



Social Media for BIDLs-Funded Agencies: Toolkit, Tips, and Trips Webinar Transcript

Christine Luong: All right, I think we're gonna go ahead and get started. So, hello again, everyone. Welcome to "Social Media for BIDLs-Funded Agencies: Toolkit, Tips, and Tricks." We are so happy that you've joined us today for this exciting webinar. We are recording this session, so you'll be able to revisit the recording at any time and also share it with colleagues at your agency. This webinar is broadly applicable to all staff from BIDLs-funded agencies, but especially relevant for anyone who's engaged in their organizations or their program social media efforts. So, please introduce yourself in the chat. We're gonna go ahead and get started. Next slide please, Arman. Thank you. So my name is Christine Luong. I use she/her pronouns. I am a project manager and a training and technical assistance or T/TA specialist at TA4SI. And I'm also a consultant at JSI. One of our presenters, Elizabeth, is unfortunately very sick today and is unable to join us, but Elizabeth Gruber uses they/them pronouns. They're a T/TA specialist on the TA4SI social media team, as well as a senior graphic designer at JSI. They've contributed a great deal to making this webinar happen today and we hope that they get to recover soon. And also on this slide is Arman Lorz. Arman uses he/him pronouns. Also a T/TA specialist on the TA4SI social media team, as well as a senior consultant at JSI. Arman is going to be our rockstar presenter today, so you'll be hearing a lot from him. And our colleague Sydney Pelley, whose picture is not on this slide, she is a project associate on the TA4SI project. She basically runs everything behind the scenes and makes the magic happen. Next slide. Okay, so for today's presentation, we are going to start with a brief overview of social media. What is it? What is it used for? And basically, why does it matter for your organization? Then we're going to introduce the TA4SI social media toolkit for BIDLs-funded agencies. And for a little bit of context, the Massachusetts Department of Public Health, specifically the Bureau of Infectious Disease and Laboratory Sciences or BIDLs, they contract with us at JSI to implement capacity building activities for 45 funded agencies throughout the state. At the beginning of this year in January 2023, we released this social media toolkit that's intended to help you all develop and adapt a social media strategy that focuses on infectious disease service integration. And today, not only are we going to introduce this exciting toolkit to you all, we're going to be walking you through how to use it, including developing a strategy, developing and tailoring messages for different platforms, and evaluating your social media strategy. We are also joined by our good friends from the Family Health Center of Worcester, who recently went through a very intensive year-long process with us at JSI to create, implement, and evaluate a new social media strategy. They're going to be sharing their experience, their challenges and successes with us in the second half of the webinar. And then finally, we'll leave some time at the end for Q&A. As a reminder, please turn on your cameras if possible and please mute yourself as you join. Please introduce yourself in the chat, feel free to ask questions in the chat. And we'll try to answer as many of your questions as we can during the Q&A. And with that, I am pleased to pass it over to Arman who's gonna lead us in a fun activity.



Arman Lorz: Excellent. Thank you very much, Christine. So having said that, and before we dive into presenting this tool and any other concept related to social media, we would like to know how you would rate your personal experience with social media. And we're gonna ask these two questions before you answer. How you rate your personal experience with social media, and then how you rate your program or your organization's social media with that. Now, raise your hand. And I can see everyone's picture. Raise your hand if you know how to put stamps on Zoom. Okay, I see some of you. Okay, perfect, perfect. Thank you. You can lower your hand. So if you hover over your mouse on the top of the screen that I am sharing, you can see view options at the top and then you will see a dropdown menu that says that it brings you various choices and one of them is gonna be annotate. Click on that one and then a new bar is gonna appear for you. That gives you the option for placing stamps. That is the feature that we're gonna be using right now. What I want to see is where you would rate yourself. So you can choose a star, a check mark, a heart, whatever you choose, and then put a star whether you find yourself to be number one or a number two, three or five. Number one, up to 10. Number one means I don't know where to start. This is personal, personal experience. And number 10 means I know exactly how to do it. So let's see where everyone puts themselves. You can go ahead and do it. So if you just join, we are looking at the bar on top of your screens where it says Arman Lorz is sharing his screen. And then you're gonna see more options. Click on that, then you're gonna see one that says annotate. Click on that one and new bar is gonna appear. And then click on stamps. And stamps that is gonna let you mark the screen to see where you all are. Now, we see that many of you are placing yourselves in 6, 7, 8, or 9. So you are very proficient when it comes to social media. I don't know what it means. It probably means that you are active, that you know how to scroll, that you know how to like, or that you know how to post. I really don't know. But we are gonna take a clear note of that. So I'm gonna clear that out for now and I'm gonna ask you another question. The other question is, how will you rate your program's experience with social media? Now, you can do exactly the same thing. Mark what you would rate your program or your organizations when it comes to social media. Again, number one means we don't know where to start and number 10 means we know exactly how to do it. I see that many of you feel like when it comes to your organization or your program, you are a little bit in between. You're like a five, six or seven, somewhere in between. Now, this is important for us to know because it is gonna be very interesting to know where you stand when you own social media and where it is that your program experience is gonna be. Now, it is very different. We know that that is not the same to be a social media as a person, to be a social media as an organization or as a program. But what we want to highlight is that you can bring that expertise from your personal experience to your professional, and you can leverage your social media campaign for your program or for your agency based on your experience. Now, while there are some tips that you can carry over from your personal experience with social media to your programs, these are very different in regards of the goals that you want to accomplish and in regards of the objectives that you want to do. So they have different goals, different objectives, different strategies. And what we'll focus today on organizational social media strategies in this webinar. Let me clear the drawings so we can move on onto the next. So where I want to start is by talking about what social media is and how it relates to your programs and to your agencies. The first thing that I want to mention is that... There you go. According to Investopedia, and we're gonna share that link on the chat, social media refers to a digital technology that allows the sharing of ideas and information and that



include text, also visuals, and through visual virtual networks and also through communities. Now, more than 4.7 billion people use social media every day. And that is equal to about 60% of the world's population. This is how much social media influences our lives. Now, something important that I want to clear with this is that in addition to that, in early of this year, about 94.8% of users access chat and messaging applications and websites followed closely by social media platforms. That is a 96, 94.6% of the users. Now, we have shared that link on the chat. You don't need to open it right now, but open it and check it out later if you want to learn more information about these statistics and how they work. Oops, did I miss something? Hold on. Something happened on my side. So what I want to mention with you is that social media platforms and applications allow users to have conversations, to share information as as mentioned, and to create web content. And that includes Facebook, Instagram, X, or what we used to know as Twitter, YouTube, TikTok, and there are any other applications. Now, many agencies consider dating applications as far as social media and all the dating applications can transfer information and call participants to action through their messages. It is difficult to monitor the engagement through them. So the toolkit that we have created does not focus on developing a strategy for dating applications, which requires a completely different approach. Now, if you want to learn about how to do it through the dating applications, we invite you to visit one of the webinars that we conducted several years ago. It was called Using Dating Applications for Health Outreach Webinar. And we're gonna share the link. Thank you, Christine, for sharing that on the chat. And we really recommend that you get family report with that if you want to learn the difference between dating apps and social media. Now, we also recommend this article that we're about to share. Now, this article describes how social media is driving force in the United States and that younger generations rely more on social media to get their information, whether it's correct or incorrect. They do rely so much on social media to get their information to socialize. Also, it is very obvious to imagine that the present and future involves the use of social media. We cannot live without social media moving on. Now, social media is so influential that many scholars are considering social media as one of the social determinants of health. So think about it for a minute that a lot of people are considering social media as one of those social determinants of health because it affects how people socialize, where they live, the information that they're receiving, and a lot more information that we need to consider. Let's see if my slide wants to move on. There you go. So there was another article that I was reading recently. It was published in January by the National Library of Medicine, and it was focused on social media and the role and the impact that it has in public health. And it described that for several reasons, online social media platforms appear to have much potential than public health campaigns. So, Christine, share the link on the chat. Make sure that you open that, that you read whenever you have a minute. But what they found through this research is that social media can... The content can connect with large audience, including building a sense of community and service as a marketing tool. Also, the messages can be sent to personal contacts, possibly making them more advantageous than traditional health marketing tactics. And social media or the users of social media, their involvement and retention are typically high on online social networks, networks in contrast to conventional wave-based interventions. And because social media involves the users taking an active role and creating content, it can also be extremely impactful than other traditional websites. Now, what I'm trying to make out of this is that social media can work in public health, but it is one of the tools that we rarely use. And also various studies provided



an overview of social media potential as a tool for health interventions. Meaning that socializing with supportive friends and family through social media, talking about your emotions, healthy behavior change and counseling, healthy campaigns, medication, or medical education, disease outbreak, surveillance. So there are many, many benefits to the use of social media. And this article ends by emphasizing that trust, compliance, and knowledge content that should be prioritized for social media to truly have an impact on the population, which in turn has an impact on public health. So I wanted to provide you with all this information just to establish that the power of social media is huge and it's immense. And a lot of times, we do not leverage this true power. And it can make a difference on the work that we do. So we share that link with you on the chat. And what I want to mention right now is that as I share this information with all of you, I want for you to please type your thoughts in the chat and also your reactions in the chat so we know exactly what you are thinking. And feel free to ask any questions. And we're gonna be addressing those questions as we are sharing all this information. The first thing that I want to emphasize is that your social media strategy and activities do not work independently of your program and should help your program achieve its goals. So no social media is gonna work by itself to do, I don't know, magic. It has to be linked to a program or goals of a organization. And we are gonna be repeating this over and over and it is repeated over and over in the toolkit. The second thing that I want to mention is that social media is communications undertaking strategy that supports programs and services that your agency provides. And in other words, all social media efforts must be informed by and aligned with programmatic goals. Now, the findings of social media evaluation will inform future goals and efforts, but you need to take all this into consideration. They are very intertwined and they work together. Having said this, and since social media is so impactful in the communities that we serve, we developed this toolkit that is intended for users of those who are very skilled or those who have a lot of experience, but also for people who are new to social media or who don't have those skills embedded in their professional skills yet. So it applies to all levels of skills and experience. And it includes a review of a framework for planning, a social media strategy that can help you identify where to start and where to focus your efforts. Now, the toolkit is also, with the way that we frame it, includes a set of sample social media messages aligned to various platforms and recommendations for adapting messages for different purposes and channels. So I'm gonna share that with you, but there you go. Christine just shared in the chat the link for you to download this social media toolkit. It's free and it's accessible to you. And I'm gonna describe it for you so you can know what to expect once you open it. So we start on... And you don't need to follow. I'm gonna mention what pages, but you can open it. It is not that big of the toolkit I printed, and I have it here with me. But when you start on page two, the toolkit describes the P.O.S.T method. And this is a framework to develop a social media outreach and communication strategy for your programs. And that is focusing on the people, number one; on the objectives, number two; number three, the strategy; and number four, the technology. So I'm gonna describe each one of them so you follow along to what I am sharing with you. So people refers to identifying not only the community that you are working with or that you are funded for, but also their subpopulations and an intended audience that you're gonna be focused your social media with, or that you will address these first part of your social media. You do want to know as much as possible as as you can about these subpopulations. So you do want to know all the information, their interests, their environments, their influencing factors, what they like, what they don't like, all the



information that you can get from them. And that is in order to be able to tailor your efforts to these intended population. So even if you are taking one example that we have included as part of the toolkit, you still want to have all this information in order to understand what will get this individual's attention from your post. Now, in addition, you want to consider how these subpopulations may need more tailored approach and messages, as well as understanding if and how they will access social media. Now, in the chat, I would like to read what are some of the populations and the subpopulations that you programs are focusing on? So please feel free to put in the chat. And I know that many of you're gonna be saying MSM and I know what MSM stands for, but I would like to hear what specific MSM are you focusing on your populations, or if you have any other populations, give me those sub-populations or those more tailor groups that you are working with. So Milke saying that the homeless population, Excellent, thank you very much. People who inject drugs. Excellent, thank you for sharing that. PWUD, who used drugs, Mm-hmm. Migrant population. First time testers for HIV. The underrepresented populations, the LGBTQ, the non-binary. Adults who are sexually active. People who are born outside of the United States. Thank you. Those who use drugs. Those who not just inject drugs, but are using drugs in any other form. People who are experiencing homelessness. BIPOC people, PWUD, trans and gender diverse populations. Excellent. This is extremely helpful. And I wanna tell you, just because you see that variety over here that you see, this is helpful to know that one message is not gonna serve for all MSM or for all transgender individuals or for those who are homeless or for those who are immigrant. So please keep in mind that you really need to tailor this population to what you are focusing on. So this is gonna be extremely helpful to know what the population is. Then when it comes to objectives, the toolkit works through a list of benchmarks that you may want to use to guide your efforts. Now, keep in mind that your objectives drive your strategy and you must be based on your programmatic goals that you may have. And they do not work independently as I mentioned. And also objectives must considered a long-term benefit for your organization. Having a well-developed social media plan. They're not gonna be something that is gonna happen right now, but they have to have a long-term impact. So for example, if your program focuses on increasing, I don't know, the uptake of pre-exposure prophylaxis, PrEP or HIV testing or retroviral treatment, treatment adherence, your social media goals and associated objectives must reflect these, not just aim to increase visibility through your social media. That is objectives. And when it comes to strategy, this refers to the developing a plan to accomplish your goals. And that is a well-described plan. Who is gonna do what, when, how, and including the why you're gonna be doing this. So think about the rational, the timeframe that you may want to include, the metrics that you want to observe. And these must be consistent again with your policies of your organization and the policies of the funders who are funding you. And as I mentioned, it defines the roles and responsibilities of each member of your team and describing the reporting frequencies. This is extremely important. The last thing that I want to mention when it comes to the post is technology. And this is about choosing the most appropriate platform where you are going to be conducting your app. Not all platforms are the same, they don't work the same and not all your audience go to the same platforms that we go. So this is what I'm trying to say with all this. And this toolkit includes a worksheet where you can edit to define your intended population, your objectives, your strategy and technology, and develop an effective social media strategy. We call this the POST toolkit. It's included on the toolkit. And here you can see it a little bit what it looks like, but it will help you define the entire population objective strategy and technology,

and then develop an effective social media strategy. And once you have all this information delineated, you can start developing new or built on past content that you have developed. There is another tool that we have included as part of the toolkit, and it is called the project listen tool. And these will help you with the message development and tailoring that you're gonna be conducting. It includes questions for you and your team to consider, such as what type of content information your intended audience is seeking. Is this retweeting or linking what you're gonna be doing to that message? Or what do you think you will like or dislike about the way other people have written their tweets or post? So this is gonna be information that is gonna be helpful for you to know how to create or tailor your messages. So having said that, and I'm reading the chats and it's hard for me to look at the content, read the chats, so I'm reading the chats a little bit one at a time, but we will address all these comments. Thank you for those of you who are putting all these. So whether you are going to develop original content or borrow one for the message from the toolkits that we created, or if you're gonna tailor the content to your program needs, in this toolkit, we emphasize truly identifying the post, the people objective strategy and technology before developing your message. You'll need to do these so you know what message your community is seeking. And one of the mistakes that I've seen that happens all the time is that people want to do it the other way around. We create a message and then we identify everything else and usually doesn't fall as naturally as if you plan it in advance. So even if you find a message that you want to replicate from the toolkit, listen to your intended audience to understand how to tailor those messages for them in a more valuable way. We have also included in the toolkit for tips for success when processing your social media content. The four concepts that I will mention here and that you can see it is engagement and the that is how you can get your audience to engage with you. So actively engage your audience, not just posting something and hoping that they will like it. So think about it, how you can get your audience to engage or ask some questions for them to engage or request some feedback. So these is things that we mentioned to keep the audience engaged. The other one is call to action. And this is what you would like your audience to do at the end. That is probably, please repost this if you da, da, da, things like that. Or also think about getting tested. Testing is important, da, da, da. And then inviting people to get tested. Also being visual. More than ever, visual matters on social media. Posts with visual including graphics or videos have higher engagement that those with just a text or a picture. Reels. I'm gonna tell you that reels is something that works amazing when it comes to Instagram. And the last one is measure what matters. Use metrics like views, reaches, likes or comments to measure if your message is actually reaching your population. And then we describe this and provide you with a great input about what and how to monitor your social media. So in the chat, Christine just chatted with you that link to one of the webinars that we have conducted on Measure What Matters and is focusing on evaluation and measuring social media. So take a look at that whenever you have a chance. The other thing that I want to mention is to keep in mind the various platforms that exist out there. So every platform is gonna be different from each other. And you have to consider the titles, the descriptions, the images, the shares, the dimensions, the categories, the URLs, punctuation, whether it's gonna be viewed in a laptop versus a mobile phone or the tablet. So consider all these because everything's gonna look a little bit different. And all these information, you want to add it to the T on the post for you and your pron to know exactly how to move and how to develop all these. And we have also developed some sample messages starting on page seven on the toolkit. And we include them in the toolkit for you to



borrow or to be tailored to the needs of that you have of all those populations that you mentioned that you are working with. So let me show you what they look like and you can see what we're talking about. So this sample message. This one focuses on viral hepatitis C. You don't need to read what is on the slides because it is just very unique information and also all this appears on the toolkit. But we want to show you is the sections that it contains and the rationale that we put in creating these messages. Each sample starts or each sample message is accompanied by supporting relevant information related to the issue at hand, starting with a section called What problem are you trying to solve? And that is when is gonna tug the rational of why are you focusing on HCV or what about these specific population? So this is where you add the who, the people. This is also where you include the objectives, what you want to achieve through your social media efforts and the strategy. When it talks about the people objective strategies, these will describe what you are trying to achieve. And it also includes a little bit on the technology that it will be preferred if that is where the population is accessing all their information. So here you can see that the technology that it was suggested is Facebook and Instagram. And then we provide a sample message that you can use. And again, it is included on the toolkit and that is gonna be information that you can tailor, that you can borrow and adapted to how to do this. So when it comes to evaluation, I am not gonna spend a lot of time to evaluation, but there are four categories that you really wanted to pay attention to and that is awareness, sentiment, engagement, and action. And we can describe each one of them in detail, but I'm gonna encourage you to read them through the toolkit because it's gonna be extremely helpful for this. But when it comes to evaluation, we also included some questions that are gonna try to help you to take into consideration what to cover, what to pay attention to when you are monitoring your social media efforts. You notice that I'm going really fast in all this information and that I'm providing basic information because I really want to encourage you to visit the social media toolkit and learn from it. We want to spend most of the time talking with FHCW to help us tell the story of how they have implemented this and to hear their efforts that they have conducted. We have in our panel, we have Mitchell Barys who is a certified peer specialist working as an HIV peer advocate and navigator at Family Health Center of Worcester in Worcester, Massachusetts. He's passionate about harm reduction and HIV. And Mitchell was a fellow in the 2020 cohort of the Massachusetts, getting to Zero Activist Academy Fellowship with Fenway Community Health Center and AIDS action committee in Boston, Massachusetts. He has also participated in NMAC's ELEVATE training in 2021 and Mitchell is currently a BS candidate in human services at Fitchburg State University. We also have the honor to have Jessie Shiner. And Jessie's a certified peer specialist who specializes in working with LGBTQ individuals who are disconnected from care. He has also been working with FHCW as a transgender peer navigator for two years. And outside of his role at FHCW, Jessie organizes with the Trans Asylum Seekers Support Network. We have Michael Swaney who is the quality nurse data manager, and it is supporting these efforts. And we are going to be hearing from Mitchell and Jessie mostly. So please welcome Jessie and and Mitchell. And I'm gonna stop sharing. And Jessie and Mitchell, I am going to just be asking some questions, but the first one that I want to ask from you is, just tell us a little bit about your role at FHCW and why you and your team decided to develop a social media strategy for your organization.



Jessie Shiner: Yeah, I'm happy to start, if that's okay with you, Mitchell. Thank you, Arman, for the introduction and to the JSI team for inviting us to participate. It's great to be here. So Mitchell and I both work with kind of separate target populations, but populations who exist under the same umbrella as folks who could use HIV care who are out of care and who we wanna outreach to. So for us, utilizing social media felt like a really important tool. Both of our populations we find are often on social media and looking for resources on there. So it felt important to us that we really learned how to get our message across my population being transgender folks and for Mitchell being folks who use injection drugs and MSM. So that's kind of the basics. I'm not sure if, Mitchell, you wanna include anything else as to why we were really looking to step up our social media game.

Mitchell Barys: Yeah, no, I think that really it says a lot. Yeah, I think we're good.

Arman Lorz: Excellent. Thank you very much. And could you tell us, I know you mentioned that you were working with the MSM population and transgender population and people who use substances as well. Now, what specific programs were you focusing on or what was the main social media need that you wanted to address?

Jessie Shiner: Yeah, so good question. So like I said, Mitchell and I have our target populations, so we were focusing on those, but specifically what we were focusing on was trying to increase the amount of patients coming into accessing our testing and counseling services. So that's STI testing, that's follow up with results and counseling and then getting connected to care depending on how those results come back. So focusing on getting patients into the center, getting tested, getting connected to counseling, if that's the correct next step. And then doing so of course within our target populations.

Arman Lorz: That is awesome. Thank you. Thank you for sharing that. Now, would you mind, either one of you sharing, what were some of the challenges that you and your team faced in your previous social media efforts previous to participating in this activity with JSI?

Mitchell Barys: Yeah, I can take this one. So prior to participating in the social media TA, our team would get together once about once a month to work with the social media marketing manager, Nick, who's not on the call. We had to get a messages approved and the images approved by everybody from our funders to the administration. And we had to utilize sources like hiv.gov and the city website to basically create our content based around that.

Arman Lorz: It sounds like a lot of work. And I see you both saying yeah on the back. Thank you. Thank you for sharing all that. So moving on to using the social media toolkit or the work that we conducted with you together, I would like to direct the attention to the post framework that we utilize. Could you describe your experience using this post frame? The focusing on people, the objectives, the strategy, and the technology, and how that work on building your social media strategy from the beginning.



Jessie Shiner: Definitely. So for folks that haven't used it yet, I was a big fan of the P.O.S.T worksheet. Just as a reminder, it's the people, objective, strategy, and technology. So I really enjoyed using the worksheet. I think I was a little intimidated at first. I think we all were, but it ended up being really effective for us. So specifically what I enjoyed about it is that it helped us narrow down, like Arman was speaking about earlier, narrow down our target population from a group of people that has an immense amount of diversity within them to a group of people that maybe have a bit more of a shared, lived experience, right? So that when we're designing language, when we're choosing images to put on the posts, we're actually thinking about who is this going to affect and who is going to be receptive to this. And like Arman said, if you're trying to just outreach to all transgender people or all MSM, there's a huge diversity in lived experience there. So really narrowing down our audience, our objectives and our strategy was hugely helpful. That being said, I think something that was challenging is that, and I'm sure folks on this call have experienced this as well, is that the populations we are so desperately hoping to outreach aren't necessarily the populations who are on Instagram, who are reading informational posts about harm reduction and accessing services because we know as people, as peers, people with lived experience, Mitchell and myself, that we're in other places. We're on Grindr, we're on Tinder, we're in the club and that's where we're really getting our information. So that was a challenge, kind of bridging that gap between who we want to be seeing our content and who we actually have a shot of reaching. What helped the most I think in navigating the process was really tapping into our personal lived experience and our networks. So I'm a transgender person. I can talk to other people that I have built community with, have built friendships in a way that Michael or Mitchell might not be able to. And Mitchell has access to certain communities that I don't have access to. So not being afraid to lean into those personal relationships, I think, also served us well. And then I had one more thing I wanted to share about this, but just the last point being that even though the P.O.S.T worksheet seemed intimidating at first, once we had that down, the whole process kind of started to become a little clearer. You're not just picking out of any possible harm reduction language you could use. You're focusing on a more specific style of language, or you're not picking any harm reduction graphics you could use, but more specific images that you think are really gonna resonate with your target population. So while it was intimidating at first, it facilitated a smoother rest of the process.

Arman Lorz: That is very helpful to hear. And just so you know, everyone, I don't know the answers they're giving us. So this is truly an interview and this is helpful to hear all this information. Is there anything else that you would like to add about this process that... What else was helpful about the post in helping you narrow down your social media efforts that you can think of? No. Okay. So the next question that I want to ask is, okay, so you had your lessons learned, you brought your team together and then you had this post activity that you all have to conduct. Could you describe the process that you and your team went through to develop a social media post or message once you have gone through all the post process?

Mitchell Barys: Yeah, so we had to go through and figure out who the people were. So we did a segmentation and really thought about the priority populations that we were trying to reach. And from there, we ended up working around people that use drugs, specifically straight men that use drugs that



are between the ages of 25 and I think 35. That might be a little off. But yeah, we're trying to really reach these folks and think about the conversation that is being had online around harm reduction strategies. And so through that, we thought about what platform to use. We thought about Instagram because that seems to be a place that people are sharing infographics and a lot of information and things that are just, I guess, more grassroots at times. Yeah, we wanted to also stress the importance of HIV and STI testing within the community of people that use drugs since realistically, there's a lot of stigma still around testing, especially around straight folks getting tested. So the idea was to give a step-by-step walkthrough of the testing process. A fictional character named Gavin was a person that is in chaotic substance use. So with the JSI team, we decided to create a carousel post, which is really a group of five or six posts, images and text in one Instagram post. So you get a lot of information in there, but it doesn't seem as overwhelming, I guess, because you keep on rotating to different images and different narratives. Yeah, so we wanted to create like a post around just general harm reduction information, but also really stress the importance of HIV, STI testing as harm reduction 'cause I don't think we talk about that enough. So we had our community health worker. We actually named our community health worker Elena in our post. So she created a safe space without judgment to talk to Gavin about his substance use and experiences. She introduced Gavin to harm reduction. And then Gavin realizes that he's already utilizing harm reduction in some ways even though maybe he wasn't naming it harm reduction. So through that post, we were able to kind of think about what areas of the health center would be really affected by this post. And so we would try to get conversations with the OBO team, our STI testing and counseling team, as well as other folks in the community. So we can think about like... Really think about the information that we're like trying to get out to these communities. And ultimately, we did end up like really stressing HIV, STI testing as our call to action and harm reduction strategies.

Arman Lorz: Thank you, Mitchell. So I'm sure this was not an easy process and I know the answers to this, but will you share about a little bit of how many people were involved in this process of developing the message at your agency or your program in total? And how many rounds of reviews? A little bit more of like the full process if you don't mind.

Mitchell Barys: Yeah, so there is the... Peer advocates, Jessie and I, we also have our testing and counseling outreach program manager, Xuan; Michael, who's our supervisor, direct supervisor and data quality nurse. And we worked with Nick very closely, social media marketing manager at the health center. And then we went through about five or six rounds of review. We had to consult with the testing team. We also attended the office hours, which really was a huge help to us. And really thinking about all the stress and all the intense feelings that I had personally going through this process. They really were able to support us in a big way to make it so that we all could get this post out to the public.

Arman Lorz: It is awesome. Thank you very much for sharing this. I know there was a lot of work and there was many, many hands on the kitchen, but the question that a lot of people have is, how did the message perform at the end? So would you mind sharing a little bit of how did your post perform and what did you find out about that.



Jessie Shiner: Absolutely. So I don't know if folks had a chance to review our post. I think it was in the Zoom chat, but I'm just gonna share some of the metrics. So Instagram actually gives you the metrics of how many accounts were reached, likes you received, comments and all that stuff. So I'll share some of that and then I'll speak about how it compares to previous posts that we've made. So like Mitchell said, it was like a five or six-slide carousel post. And it got about 14 likes, which might not seem like a lot, but our agency usually gets like one or two likes per post, so it really was a huge increase. No shade to our previous posts, but all power to the P.O.S.T worksheet. So about 14 likes, we reached 177 accounts. And we had a couple shares onto stories or into other networks where people took the post and shared it elsewhere. That was when we initially shared the post, but we also reshared it. So we were able to then reuse the same content but just kind of resurface it in our feed, so that folks that might have followed us more recently would be able to see it. And we received similar metrics that time as well. So over 150 accounts engaged or accounts reached, a variety of accounts engaged and also some shares that time. So like I said, in comparison to our previous posts, we were seeing at least an a hundred percent increase on likes and engagement, which for us felt very affirming. And in addition to that, not only did we see a response on social media, but we saw it actually play out in our programming. And I hope I'm not jumping the gun, Arman, by sharing this, but we did see a significant increase in folks coming into our testing center, which as I'm sure everyone on this call can understand is a huge victory. So just from July to August, which is I believe we originally posted in June and then posted again in August, but we saw an additional 20 people to come in for testing, which we were really proud to see.

Arman Lorz: That is awesome. That is awesome. And I'm sure a lot of participants, that's what they were waiting to hear on these meeting is like, and did it work at the end? So thank you, Jessie, for sharing that. So I have one more question that I wanted to ask you and then I'm gonna open it to all the questions that we have been receiving on the chat. Well, the only question that I'm gonna ask to close this interview thing is, for people who are in this call who downloaded this, the social media toolkit and they don't know where to start or they're like ready to start, what recommendation each one of you give to another agency wants to start this process?

Jessie Shiner: Yeah, I mean I think the P.O.S.T worksheet really helped us develop our message and really think about the specific population we're trying to outreach, but really the backend of it is we have to think about health center policies, we have to think if our messaging is in line with the content that we're already creating on our social media pages. And really thinking about buy-in from everybody, from administration down the line to the folks that are actually developing the message to the folks that we're trying to reach really. So it's like this very trickle down thing, but it all really creates a huge part of how we created this message.

Arman Lorz: Excellent. Thank you. Jessie, is there anything you want to add to that?

Jessie Shiner: Yeah, I totally agree with what Mitchell said and I would just add. Take it slow, take it step by step. It's a lot of information at once if you try to take it all in in one go. I'm personally the kind of person that wants to see the impact now. And I think I was really rushing through the TA at first. And



when I kind of slowed down and realized that this is going to take months and even a year until we see the effects of our work and I became more comfortable with that and resigned to that, I think the process became a lot more smooth. And then the last thing I would say is, I would encourage folks to really get on the same page as a team before you dive into the TA, because if you find yourself three months into the TA and you realize you all have different goals, whether that's one is trying to increase followers on social media and one's more focused on patients coming in through the health center doors, then you're bound to have conflict. But if you really connect at the beginning and find shared goals, which I believe the TA really, really encourages you to do, then I think you have a much greater chance at finding success like we did in the end. So that's what I would say.

Arman Lorz: Excellent. Thank you very much both of you. Now, one question that came in the chat is related to dating apps. If you use dating apps as part of the social media strategy, number one, if you use them and were they helpful on increasing results for the testing?

Jessie Shiner: So we did... Mitchell, do you wanna go ahead?

Mitchell Barys: No. Well, we didn't use the apps. We're utilizing the already existing social media platforms that the health center already has and really trying to build engagement from the Facebook and Instagram post.

Arman Lorz: Excellent. Thank you very much for that. Another question that came up well was, how often do you post? And then could we see how your social media looks like? And I believe the answer to one of those questions was the link that we share of your post, but how often do you post?

Jessie Shiner: So I'm pulling up our page right now. Mitchell and I actually don't do most of the social media for the health center, so we were kind of a special guest. But we try to post or the health center tries to post on significant days, so like National HIV Testing Day or there's like a national day for women and children with HIV or things like that. But I'm curious, Mitchell, do you have a sense of if there's more of a schedule to it?

Mitchell Barys: Yeah, I don't think there is. I think after this TA, we really have to go back to our social media manager and advocate for thinking about how do we really integrate this into our everyday use of social media? And I think unfortunately right now, it seems like we're working so broadly within the health center. So there are multiple programs utilizing social media of the same social media page. So I think that's a huge part of... We don't want to overwhelm people with HIV information, so we just are trying to use things, take it slow and hopefully we can develop a good base of followers to be able to present this information to in the future.

Arman Lorz: Awesome, thank you very much both of you. Now, we have another question that came in and we only have like two minutes to respond. So whoever wants to take it and if you say, "Oh, Arman," feel free to give the first response to this, I'm happy to do it. It says, you mentioned behavioral change



which focuses on individuals. How do you balance that and also address systemic structural changes or change through social media? I'm happy to answer that if all you want me to because I do have a quick answer for this.

Jessie Shiner: Take it away, my friend. Oh, it looks like my-

Arman Lorz: Thank you very much. Thank you very much. As I mentioned at the beginning, social media is not gonna work alone. What you are doing with social media is working in tandem with your programs. So always taking consideration the objectives, the goals that your programs are working. If you have a program that is focusing on structural change, you can also do these and you can focus on providing a solution and a response to the needs of the system and the individuals that are affected on the system. Now, when it comes to HIV programs and mental health and substance use, that is how we affect the community. So there can be two programs running in tandem, one that focuses on behavioral change through your social media and you can do another social media that is gonna be so much narrow to structural change and systems change that is gonna be focused on change internally at organizations and at the state level, but they do not work alone. We do not work alone in silos anymore. We're trying to provide services that are in tandem and working together with each other. So I hope this answers some of the questions. Of course, the quick answer that I can give you nevertheless is that we're trying to focus on, working in tandem, collaborating with other programs and working as a team, not as individuals. So with all of these, all I want to do right now is just to remind you to share, to share, to download the.. If you haven't, we are sharing the link also in the chat and it is on your screen. You can access this recording later on and you can access these also on the website that is listed on the screen. With that, I wanna say thank you very much to Worcester team and I'm gonna pass it to Christine for some closing statements.

Christine Luong: Thank you so much, Arman. Thank you again, Mitchell and Jessie, for sharing your experience with us. We are so happy that you've taken an hour out of your day to join us. Thank you, Arman, for being a rockstar as always. Thank you, everyone, for attending today's webinar. As you can tell, we are truly very excited about this toolkit. And we hope that you'll find it useful for your organization as well. So I'm going to actually chat out a brief evaluation. Please do complete it, it takes just a few minutes and your feedback is really important to us. This will help inform our future webinars and TA activities as well. And so just to close, feel free to check out our website at ta4si.jsi.com or email us at ta4si@jsi.com. And also check out the Family Health Center of Worcester, fhcw.org and on their Instagram. Once again, thank you, everyone, for joining and have a wonderful afternoon. Bye.

Arman Lorz: Thank you, everyone.