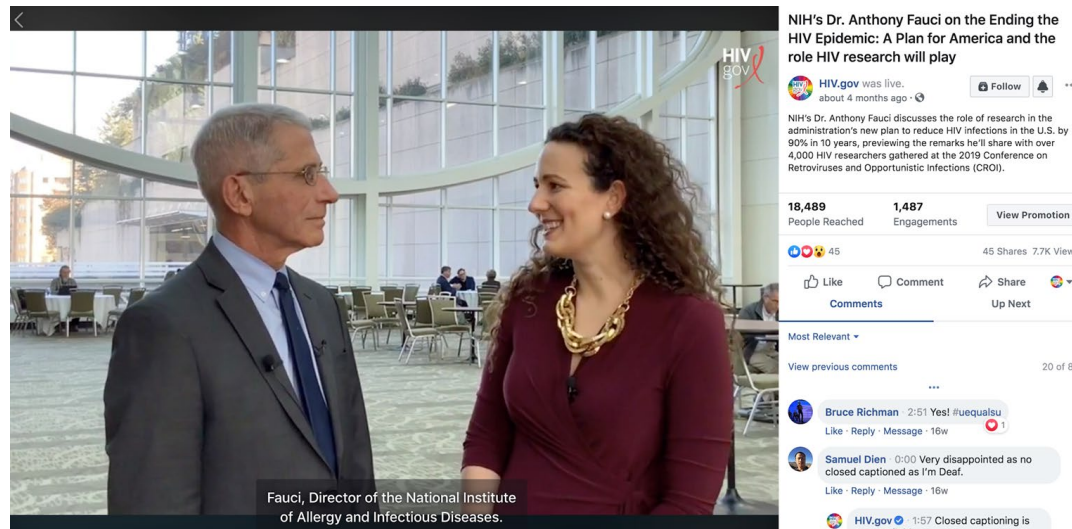
Demo

Teach people how to cook, play music, learn about current events & more

CASE STUDY

HIV.gov

- **People:** Staff who work in the HIV/AIDS field who need to stay up-to-date on the most recent research findings
- **Objective:** Share important research findings each day of CROI 2019, one of the largest HIV/AIDS research conferences of the year, to share highlights with followers
- **Strategy:** Shoot a series of 5 Facebook Live videos at CROI, highlighting the most recent research and interviewing HIV/AIDS experts





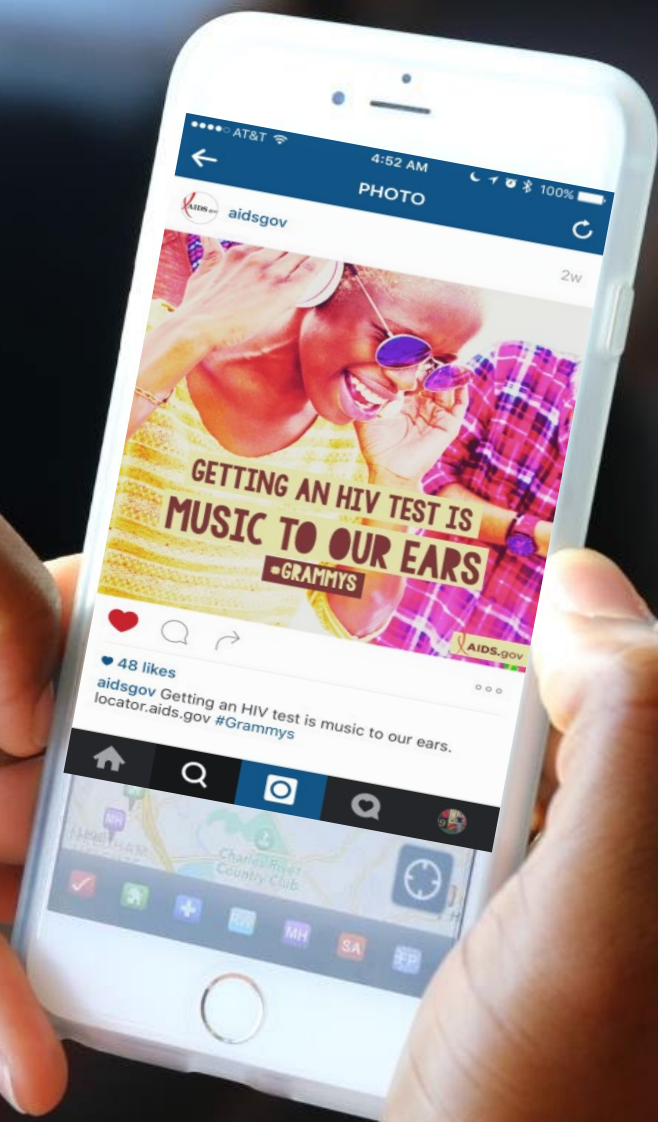
Instagram

INSTAGRAM

A call to action

Instagram doesn't allow you to put active links directly in your captions, but that shouldn't stop you from including a call to action.

Tools like Linkinbio can help you link to content on Instagram.



CASE STUDY

Start Talking. Stop HIV (CDC)



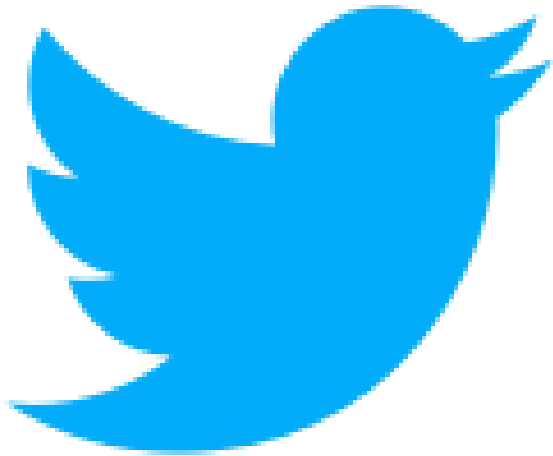
- People:
- Objective:
- Strategy:

CASE STUDY

Start Talking. Stop HIV (CDC)



- **People:** LGBT adults living in the US
- **Objective:** Raise awareness of healthy behaviors, including viral hepatitis prevention
- **Strategy:** Developed and launched a week-long social media campaign to promote healthy behaviors during LGBT Health Week



Twitter

TWITTER

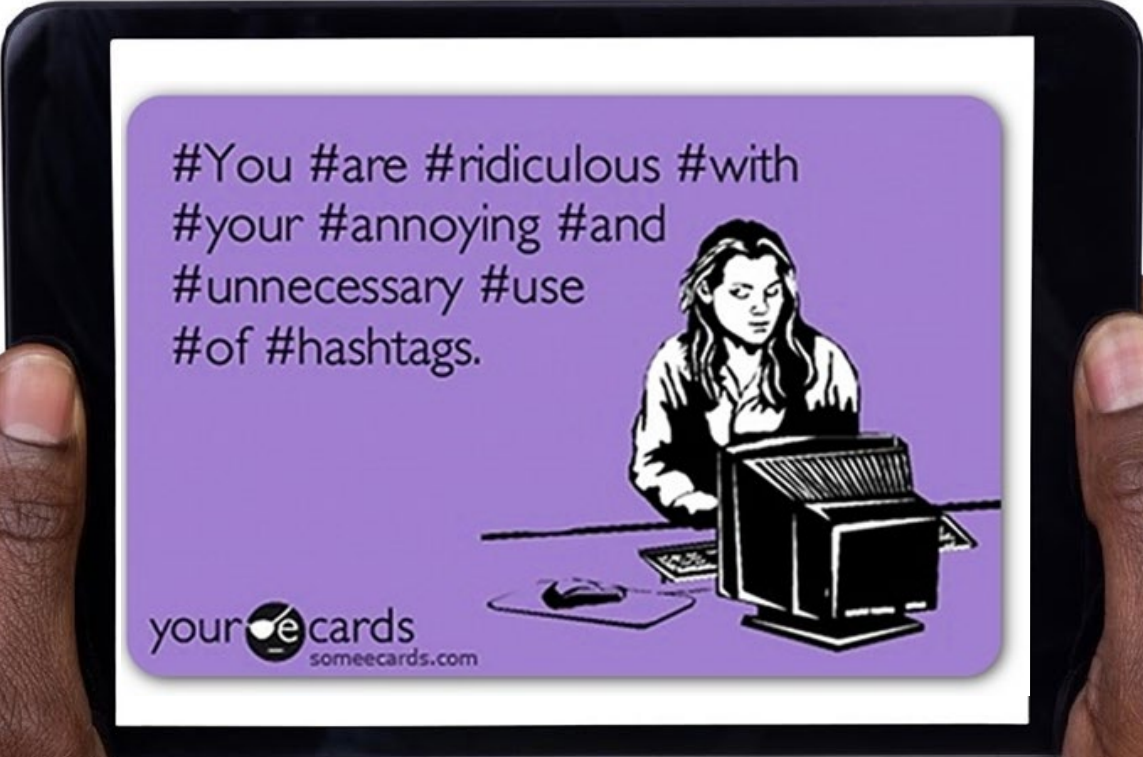
Curate content through retweets.



TWITTER

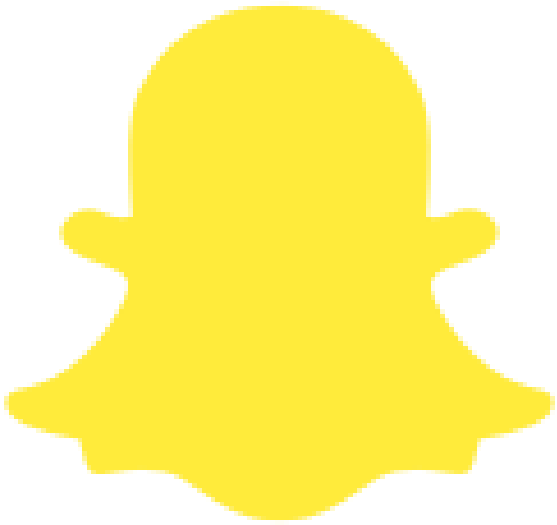
Don't use #too #many #hashtags.

Use hashtags strategically to mention important causes, campaigns, and events.



#You #are #ridiculous #with
#your #annoying #and
#unnecessary #use
#of #hashtags.

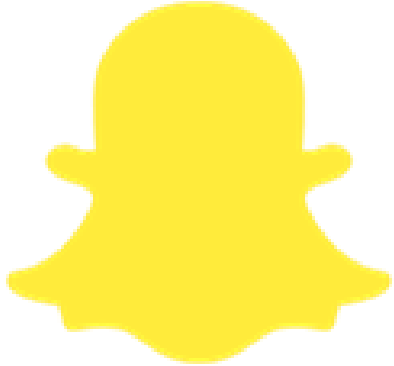
your  cards
someecards.com



Snapchat

SNAPCHAT

What is it?



Snapchat is a mobile app that lets users exchange text messages, photos and videos that disappear in 24 hours. This is called disposable media. Snapchat users share “snaps” or micro moments of their lives privately with a their friends, or as “stories” with their followers.

There are also stories. Geofilters. And the Discover Platform.

SNAPCHAT

Key features

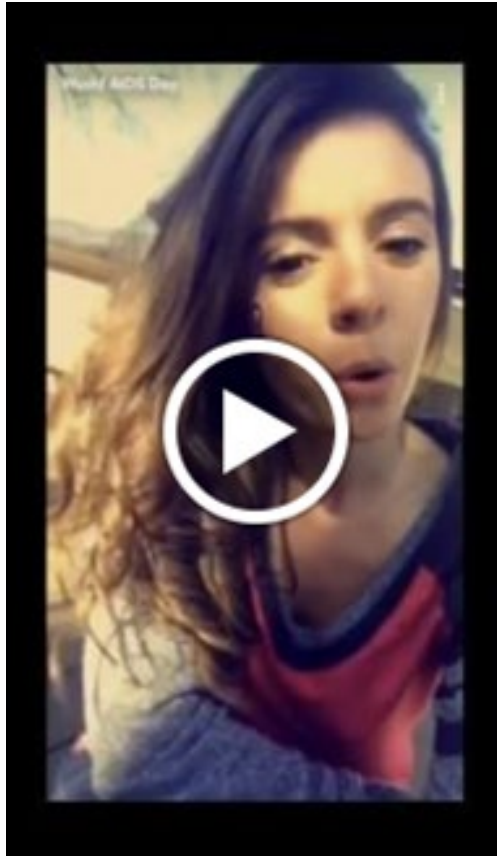


The police get up is a lense, the Miami graphic is a geofilter.

- Snap
- Story
- Chat
- Lenses
- Geofilters
- On-demand Geofilters

CASE STUDY

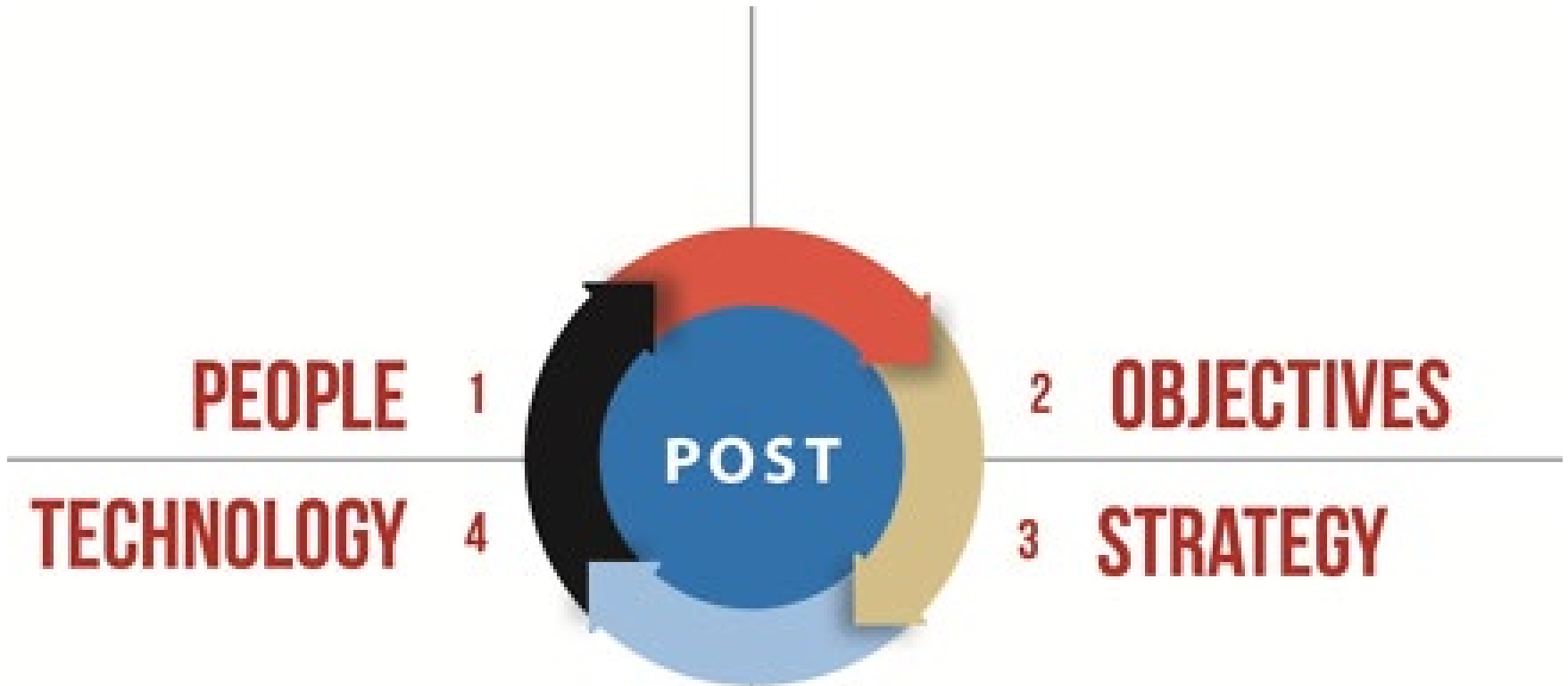
HIV.gov World AIDS Day Snapchat Story



- **People:** Youth and young adults in the US
- **Objective:** Present the HIV care continuum in a new way to individuals who may not be familiar with HIV
- **Strategy:** Created a nationwide Snapchat story in observance of World AIDS Day to share the stories of 7 individuals with HIV

POST Recap

Approach to social media



Questions



Policy and Tracking

PSA: HAVE A POLICY

Better safe than sorry

- Oversight
- Guidelines
- Identity: brand and voice
- Transparency
- Responsibility
- Judgment and common sense
- Dos and don'ts for personal use
- **Tool:** [Social Media Policy Primer](#)
- **Tool:** Massachusetts Department of Public Health Social Media Recruitment Standard of Service

POLICY DEVELOPMENT

Think about: how will we engage?

- **Who** will you engage with?
- **What** is the goal of engaging?
- **How** will you address positive/negative/neutral comments?



Analytic and Metric Tracking

TRACKING YOUR PROGRESS THROUGH ANALYTICS

- **Impressions:** The number of times an ad, sponsored update, or promoted post is displayed.
- **Engagement:** acts of talking to, messaging or otherwise interacting with other people on social networks.
- **Reach:** data metric that determines the potential size of audience any given message could reach.
- **Hashtag:** used to mark keywords or topics when posting on social media.
- **Mention:** The act of tagging another user's handle or account name in a social media message. Mentions typically trigger a notification for that user and are a key part of what makes social media "social". When properly formatted (for example, as an @mention on Twitter), a mention also acts as a link, so your audience can click through to the users' bio or profile.

TRACKING YOUR PROGRESS THROUGH ANALYTICS

- **Retweet:** A tweet that is re-shared to the followers of another user's Twitter account. Retweeting helps to share news and build relationships with others on Twitter.
- **URL clicks:** when people click on a specific link in a post
- **Conversions:** In social media marketing, a conversion is a positive action that is taken on a website by a visitor from social media.
- **Organic reach:** the total number of unique people who were shown your post through unpaid distribution.
- **Paid reach:** the total number of unique people who were shown your post as a result of ads

Social Media Management

SOCIAL MEDIA MANAGEMENT TOOLS

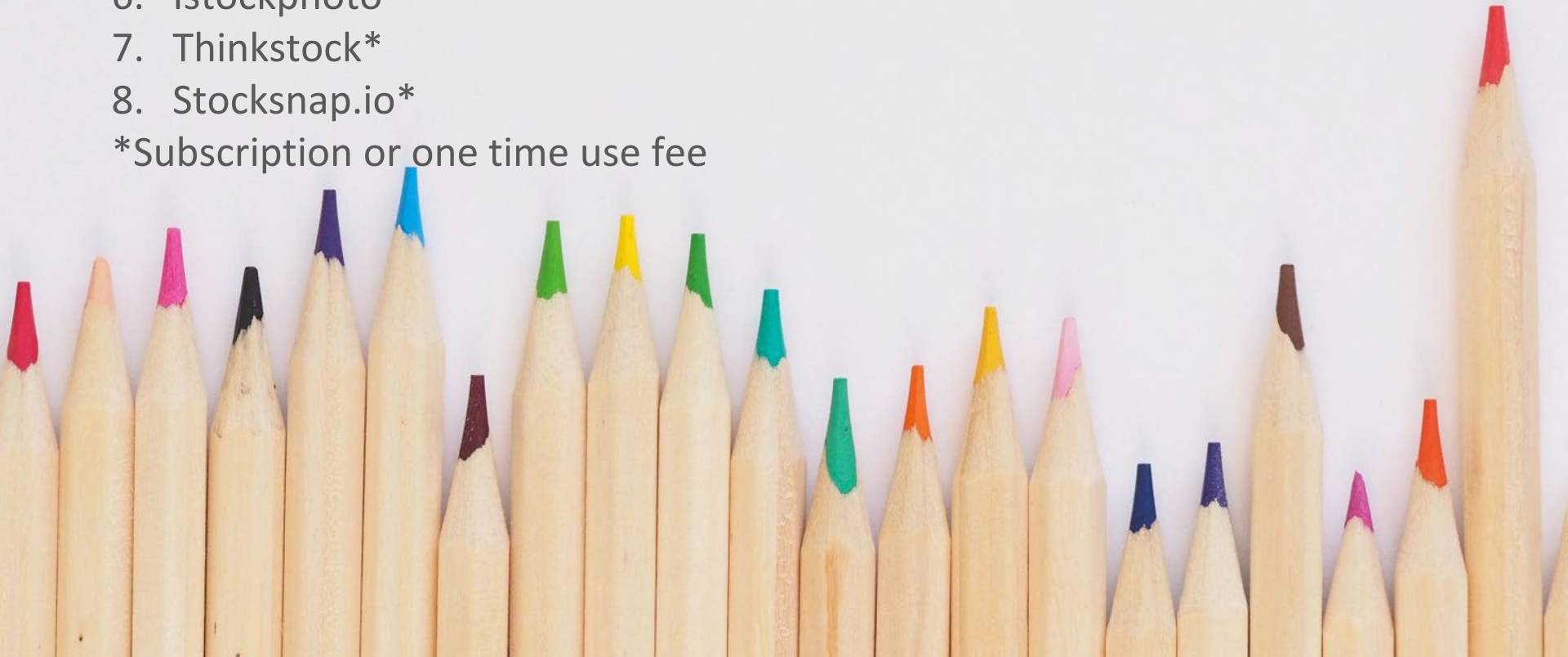
- Allow you to schedule posts (date and time) including graphics
- Help you optimize the time of day that you post
- Provide analytics
- Tools include:
 1. Hootsuite
 2. Sprout Social
 3. Mention
- All have free accounts but may have limited functionality
- Additional functionality available with paid subscription (typically low cost)

Creating Graphics

GRAPHIC DESIGN RESOURCES

1. Canva
2. Pexels
3. Unsplash
4. Gratisography
5. Picography
6. Istockphoto*
7. Thinkstock*
8. Stocksnap.io*

*Subscription or one time use fee



CREATE

What will you create? Think POST.

- What content do you need?
- How often will you post?
- What skills do you have?
- What skills do you need?



Wrap-up

NEXT STEPS

- In-Person Workshop in July
 - a. Complete the Doodle (will be sent via email)
 - b. Invite other staff members to attend (share Doodle with them)
 - c. Pre-work - individually or in groups within your program
 - d. We may identify weekly TA webinar topics based on input during workshop
- TA Office Hours
 - a. One-on-one office hours to assist you with implementing your strategy.
 - b. Sign up tool will be shared after the workshop

PRE-WORK FOR THE WORKSHOP

- Complete POST Framework
 - Including draft your SMART objectives
- Conduct social listening
- Submit draft POST framework to JSI by July 15
 - Email Jessica (jessica_holli@jsi.com)

RESOURCES

From today's webinar, you will have the following resources to move forward with developing/outlining your strategy:

- Webinar slide deck
- POST Framework worksheet
- Social Listening worksheet
- Social media policy tools and example
- Metrics to track engagement on social media
- Graphic design resources
- Social media management tools
- Massachusetts Department of Public Health Social Media Recruitment Standard of Service

FURTHER READING

A Strategic Guide to Social Media for Nonprofits

<https://sproutsocial.com/insights/nonprofit-social-media-guide/>

Instagram for Nonprofits: 4 Tips to Get You Started

<https://wiredimpact.com/blog/instagram-for-nonprofits/>

Social Media Policy Primer

<http://www.idealware.org/reports/nonprofit-social-media-policy-workbook/>

Getting Started with Social Media Management

<https://hootsuite.com/resources/getting-started-with-social-media-metrics>

Questions



**Reminder:
Webinar Evaluation**



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