



# for BIDLS-Funded Agencies: Toolkit, Tips, and Tricks

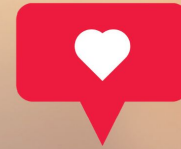
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Presented by:  
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Elizabeth Gruber  
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# SOCIAL MEDIA

a toolkit for BIDLS-Funded Agencies



January 2023



# Today's Presenters



**Christine Luong, MPH**  
**(she/her)**

Project Manager and  
T/TA Specialist, TA4SI  
*Consultant, JSI*



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**(they/them)**

T/TA Specialist, TA4SI  
*Senior Graphic Designer, JSI*



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T/TA Specialist, TA4SI  
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# Roadmap for Today's Presentation

- Overview of Social Media
- Introducing the TA4SI Social Media Toolkit
  - Developing a Strategy
  - Developing and Tailoring Messages
  - Evaluating Your Social Media Strategy
- Guest Presenters: Family Health Center of Worcester
- Q&A

# Rate your personal experience with social media.

I don't  
know  
where to  
start



**1**



**2**



**3**



**4**



**5**



**6**



**7**



**8**



**9**



**10**

I know  
exactly  
how to  
do it

# Rate your program's experience with social media.

We don't  
know  
where to  
start



1



2



3



4



5



6



7



8



9



10

We know  
exactly  
how to  
do it

# Overview of Social Media





# What is it?

“A variety of technologies that facilitate the sharing of ideas and information among their users.”

- More than 4.7 billion people use social media, equal to roughly 60% of the world's population.
- In early 2023, 94.8% of users accessed chat and messaging apps and websites, followed closely by social platforms, with 94.6% of users.





# What is it?



- Facebook
- Instagram
- X (formerly known as Twitter)
- YouTube
- TikTok
- ... and more!



This toolkit does not include dating apps (Tinder, Grindr, etc.)







## Why does it matter?

- ★ Building community
- ★ Disseminating information
- ★ Facilitating dialogue
- ★ Marketing services
- ★ Increasing brand recognition
- ★ Sharing specific focused messages with your intended audience



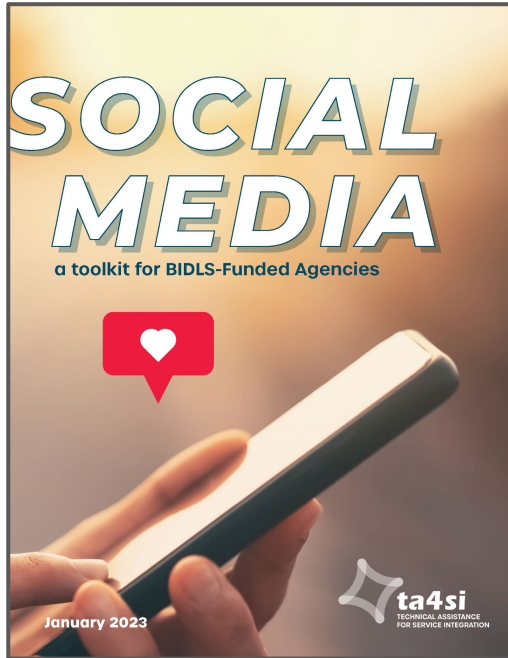
# Organizational Social Media

- A strategy for your program or agency as a whole.
- Not a discrete program or activity.
- Requires time, effort, and a keen eye for integration.
- Must be informed by and aligned with your programmatic goals.





# A Toolkit for BIDLS-Funded Agencies



## What is it?

- A compilation of tools and resources to support BIDLS-funded agencies' social media efforts with a focus on infectious disease service integration

## Who is it for?

- Users of all skill and experience levels

## How can it help me?

- Support programmatic outreach and communication goals
- Create effective social media content
- Adapt sample messages for your own programs

# Developing a Social Media Strategy



# P.O.S.T. Framework



# P.O.S.T. Framework: (P)eople

P


## People

- Who are they?
- Needs
- Values
- Attitudes
- Distractions
- Influences
- Environment
- Behaviors and Mindset
- Demographics
- Media Habits
- Technographics



- Identify your intended population and relevant factors, determinants, habits, etc.
- Consider the unique needs and intersectionalities of your intended audience
- The most powerful tool your organization could use is word of mouth

# P.O.S.T. Framework: (O)bjectives



**Objectives**

- What do we want to achieve?
- What do our tenants want to achieve?
- What do our end consumers want to achieve?
- Where do they overlap?



- Objectives must be directly linked to programmatic goals.
- Involve staff of interest
- Social media for programmatic support must focus on behavioral change, beyond general awareness of the program.

# P.O.S.T. Framework: (S)trategy



S

## Strategy

- How will we achieve this?
- How can we enable our target audiences to succeed?
- What is the value exchange?
- What do successful experiences look and feel like?



- This is your detailed plan
- Delineate specific activities that will help you achieve your social media objectives.
  - **Who will do what, when, and how?**
- Establish benchmarks that describe how you will know you are reaching your objectives



# P.O.S.T. Framework: (T)echnology

T

## Technology

- What are the tools of engagement?
- What channel or technology is right for our strategy?
- What will resonate?
- How do we measure and optimize?



- Consider both:
  - Platforms your intended audience uses
  - Platforms your program uses
- Platform features you could leverage and that could enhance your message
- Formatting and cross-posting capabilities

# Tools Available in the Toolkit

- Editable **P.O.S.T. Worksheet** to help you identify and describe the population, objectives, strategy, and technologies for your social media strategy.

The image shows a worksheet titled "Social Media Strategy P.O.S.T. FRAMEWORK". It is divided into three main sections: PEOPLE, OBJECTIVES, and STRATEGY/TECHNOLOGY/TOOL(S). Each section has a title, a brief instruction, and a large empty box for user input. The PEOPLE section includes an icon of three people. The OBJECTIVES section includes a magnifying glass icon. The STRATEGY section includes an icon of a path with arrows and 'X' marks. At the bottom of the page, there is a small footer with a citation: "Bernoff J. The POST method: a systematic approach to social strategy. In: Groundswell: How People with Social Technologies Are Changing Everything, December 11, 2007. http://blogs.forrester.com/groundswell/2007/12/the-post-method.html."

**Social Media Strategy**  
P.O.S.T. FRAMEWORK

Project: \_\_\_\_\_  
Goal: \_\_\_\_\_

**PEOPLE**  
Who are you trying to reach?  
Who are you trying to influence?  
Who are you trying to engage?  
Who are you trying to convert?  
Who are you trying to retain?

**OBJECTIVES**  
What are you trying to accomplish with social media? Decide on your objectives before you choose which tools to use.

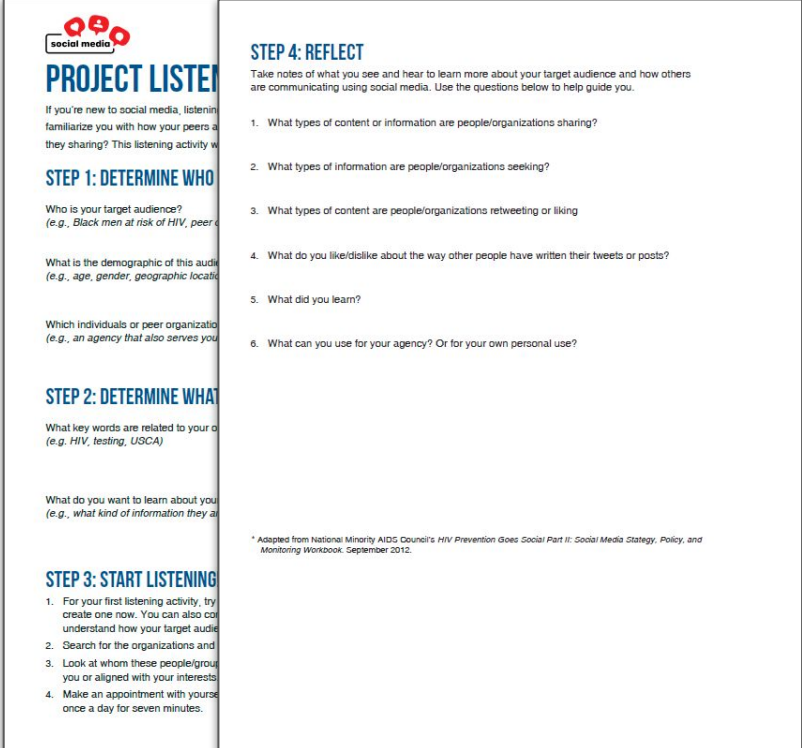
**STRATEGY**  
How does social media support your objectives? What will success look like? How will you get your project to embrace a social media strategy? Create a plan for meeting your objectives that considers your organizational culture and resources. How many hours do you need to allocate to implementing the strategy?

**TECHNOLOGY/TOOL(S)**  
What tools best support your objectives and your audience's needs? Select tools after considering your audience, objectives and strategy.

Bernoff J. The POST method: a systematic approach to social strategy. In: Groundswell: How People with Social Technologies Are Changing Everything, December 11, 2007. <http://blogs.forrester.com/groundswell/2007/12/the-post-method.html>.

# Tools Available in the Toolkit

- **Project Listen** worksheet to help you identify themes, concerns, trends, or other topics interesting to your intended audience that can inform your social media strategy and messages.



**social media**

## PROJECT LISTEN

If you're new to social media, listening familiarize you with how your peers are sharing? This listening activity will help you.

### STEP 1: DETERMINE WHO

Who is your target audience?  
(e.g., Black men at risk of HIV, peer educators)

What is the demographic of this audience?  
(e.g., age, gender, geographic location)

Which individuals or peer organizations are you interested in?  
(e.g., an agency that also serves your target audience)

### STEP 2: DETERMINE WHAT

What key words are related to your target audience?  
(e.g., HIV, testing, USCA)

What do you want to learn about your target audience?  
(e.g., what kind of information they are sharing)

### STEP 3: START LISTENING

1. For your first listening activity, try to create one now. You can also continue to listen to understand how your target audience is sharing.
2. Search for the organizations and individuals you are interested in.
3. Look at whom these people/groups are following or aligned with your interests.
4. Make an appointment with yourself to listen once a day for seven minutes.

### STEP 4: REFLECT

Take notes of what you see and hear to learn more about your target audience and how others are communicating using social media. Use the questions below to help guide you.

1. What types of content or information are people/organizations sharing?
2. What types of information are people/organizations seeking?
3. What types of content are people/organizations retweeting or liking?
4. What do you like/dislike about the way other people have written their tweets or posts?
5. What did you learn?
6. What can you use for your agency? Or for your own personal use?

\* Adapted from National Minority AIDS Council's HIV Prevention Goes Social Part II: Social Media Strategy, Policy, and Monitoring Workbook, September 2012.

# Tailoring Social Media Messages





# Tips for Successful Content

- Actively engage with your audience
- Include a call to action in your post
- Be visual
- Measure what matters



# Considerations for Different Platforms

- Titles
- Descriptions
- Images
- Shares
- Mentions
- Likes
- Hashtags
- Calls to action
- Categories
- URLs
- Punctuation
- Viewing on desktop vs. tablet vs. mobile



# Sample Messages

## **Technology: What tools will you use?**

Our intended audience tends to use TikTok, Instagram, and Facebook. We will aim to develop **posts for Facebook and Instagram.**

## **Instagram**

### *Sample messaging:*

- When [organization name] closed because of COVID, my sisters and I didn't know what to do. But it's reopened and is offering services over the phone, so we can talk to someone who understands our needs. [Organization name] is offering free hepatitis C testing and consultations over the phone for you and me. Call [phone number]; we deserve to know, we deserve our health.

### *Sample imagery:*

- Two transgender Latina women (early- to mid-late 20s) smiling. One is handing a card to the other. The card depicts a red ribbon, the organization's logo, or other visual significance to HIV, HCV, and STI testing.
- A transgender Latina woman wearing a mask and walking toward a testing site.



# Evaluating Your Social Media Strategy







# Categories of Metrics



**AWARENESS**



**SENTIMENT**



**ENGAGEMENT**



**ACTION**



# Evaluation Questions

- **What** do you want to accomplish?
- **How** will you measure how well you've succeeded in reaching your goals?
- **Who** will measure it? When and how?
- **What tools** are available to help you?
- **What will you do** with the data?
- **Why** do you want to do this?





# Putting the Toolkit into Action: Family Health Center of Worcester





# Meet the FHCW Team



**Mitchell Barys**  
**(he/they)**  
Certified Peer Specialist, HIV  
Peer Advocate/Navigator,  
*Family Health Center  
of Worcester*

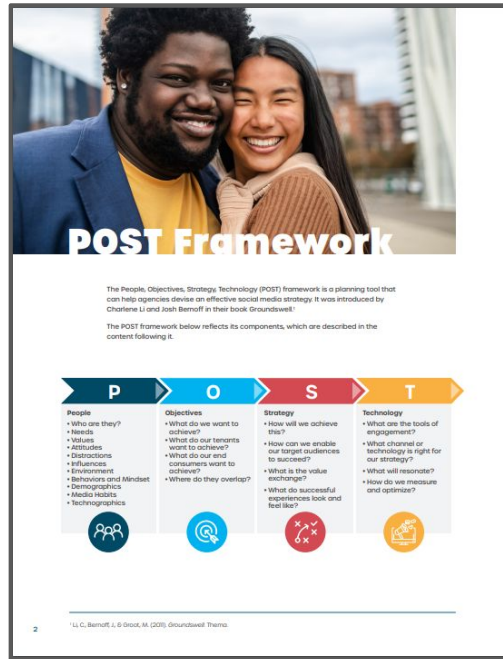
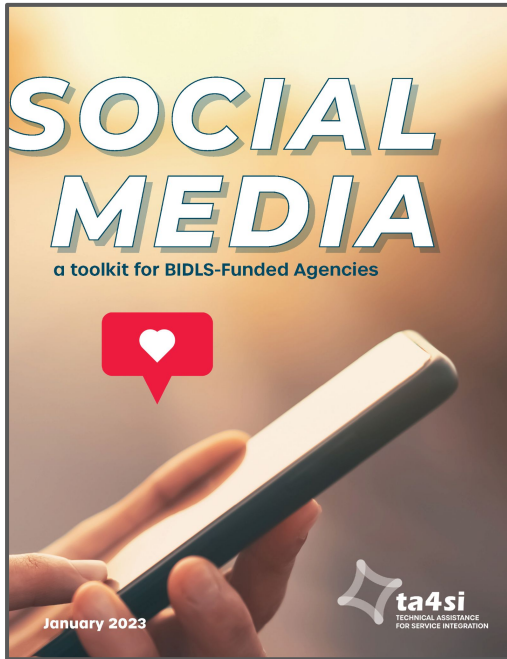


**Jessie Shiner**  
**(he/him)**  
Certified Peer Specialist,  
Transgender Peer Navigator,  
*Family Health Center  
of Worcester*



**Michael Swaney**  
**(he/him)**  
Quality Nurse Data Manager,  
*Family Health Center  
of Worcester*

# Download the toolkit today!



<https://ta4si.jsi.com/social-media>



# Resources

- [Social Media: Definition, Importance, Top Websites & Apps](#)
- [Using Dating Apps for Health Outreach \(Webinar Recording\)](#)
- [Mobile Social Media Usage in the United States](#)
- [Social Media Role and Its Impact on Public Health](#)
- [Measure What Matters \(Webinar Recording\)](#)
- [FHCW Instagram Post](#)
- [TA4SI Social Media Resources](#)



An abstract graphic on the left side of the slide, composed of several overlapping, curved, ribbon-like shapes in various colors: blue, green, orange, red, and dark purple. The shapes are arranged in a way that they appear to flow from the left towards the center.

**Questions?**



# Contact Us

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