

May 2019

SOCIAL MEDIA TRAINING

**NEW TECHNIQUES FOR REFINING
YOUR SOCIAL STRATEGY**

ORAU



Kristin Mattson
MPH, MCHES



Jennifer Reynolds
MPH, CHES



Training Agenda

Welcome and Introductions	9:00 – 9:30 am
Presentation: Social Media Strategy Review	9:30 – 10:00 am
BREAK	10:00 – 10:15 am
Activity: Overcoming Obstacles to Implementing a Social Media Strategy	10:15 – 10:45 am
Presentation: Recent Updates to Social Media Platforms	10:45 – 11:30 am
Presentation: New Strategies for your Toolbox	11:30 am – 12:30 pm
LUNCH	12:30 – 1:30 pm
Presentation: Implementing a Successful Social Media Campaign	1:30 – 2:15 pm
BREAK	2:15 – 2:30 pm
Activity: Practice Planning and Implementing a Social Media Campaign	2:30 – 3:45 pm
Closing and Evaluation	3:45 – 4:00 pm



Introductions

- Name, organization, and job role
- #1 thing you hope to learn today
- [if you attended last year's training] What changes have you made to your social media strategy this past year?



What does it take to be effective on social media?

- Set realistic, achievable goals
- Really know your audience
- Develop content your audience will love and engage with
- Post consistently
- Engage in conversations
- Promote others
- Measure and adjust



“Post and Pray” The anti-strategy strategy



Social Media Strategy

- Defines what success will look like
- Helps measure impact
- Gets everyone on the same page
- Sets standards and expectations
- Promotes continuity

You must
write it down!

Strategy Components

- Goals
- SMART objectives
- Resources (staff, time, money)
- Audience
- Channels
- Content
- Engagement
- Campaigns
- Evaluation

Building Your Strategy: SMART Objectives



Goal & Objective Example

- **Goal: Decrease stigma in XXX County toward those suffering from opioid use disorders**
 - Objective 1: Reach 10,000 people on Facebook with a campaign featuring video testimonials of individuals in long-term recovery (September 17-23).
 - Objective 2: Develop two infographics (1 featuring the cost savings of investing in treatment and prevention, 1 featuring the success of opioid treatment) and work with the Health Department and Sheriff's Office to disseminate monthly now through December 2017.

Goal & Objective Example

- **Goal: Double our number of Facebook followers between July 2019 and July 2020.**
 - Objective 1: Continue to consistently post engaging content (minimum of 4 posts per week) each month
 - Objective 2: Identify 3 partners with large social media followings who regularly posts engaging content. Develop agreements with these organizations to like and share each others posts (minimum 1-2 per month).
 - Objective 3: On a weekly basis, gain new followers by “inviting” individuals who have reacted or commented on other posts to like your page.

Audience(s)

- Demographics
- Locations
 - Social media channels - What activities do they participate in on these sites
 - Where do they get news/updates
- Who do they trust and/or respect
- Psychographics
 - Values
 - Likes/Dislikes
 - Interests/Hobbies
 - Personality/Behavior
 - Lifestyle
- What content would be most interesting/appealing to them
 - What are their day-to-day concerns
 - How can you help



Social Media Channels



What social media channels should I use?

- The ones your audiences are on
 - Review the national data on social media use
 - Look at your own analytic data
 - Ask people in your target audience or those that work closely with your target audience
- The ones that best fit your objectives and content
- The ones your team has the resources to support well



Content Strategy

- Aim to post a variety of interesting, engaging, VISUAL content
- Remember: Quality Over Quantity
- The best content adds value for your audience and drives engagement (especially conversation)
 - “What’s in it for me”
 - “Why should I care”
 - Tip: Tie national stories to what’s happening in your local jurisdiction

Content strategy

- Creating engaging content requires us to truly understand our audience on a deep level. Ask yourself (or better yet, your audience):
 - What does your audience care about?
 - What are your audience's challenges?
 - What are your audience's motivations?
 - What content does your audience love to interact with?
- Each piece of content you post should serve a specific purpose.
 - Aim to spark emotion.

OPIOID COMMUNICATION BEST PRACTICES

General Public



KEY MESSAGES

- Stigma reduction towards individuals with addiction/substance use disorders
- Proper use, storage, and disposal of prescription opioids
- Help is available for those facing addiction; people can and do recover
- Risks of taking prescription opioids and questions to ask Dr.
- Opportunities to become engaged in local efforts
- Signs and symptoms of addiction



FRAMING / SPOKESPEOPLE

- Personal stories of individuals in active recovery
- Emphasize impacts of addiction on family relationships
- Include details about the "path to addiction"
- Consider "before" and "after" photos
- Pair messages about consequences of addiction with messages about hope
- Trusted local leaders (e.g., sheriff, high-school coaches, clergy)



DISSEMINATION

- Multi-pronged communication approach (e.g., social media, church bulletins, local media, community events, comments section of online news stories)

OPIOID COMMUNICATION BEST PRACTICES

Youth



KEY MESSAGES

- Promote alternatives to using drugs
- Normalize not using drugs among peers
- Describe prescription and illegal opioids and the risks and consequences of misuse



FRAMING / SPOKESPEOPLE

- Focus on positive alternatives or "gain-frames"
- Avoid statistics unless they are specific to youth in that particular community
- Community-based organizations
- Sports coaches, teen leaders, celebrities
- Discuss risks without judgement and pair with messages aimed at decreasing stigma



DISSEMINATION

- Deliver in-person as part of school, church, or CBO-based program
- Social media via YouTube, Instagram, and Snapchat

OPIOID COMMUNICATION BEST PRACTICES

**Parents
and
Caregivers**



KEY MESSAGES

- It can happen to your child
- Signs/symptoms of substance use in children/teens
- Proper storage and disposal of prescription drugs
- How to intervene if you suspect your child is using; maintaining open lines of communication
- What to do if your child is prescribed opioids



FRAMING / SPOKESPEOPLE

- Emotional appeals
- Personal stories from community members in long-term recovery (who started as teens) and those who have lost loved ones to drug overdoses



DISSEMINATION

- School-based systems (e.g., school messaging platform - MailChimp, Schoology - emailing, letters, events/assemblies)

OPIOID COMMUNICATION BEST PRACTICES

**Individuals
facing
addiction**



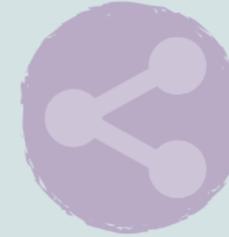
KEY MESSAGES

- Help is available! Talk to someone; find a local provider and get assessed; learn about your different treatment options
- Treatment works! People recover and you can too!
- Consequences of long-term addiction
- Who to call and how to get treatment without insurance



FRAMING / SPOKESPEOPLE

- Individuals in long-term recovery
- Focus on consequences to loved ones
- Convey compassion



DISSEMINATION

- Social media (Facebook, YouTube)
- Leverage networks of those in recovery
- Provide confidential and discrete ways to receive information and counseling on treatment options

Objective: This study sought to examine if provider Twitter profiles with educational tweets were viewed as more professional than profiles with personal tweets or a mixture of the two, and to determine the impact of provider gender on perceptions of professionalism in an academic obstetrics and gynecology clinic.

Methods: This study randomized obstetrics and gynecology patients at the University of Michigan Von Voigtlander Clinic to view one of six medical provider Twitter profiles, which differed in provider gender and the nature of tweets. Each participant answered 10 questions about their perception of the provider's professionalism based on the Twitter profile content.

Results: The provider profiles with educational tweets alone received higher mean professionalism scores than profiles with personal tweets. Specifically, the female and male provider profiles with exclusively educational tweets had the highest and second highest overall mean professionalism ratings at 4.24 and 3.85, respectively. In addition, the female provider profiles received higher mean professionalism ratings than male provider profiles with the same content. The female profile with mixed content received a mean professionalism rating of 3.38 compared to 3.24 for the male mixed-content profile, and the female profile with only personal content received a mean professionalism rating of 3.68 compared to 2.68 for the exclusively personal male provider profile.

Conclusions: This study showed that in our obstetrics and gynecology clinic, **patients perceived providers with educational profiles as more professional than those with a mixture of educational and personal tweets or only personal tweets.** It also showed that our patient population perceived the female provider with educational tweets to be the most professional. This study will help inform the development of evidence-based guidelines for social media use in medicine as it adds to the growing body of literature examining professionalism and social media.



Best Practices For Facebook

- Create visual content that generates conversations – video if possible
- Upload your videos directly into Facebook (add captions)
- Add post copy with a call to action or question to prompt discussion
- When posting links try to use local websites or other websites that your audience may frequent
- Use Audience Insights to learn more about your audience
<https://www.facebook.com/ads/audience-insights>
- Go Live!
- Connect with Facebook groups (more on this later)
- Create Facebook Events



Best Practices For Facebook

- Complete your page profile
 - Appropriately sized cover/profile photos
 - About
 - Our Story
 - Team Members
 - “Call to Action” button
 - Get verified (Settings – General – Page Verification) [Results may vary 😊]
- Learn Facebook Advertising
 - Previous webinar on Intro to FB ads



Best Practices For Facebook

- Do NOT
 - Overpost
 - Ask for 'likes,' 'comments,' and 'shares'
 - Consider instead: "we'd love to know your thoughts"



Best Practices for Instagram

- Post consistently
- Switch to a business profile
- Include a keyword in your name
- Consider including the following in your bio:
 - Clickable link, branded hashtag, @mention(s)
- Tag posts with locations and @mentions
- Use emojis in captions and comments
- Tell a story with your caption
- Use hashtags strategically (more later)





Best Practices for Instagram

- Create stories and story highlights
 - Use interactive features like poll and question stickers
- Ask people to turn on post and story notifications for your content
- Use new features
- Go live!
- Engage with others' content and follow people in your target audience and with similar interests
- Create an IGTV channel (more on this later)





Best Practices for Instagram

- HASHTAGS!

- **Determine your niche hashtags**
 - Super specific
 - May even include your geographic area
 - Think about what your target audience may be searching for
- **Determine your super popular hashtags**
 - Related to your content, but have millions of posts on that hashtag
- **Determine moderately popular hashtags**
 - Related to your content, but have tens to hundreds of thousands of posts on that hashtag

In each post, use:

- 2 to 5 niche hashtags
- 5 to 7 moderately popular hashtags
- 4 to 5 super popular hashtags

*Developed by Jenn Herman a top Instagram blogger.





Best Practices for Twitter

- Post content that adds value
 - Native video
- Engage with others' content
- Include links to a variety of sources
- Use emojis
- Respond if someone mentions you in a tweet
 - Do not start off a retweet with @mention. Include a period or space
- Use no more than 2 hashtags per tweet
- Host and participate in Twitter chats (Tip: Use TweetChat)



Best Practices for Twitter

- Pin tweets to your page
- Include quotes
- Create a Twitter poll
- Tag your location
- Go live (mobile)
- Size your images appropriately
 - <http://sproutsocial.com/landscape>



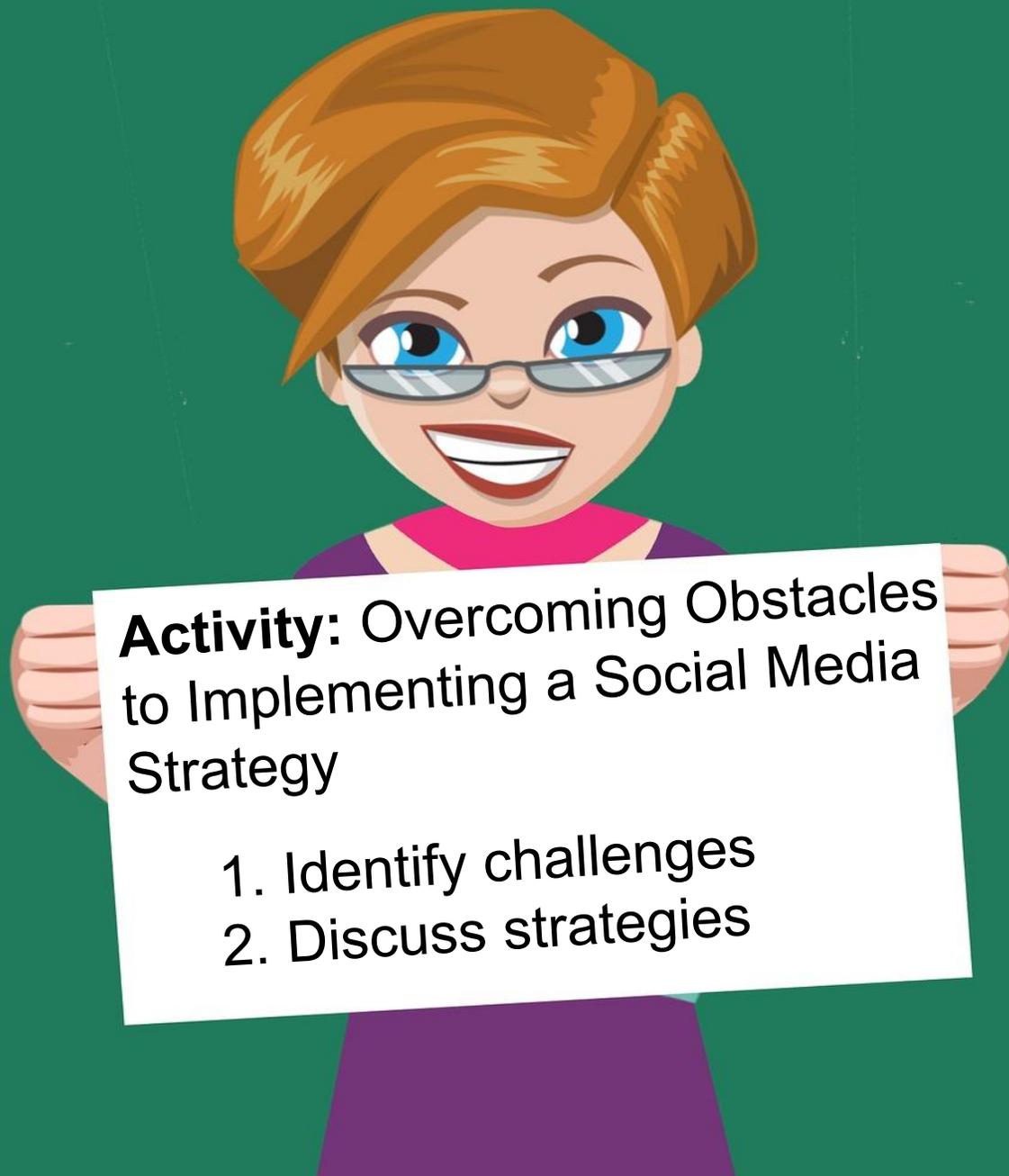


Best Practices for Twitter

- Use your 280 characters wisely
- DON'T simply repeat the headline when posting links
 - Pull out quotes or statistics or tell the reader why they should click to read more







Activity: Overcoming Obstacles
to Implementing a Social Media
Strategy

1. Identify challenges
2. Discuss strategies

Recent Twitter Updates





Recent Updates

- 280 characters
- Threads
- ~~Edit button~~ ← Just kidding!
- In app camera
- Twttr
 - New “chat like” display to threads
 - Hidden metrics





Recent Updates

- Leveraging Twitter to help prevent drug misuse, curb illegal online drug sales, and promote public health information
 - https://blog.twitter.com/en_us/topics/company/2019/leveraging-the-power-of-twitter-to-combat-the-opioid-crisis.html
- Championing those working to build the #RecoveryMovement

Twitter Public Policy @Policy Follow

Over the past year, we've leveraged @Twitter to help prevent drug misuse, curb illegal online drug sales, & promote public health information. We've also supported those who use the platform to connect through the #RecoveryMovement. More here: https://blog.twitter.com/en_us/topics/company/2019/leveraging-the-power-of-twitter-to-combat-the-opioid-crisis.html

Leveraging the power of Twitter to combat the opioid crisis
Over the past year, we've utilized the power of our service to help prevent drug misuse, curb illegal online drug sales, and promote public health information.
blog.twitter.com

9:24 AM - 23 Apr 2019

179 Retweets 506 Likes



Recent Instagram Updates





Recent Updates

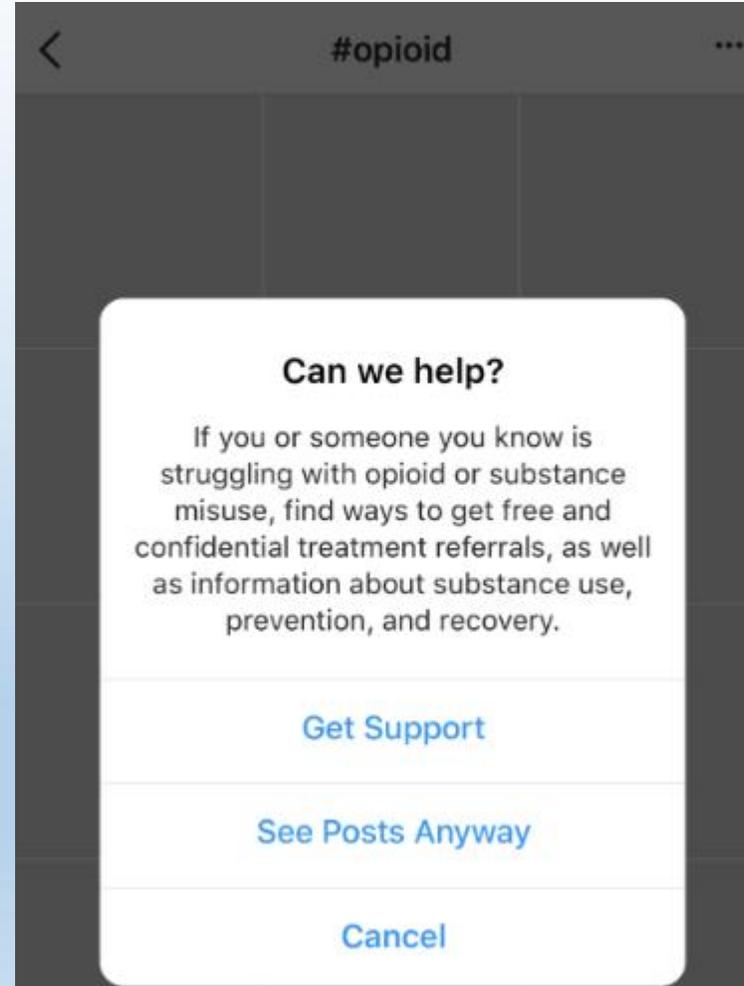
- Instagram FINALLY gave us insight into their algorithm
- Ranking is very individualized and post popularity has little impact on placement
 - 3 major variables – **Interest, Timeliness, Relationships**
- No preference for videos vs photos – user dependent
- Interactions with stories has no impact on feed & vice versa





Recent Updates

- Get Support feature
 - Jennifer's perspective:
<https://www.orau.org/news/perspectives/using-social-media-to-address-substance-misuse-and-abuse-an-analysis-of-instagrams-get-support-feature.html>





Recent Updates

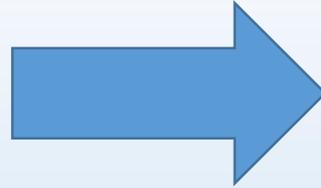
- Posting from Facebook desktop to Instagram
 - Must be posting a photo from your FB page
 - BE CAREFUL of image ratios
- New stickers for stories
 - Questions
 - Countdown
 - Quiz
 - Donate
- Quick reactions on stories (heart eyes, laughing, sad, clapping)
- Bulk story uploads
- Close friends list
- Alt Text to Posts





Recent Updates

- Share your camera roll during live videos
- Nametags
- Better integration with 3rd party scheduling tools (Later, Iconosquare, Tailwind)
- And of course... IGTV (more to come)



Recent Facebook Updates





Recent Updates

- Facebook is being redesigned around Groups and Events (“FB5”)
 - New Groups and Events tabs
 - Personalized feed from groups you’ve joined
 - Group interactions “discovery” emphasized throughout the app
 - “Share to groups” added to create post
 - “Ask admin to post” to protect privacy around sensitive topics
 - New chat features for members to create threads and subthreads (like Reddit)
 - More intuitive “events tab” makes it easier to find “Events near you” and add them to your calendar
- The Newsfeed era is over

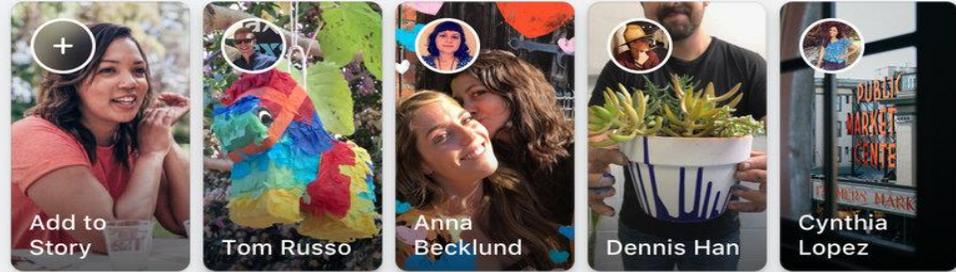
Home

Create

- Not-So-Secret Family Recipes
- Red Table Talk Group
- Events
- Saved
- Gaming
- Fundraisers
- Memories
- Help & Support
- Settings & Privacy
- See More

Stories

See All








Tom Russo
 5 mins · 
⋮

Not having fun at all 😊



Suggested


Groups
 New ways to find and join communities.

[Find Your Groups](#)


 Henri and 9 friends joined Groups

Contacts

⋮

-  Dennis Han
-  Eric Jones
-  Cynthia Lopez
-  Anna Becklund
-  Aiden Brown
-  Betty Chen
-  Dan Brown
-  Henri Cook



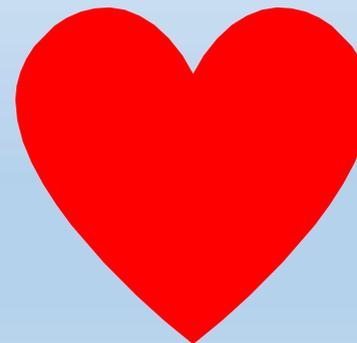
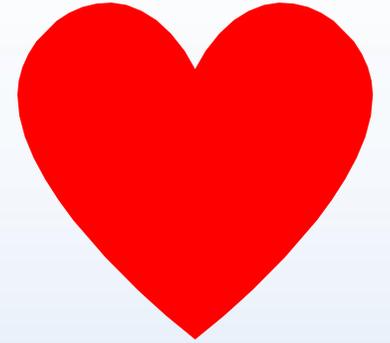
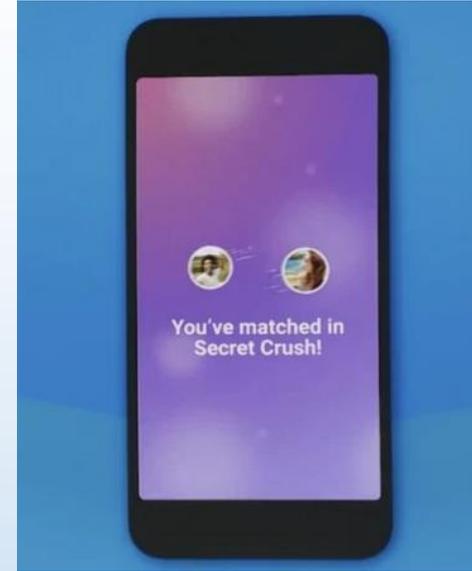
Recent Updates

- FB Messenger overhaul
 - “Fastest private communication app on the planet”
 - Less battery, less storage (>30MB), faster (1.3 s start)
 - End-to-end encryption by default (for text, shared locations, video)
 - New features
 - Dedicated tab for “close friends and family”
 - Ability to message with FB, Instagram, and What’s App users
 - Ability to unsend messages, augmented reality, “Watch Together”
 - Desktop app



Recent Updates

- New features
 - Dark mode
 - “Meet New Friends”
 - Facebook Dating (Opt-in only)
 - “Secret Crush”



Strategy Recommendations

- Focus on keeping your audience in Facebook
 - Use fewer link posts
 - Embed blogs and videos
 - Never send users to YouTube
 - Schedule posts ONLY in Facebook
- Strategize around creating engagement
 - Live video (6x more engagement)
 - Focus on quality messaging versus quantity
- Leverage the power of Groups and Events
- Watch your metrics because it's a brave new world ...



Certifying ads for addiction treatment centers

As more and more people struggle with drug and alcohol addiction, public health experts have warned about some addiction treatment centers that have emerged which fail to meet basic healthcare quality standards. Many of these take part in insurance scams and many keep people in a cycle of addiction with unproven treatment methods. That's why we're partnering with LegitScript, a leading third-party certification service, to help prevent bad actors from marketing their services on Facebook and taking advantage of people in need.

[Addiction treatment centers](#) that advertise to people in the US on Facebook will now be required to have certification from LegitScript, which will [review](#) their background, qualifications, compliance with state legal and regulatory licensing requirements and privacy practices. Once approved by LegitScript, addiction treatment centers must [apply](#) in order to advertise on Facebook to people in the US so we can review their certification.

Pop Quiz

WHAT IS THE MOST POPULAR
SOCIAL MEDIA PLATFORM ACROSS
DIFFERENT AGE AND GENDER
GROUPS?

Use of different online platforms by demographic groups

% of U.S. adults who say they use ...

	Facebook	YouTube	Pinterest	Instagram	Snapchat	LinkedIn	Twitter	WhatsApp
Total	68%	73%	29%	35%	27%	25%	24%	22%
Men	62	75	16	30	23	25	23	20
Women	74	72	41	39	31	25	24	24
White	67	71	32	32	24	26	24	14
Black	70	76	23	43	36	28	26	21
Hispanic	73	78	23	38	31	13	20	49
Ages 18-29	81	91	34	64	68	29	40	27
18-24	80	94	31	71	78	25	45	25
25-29	82	88	39	54	54	34	33	31
30-49	78	85	34	40	26	33	27	32
50-64	65	68	26	21	10	24	19	17
65+	41	40	16	10	3	9	8	6
<\$30,000	66	68	20	30	23	13	20	20
\$30,000-\$49,999	74	78	32	42	33	20	21	19
\$50,000-\$74,999	70	77	34	32	26	24	26	21
\$75,000+	75	84	39	42	30	45	32	25
High school or less	60	65	18	29	24	9	18	20
Some college	71	74	32	36	31	22	25	18
College+	77	85	40	42	26	50	32	29
Urban	75	80	29	42	32	30	29	28
Suburban	67	74	31	34	26	27	23	19
Rural	58	59	28	25	18	13	17	9

Note: Whites and blacks include only non-Hispanics. Hispanics are of any race.

Source: Survey conducted Jan. 3-10, 2018

"Social Media Use in 2018"

PEW RESEARCH CENTER

Intro to Basic YouTube Strategy



About YouTube



- Owned by Google
- 2nd most popular search engine in the world
- Most popular social media channel
 - 80 percent of American adults 18-49 watch at least one video a month
 - YouTube has seen double digit growth, while traditional TV has seen double digit decline
- 98 different “localized” versions
- More than 20 percent of videos are switched off within the first 10 seconds of playback
- 50 million content creators
 - 96.5% of channel owners won’t make enough advertising money to break the poverty line



YouTube Strategy Basics

- Create a YouTube for Business Account (Do not create a channel using a regular Google account)
 - <https://blog.hootsuite.com/how-to-create-a-youtube-account-channel/>
- Complete your YouTube profile
 - Keyword-rich bio
 - Eye-catching banner image (2560 x 1440 pixels, 2MB max)
 - Links to your website and social media profiles
 - Location and contact information
 - **Featured channels**





YouTube Strategy Basics

- When creating video
 - Try to incorporate different video formats and types
 - How-to
 - Question & Answer
 - “Unboxing” videos to showcase arrivals
 - Tours
 - Live-Stream Events
 - Testimonials and storytelling
 - Guest or Partner Interviews
 - Include a strong Call To Action (CTA) at the end of your video - tell viewers to like, subscribe, follow, call, visit, or buy





YouTube Strategy Basics

- When uploading video
 - Upload with a file name that includes a top key word
 - Pick an appealing title containing relevant keywords
 - Write a GREAT description –
 - 1000 characters max (only first 2-3 lines shown in line)
 - Include keywords
 - Use a custom thumbnail for your videos
 - Add up to 15 hashtags
 - <https://support.google.com/youtube/answer/6390658?hl=en>
 - Under “Advanced Settings”
 - Categorize your video



YouTube Strategy Basics

- Need help finding good keywords?
- <https://ads.google.com/home/tools/keyword-planner/>

IGTV

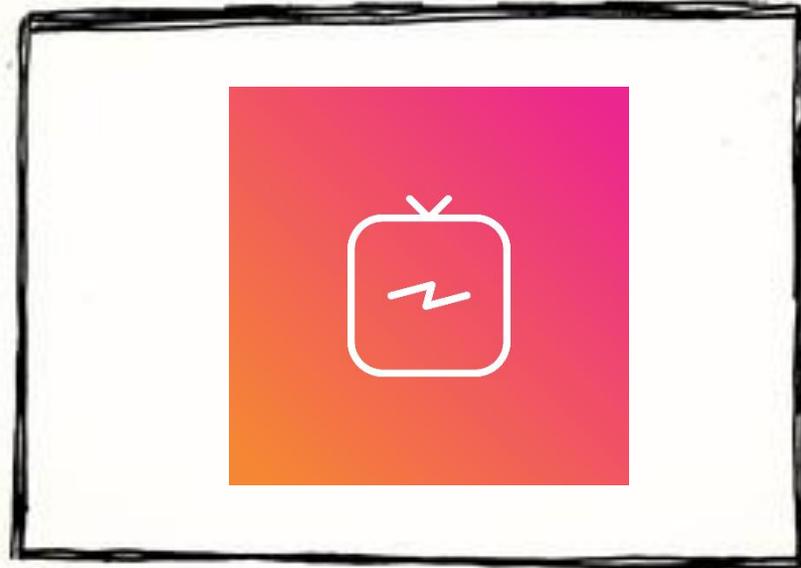




IGTV

- Instagram's Answer to long-form video – Integrated within the IG app
- 2 ways to create channel: 1. desktop, 2. separate mobile app
- Videos between 15 seconds and 1 hr
- Videos must be in portrait orientation
- IGTV channel shows up on your profile where story highlights live
- Videos should have title and description
 - Add hashtags to video description
- IGTV previews in IG feed (one minute)
- Ads coming

it's DEMOtime!



Facebook Groups



Pages versus Groups





Some **BIG** benefits to Facebook Groups

- More organic reach
- More options/tools for connecting with members
 - Posts, polls (traditional), photos/albums, videos/live videos
 - Instant chat, group message to all members, share documents
 - “Watch Party”, “Get Together”, **UNITS [social learning]**
 - Promote events
 - “Admin to post” (anonymous to protect privacy)
 - Chat features – threads and subthreads
- Privacy options
- Notifications
- User-generated content



3 Types of FB Groups

1. Public

- Everyone can find your group
- Everyone can join
- Everyone can view your content

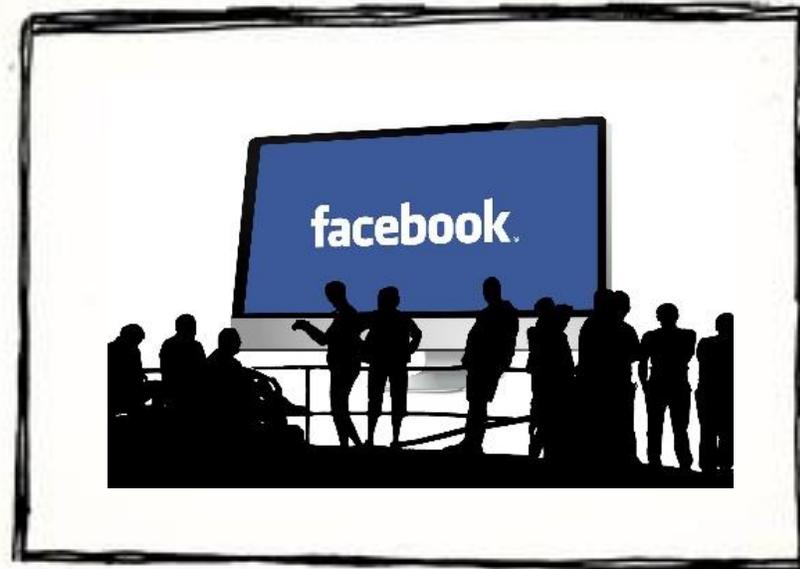
2. Closed

- Everyone can find your group (name, description, member list)
- Must be approved by an administrator or invited by a current member to join
- Only members can view your content

3. Secret

- No one can find your group
- Only those invited by a current member can join
- Only members can view your content

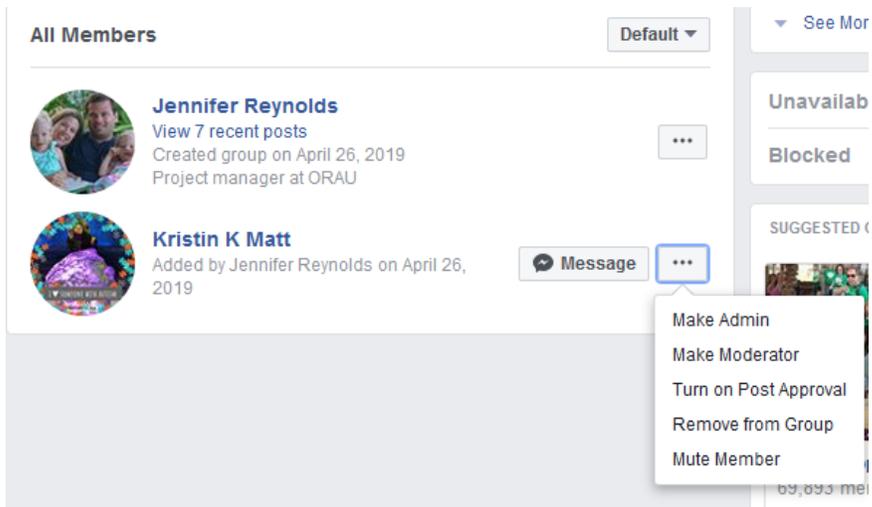
it's DEMOtime!



ORAU

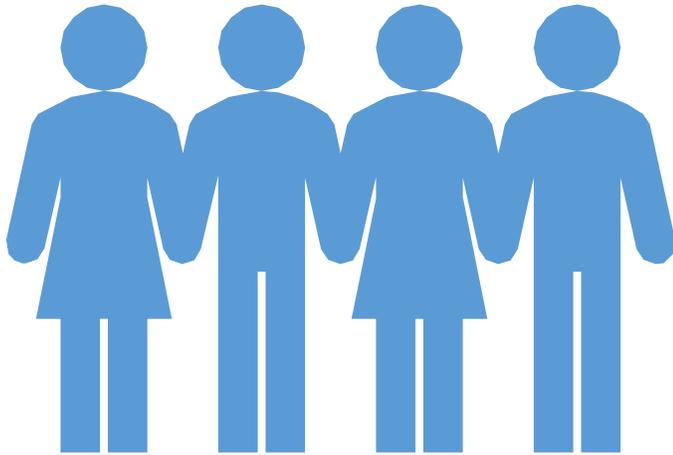
Best Practices for Groups

- **Have clear goals**
 - Be sure they are reflected in group name and description
- **Welcome new members**
 - Direct message a “hello”
 - Public post welcoming new members
 - Ask them to introduce themselves in the “comments”



Best Practices for Groups, cont.

- **Have strong community guidelines**
 - Under “Moderate Group” click “Create Rules”
 - Put in post and pin to the top; periodic reminder post
 - Enforce them and explain why
 - Review and revise
- **Enlist trustworthy moderators**
 - Approve new members, moderate comments, create posts, participate in conversations
 - Set up a schedule



Step 1: Establish clear community guidelines

This is where you'll let group members know the purpose of the group, community standards, and instructions.

You can pin guidelines in a post to the top of your page, put them in the group's description, include them in a document, or all of the above.

Some things you may want to include in your guidelines are:

- Who is eligible to join the group. You may also want to share instructions on how to add members.
- Who to disclose and who not to disclose information about the group with. If you have a strict non-disclosure policy, you should also include repercussions for "outing" the group.
- Policies on hate speech, racism, graphic content, harassment, and other unwanted behavior.
- Do's and Don'ts. Do's help members understand the best ways to engage with the group. Don'ts clarify the group's objectives and policies. For example, you may want to discourage solicitations, advertisements, memes, etc.
- Frequently Asked Questions. If you find that members are repeatedly asking moderators the same questions, it may make sense to add an FAQ.
- Where to find group resources and documents.



PINNED POST



Sally Bradbury shared a link.

24 October 2013

Welcome to the Dog Training Advice and Support group.

This group is about providing safe, force free, positive reinforcement based training and behaviour advice.

QUESTIONS ON DOG TRAINING AND BEHAVIOUR ONLY PLEASE.

The group is heavily moderated and for that we make no apologies.

Any post recommending methods that fall outside of our ethos will be removed, and in some cases the poster will be removed.

Threads may be closed (commenting turned off) once the OP has had the help they need to save it going around in circles and also on topics that fall outside of training and behaviour such as diet and medical issues.

For further information: <https://www.facebook.com/notes/dog-training-advice-and-support/group-ethos-rules/735374279811465>

<https://www.facebook.com/notes/dog-training-advice-and-support/group-ethos-rules/735374279811465>

FACEBOOK.COM

  373

224 Comments 1 Share

 Like

 Share

About This Group

Description

Welcome to Jenn's Trends in Social Media. This group is to share and learn as much as we all can about what is trending and changing in social media.

Please feel free to ask questions and answer questions you can be helpful too.

You are welcome to share relevant articles and links that you feel would support the members of this group.

You may even share your own blog post or video IF and only IF it is directly relevant and helpful to the group and is not self-promotional.

Any spammy or unsolicited posts will be deleted and members may be removed from the group if they are repeat offenders.

Group Type

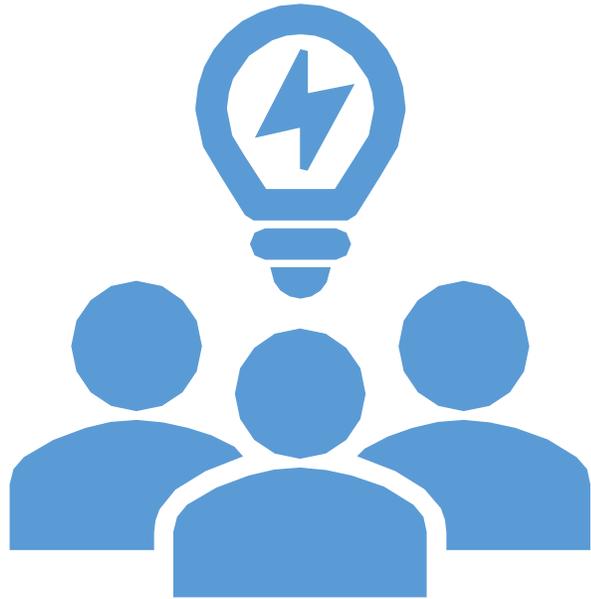
Social Learning



ORAU

Best Practices for Groups, cont.

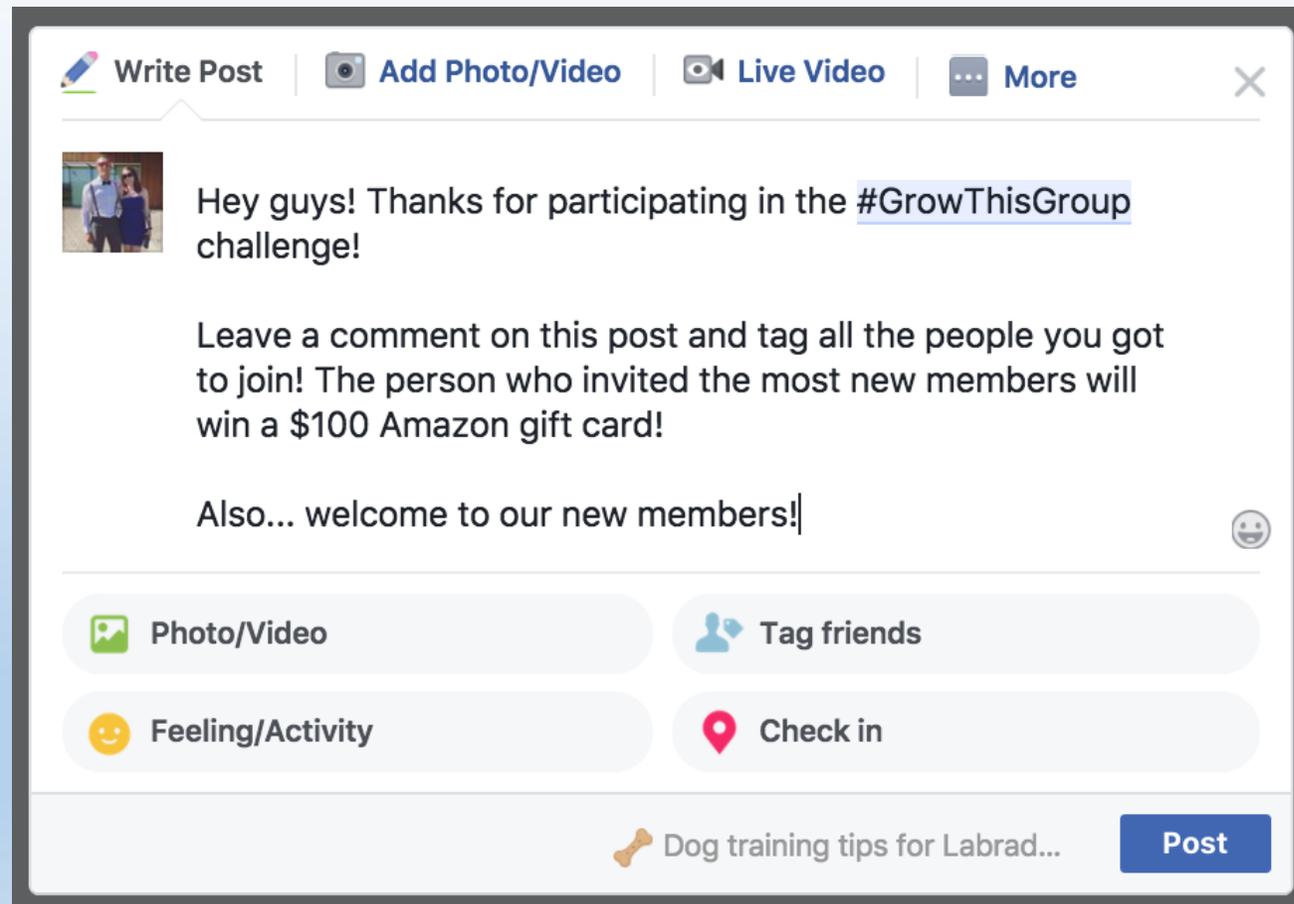
- Encourage engagement with diverse activities
 - Pose questions (include graphic)
 - “Tell us a story about ...”
 - Theme-Days
 - “[Facebook Page](#) Friday”
 - Live video
 - 3-4 minute instructional videos
 - Polls
 - Resources and tools posted in “Units” or “Files”
 - Homework assignments
 - Challenges
 - Contests



Best Practices for Groups, cont.

- **Promote your Group**
 - Facebook “Engagement Ad” (Goal type – “Page Likes”)
 - Boosted post
 - “Grow this Group” Challenge
 - Contest
 - Join other groups and (carefully) promote yours
 - Promote “exclusive” content available only in your FB group on your FB page
 - Solicit influencers
 - Ask current members to promote your group

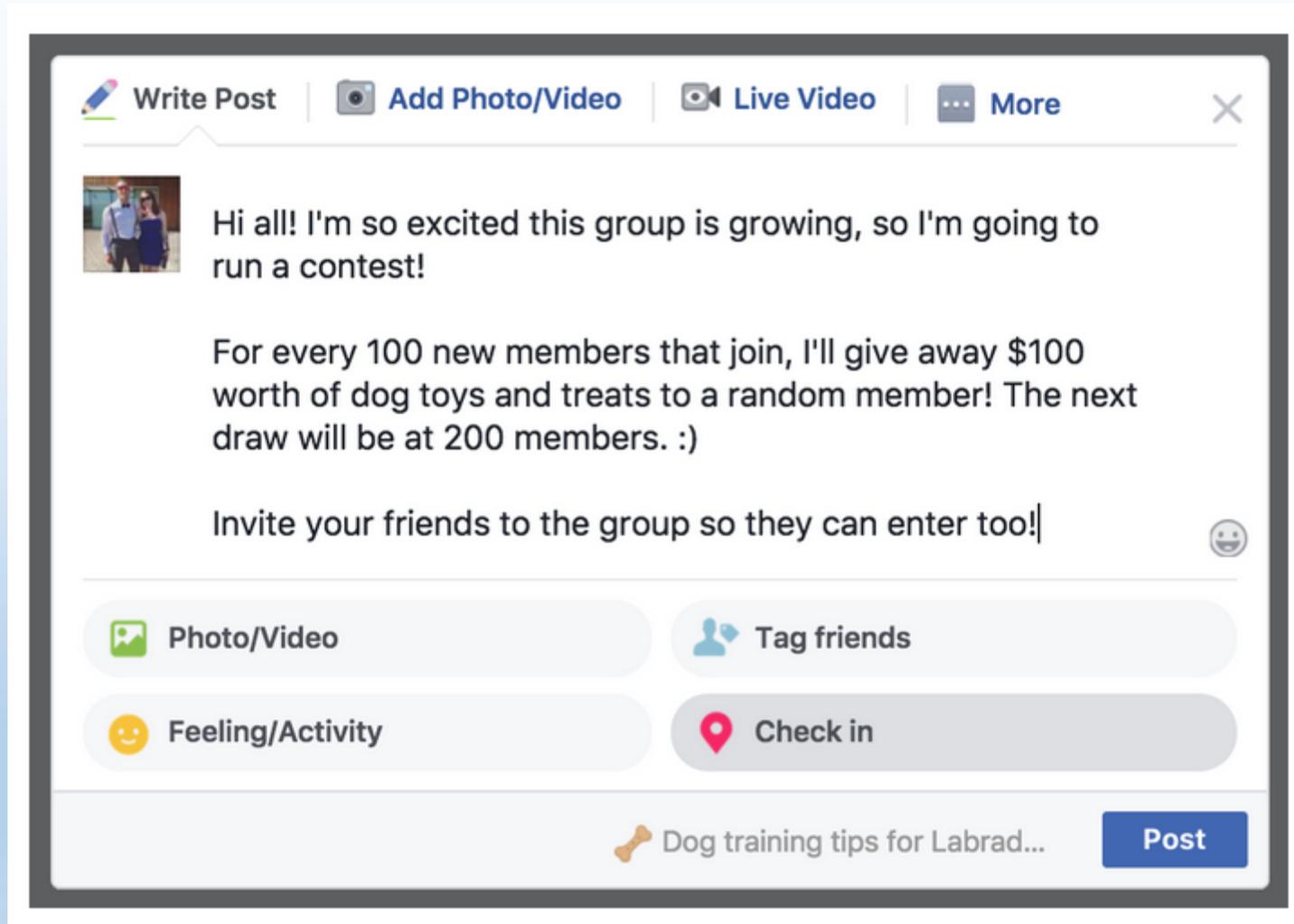
Your contest winner could be the person who gets the most new members to join the group. At the end of the contest, get everyone who invited others to tag who they brought into the group in the comments section of a post.



The image shows a screenshot of a Facebook post creation interface. At the top, there are four options: "Write Post" (with a pencil icon), "Add Photo/Video" (with a camera icon), "Live Video" (with a video camera icon), and "More" (with a three-dot menu icon). Below these options is a post content area. On the left, there is a small profile picture of a man and a woman. The text of the post reads: "Hey guys! Thanks for participating in the #GrowThisGroup challenge!" followed by "Leave a comment on this post and tag all the people you got to join! The person who invited the most new members will win a \$100 Amazon gift card!" and "Also... welcome to our new members!". Below the text, there are four buttons: "Photo/Video" (with a photo icon), "Tag friends" (with a person icon), "Feeling/Activity" (with a smiley face icon), and "Check in" (with a location pin icon). At the bottom, there is a text input field containing "Dog training tips for Labrad..." and a blue "Post" button.



In these posts, I could also ask members to invite people they know to join and enter the giveaway too.



The image shows a screenshot of a Facebook post creation interface. At the top, there are four options: "Write Post" (with a pencil icon), "Add Photo/Video" (with a camera icon), "Live Video" (with a video camera icon), and "More" (with a three-dot menu icon). Below these options is a profile picture of a man and a woman. The main text of the post reads: "Hi all! I'm so excited this group is growing, so I'm going to run a contest! For every 100 new members that join, I'll give away \$100 worth of dog toys and treats to a random member! The next draw will be at 200 members. :)" Below the text is a line for tagging friends, which currently contains the text "Invite your friends to the group so they can enter too!". At the bottom of the post creation area, there are four buttons: "Photo/Video" (with a photo icon), "Tag friends" (with a person icon), "Feeling/Activity" (with a smiley face icon), and "Check in" (with a location pin icon). At the very bottom, there is a text input field containing "Dog training tips for Labrad..." and a blue "Post" button.





5 Steps to Implement a Social Media Campaign



Step 1. Make a Plan



Who are you trying to reach?
(Target Audience)



What are you hoping the
audience will know, feel, or do
because of the campaign?
(Campaign Goals)



What resources do
you have to give to
the campaign?

Budget
Donations
Staff time and
skills
Volunteer time
and skills

Step 1. Make a Plan, cont.



What are the main messages we want to convey?

Campaign name
Campaign hashtag
Main messages



What social media channels will best deliver this message?



What tone will work best with the audience, message, and channel?

Step 1. Make a Plan, cont.



What content and tactics will you use to convey messages on your channels?



What metrics will you monitor to assess progress and final performance?

Example Campaign Goals	Possible Metrics to Track
Raise awareness of a specific substance use or health issue	Post/Ad Reach Post/Ad Engagement Rate Video views
Generate traffic to a web page or specific online resource	Post/Ad Reach Link clicks Unique page views Resource downloads
Get people to register for an event	Webpage registrations Facebook event page metrics (interested, going, shares, likes, comments) Post/Ad Reach Post/Ad Engagement Rate

USD Wellness Coalition (Facebook)

 **Wellness Coalition**
April 21, 2018 · 🌐

According to the NIAAA, caffeine might wake you up, but it doesn't help you metabolize alcohol faster. Get a safe ride instead!



IF YOU MIX CAFFEINE & ALCOHOL TO DRIVE, YOU'LL JAVA BAD TIME.

 **Wellness Coalition**
April 17, 2018 · 🌐

Drinking coffee, taking a shower, eating greasy food – these activities may wake you up, but they don't decrease your BAC level. The only thing that sobers you up is time!



USING COFFEE TO SOBER UP LEADS TO POUR DECISIONS.

 **Wellness Coalition**
April 13, 2018 · 🌐

Myth: Coffee helps you sober up. Fact: Caffeine may wake you up, but only time lowers your BAC. Always get a sober ride home!



SWERVING SUGGESTION: DON'T MIX CAFFEINE & ALCOHOL TO DRIVE.

 **Wellness Coalition**
February 9, 2018 · 🌐

Drinking coffee, taking a shower, eating greasy food – these activities may wake you up, but they don't decrease your BAC level. The only thing that sobers you up is time!

USD students: Be sure to take advantage of the Safe Rides bus Friday and Saturday nights! Download TapRide to stay #safe this weekend!



**BEAN DRINKING COFFEE?
YOU STILL CAN'T DRIVE DRUNK.**



BEAN DRINKING COFFEE?



YOU STILL CAN'T DRIVE DRUNK.

According to the NIAAA, caffeine might wake you up, but it doesn't help you metabolize alcohol faster. **Get a safe ride instead.**

Show off your vodkabulary with your own pun about coffee and alcohol with #BeforeYouPour, and you'll be entered to win.

USD Wellness Coalition (Facebook)

Wellness Coalition added an event.
September 6, 2018 · 🌐

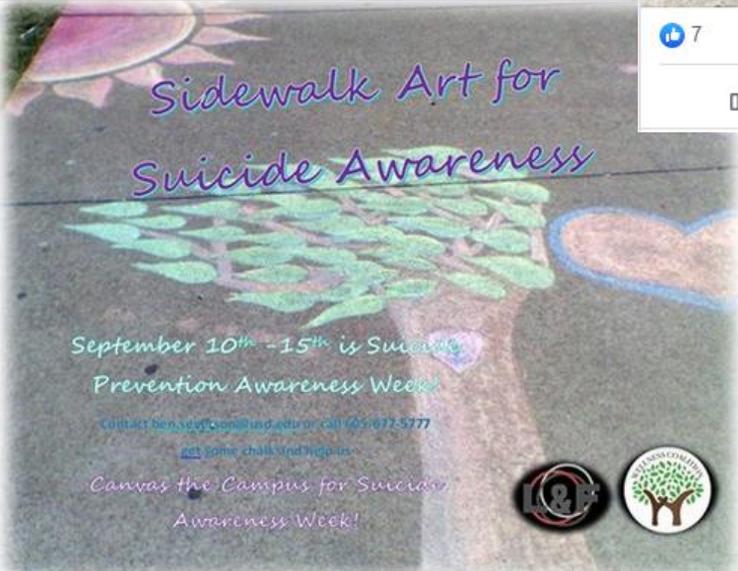
Pick up some chalk by contacting Ben.severson@usd.edu or call 605 677 5777 and create something beautiful to help create hope and awareness about suicide prevention. Please take a picture of whatever you make and send it to ben.severson@usd.edu and your sidewalk art will be posted on the Wellness Coalition Facebook page. Be sure to include your t-shirt size as there will be a FREE Be The 1 t-shirt will be waiting for you at Cook House for your efforts:) Thank you so much!



Wellness Coalition
September 6, 2018 · 🌐

Use chalk to create something beautiful to help create hope and awareness about suicide prevention! Get some chalk by emailing ben.severson@usd.edu or call 605 677-5777! When you're done take a picture and your sidewalk art will be posted here, on the Wellness Coalition Facebook page!

MON, SEP 10, 2018
Sidewalk Art for Suicide Awareness
USD Campus · Vermillion, SD
🎨 Art
👍❤️ 7



👍❤️ 11 1 Comment 5 Shares

Wellness Coalition
September 11, 2018 · 🌐



👍 7
👍 Like 💬 Comment ➦ Share

Wellness Coalition
September 13, 2018 · 🌐



👍❤️ 12 6 Comments

USD Wellness Coalition (Facebook)

 **Wellness Coalition**
October 29, 2018 · 🌐

Don't be a drunk pumpkin Wednesday night!



  4

2 Shares

 **Wellness Coalition**
October 29, 2018 · 🌐

Halloween Alcohol Poisoning Awareness!
Don't get too lit on Halloween!



www.FunAtZoo.com

  4

2 Shares

Premier Health - #MyOpioidPledge

OpioidAssist About Get Help Take the Pledge Drop Off Meds Find Resources

I live in... (click to change)
Montgomery County

Samaritan Behavioral Health Crisis Care
(937) 224-4646

Don't let a prescription become an addiction.

Opioid addiction is a problem that takes a community – people and organizations working together – to solve.

 If you need emergency assistance for someone who has taken drugs, **call 911 immediately.**

Take the Pledge

Simply take a picture or video with your pledge of help and share it on your social media using the hashtag #MyOpioidPledge **Take the pledge! >>**

Drop Off Meds

Dispose of your unused medications in secure drop-off locations, available 24/7, to help put a lid on drug abuse. **See nearby locations >>**

Find Resources

Many organizations have responded with support groups, prevention and treatment programs, ways to prevent overdose deaths and information to help you or your loved ones facing addiction. **Find Local Resources >>**

Premier Health - #MyOpioidPledge

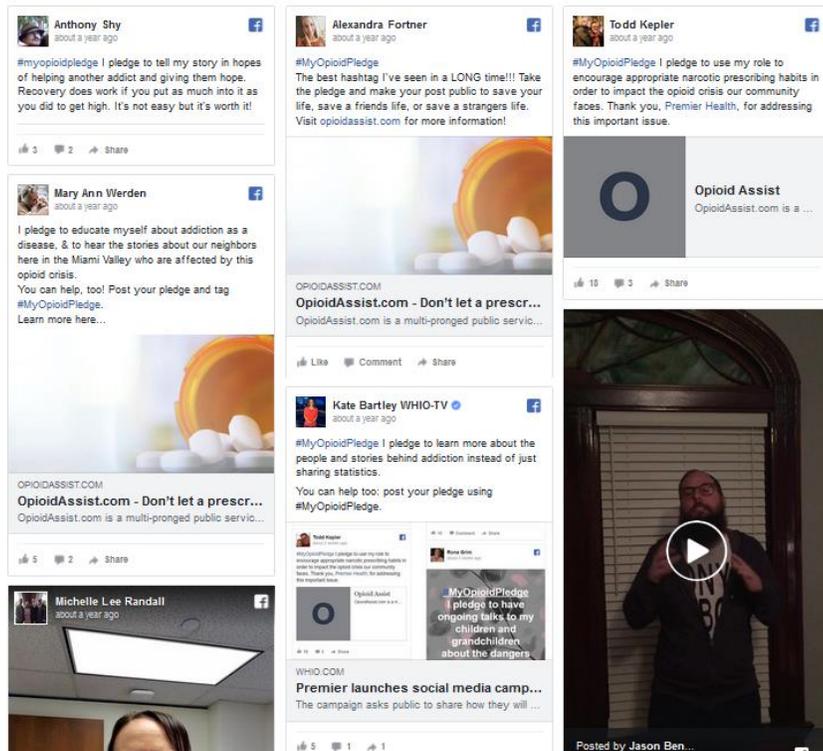
Take the Pledge

Southwest Ohio is battling a drug crisis of epic proportions and we've heard the horror stories, but little has been said about the people in our community who are doing great work to help rise above this crisis. We want to change that. We also want to help add to the list of people making a difference. The opioid crisis is affecting all of us, in one way or another. We are a community, and together we can work to end this crisis.

With other like-minded entities and individuals, we support the #MyOpioidPledge campaign. We encourage you to take a moment and think about how you can help our communities rise above the opioid crisis. Simply take a picture or video with your pledge of help and share it on your social media using the hashtag #MyOpioidPledge. Challenge your personal network to also take the pledge so we can end this crisis together. [See example pledges.](#)

View all pledges:

[#MyOpioidPledge](#) >>



X

Examples of Pledges

- I pledge to volunteer for **x number of hours per week/month/etc.** for **[insert organization that helps with opioid crisis]**.
- I pledge to donate **x number of dollars** to **[insert organization that helps with opioid crisis]**.
- I pledge to properly dispose of my unused medications.
- I pledge to seek out and talk to recovering addicts and family members of recovering addicts to hear their story.
- I pledge to learn about addiction as a brain disorder.
- I pledge to obtain a Narcan kit.

Premier Health - #MyOpioidPledge



Courtney Brooke
about a year ago

#myopioidpledge. I pledge to continue to have open and transparent conversations with my children regarding opioids and all forms of drugs/alcohol. I pledge to teach them to not judge and to love everyone through their addiction as Jesus would.

What's your pledge?

<https://www.opioidassist.com/>

22 likes 1 comment Share

Kristi Banks
I pledge to join #PremierHealth to play an active role in fighting the opioid crisis locally.
#MyOpioidPledge You can help too: Post your pledge using #MyOpioidPledge, make sure post is "public", share with friends/family.

@KBANKS2474 2018-01-12

Rona Grim
about a year ago

#MyOpioidPledge
I pledge to have ongoing talks to my children and grandchildren about the dangers of opioids.

13 likes Comment Share

Amanda Tirado
about a year ago

#MyOpioidPledge. I pledge to have meaningful conversations with my family about the dangers of opioid use.

Premier Health has launched a campaign to bring awareness and help to the opioid crisis. Using the #MyOpioidPledge hashtag, I am encouraging friends and family through social media to help make a pledge using this hashtag and what they will do in helping to fight the epidemic. Will you have conversations with your children? Will you get involved in a community event ... See More

Enviied. Admired.
Recruited. **Addicted.**

OPIOIDASSIST.COM
OpioidAssist.com - Don't let a prescripti...
OpioidAssist.com is a multi-pronged public servic...

4 likes Comment 2 shares

NYC Health Dept “Living Proof”

I am living proof that buprenorphine treatment works.

Of all the treatments I've tried, buprenorphine is the only thing that worked for my opioid addiction. Now I'm in school, I go out to eat, to the movies—simple stuff—but the greatest joy is having a relationship with my daughters. I got back my life.

— Chelle



Opioid addiction treatment with methadone and buprenorphine is available in New York City.

If you or someone you know needs help, call 888-NYC-WELL or visit nyc.gov/health/addictiontreatment for more information.

Thrive
NYC

NYC
Health

888-NYC-WELL
New York State
New York State, NY, NY
Commissioner

I am living proof that methadone treatment works.

When I was 15 years old, I started using heroin and freebasing crack. That was the beginning of a very bad life. I was living on the street in a cardboard box. I started methadone treatment. It gave me the strength to say, “you can.” Now I have an apartment, a job, friends, and a girlfriend.

— Melvin



Opioid addiction treatment with methadone and buprenorphine is available in New York City.

If you or someone you know needs help, call 888-NYC-WELL or visit nyc.gov/health/addictiontreatment for more information.

Thrive
NYC

NYC
Health

888-NYC-WELL
New York State
New York State, NY, NY
Commissioner

NYC Health Dept “Living Proof”



Athleta



athleta • Follow

athleta Contest Closed: congrats to our winners @courtneynicolesatow and @swinker24 plus @afitandfabulousmichele and @dianecettina! Keep following for even more chances to be entered into our giveaways!

It's #NationalBestFriendDay. 🧑🏻‍🧑🏻♀️ Tag your BFF and let us know what they mean to you for a chance to win \$100 Shop Card for each of you. After all, the bestie things in life are free.

Load more comments

runit_sam @lydz.worksout this though

lydz.worksout @runit_sam much more realistic hahah

mixedfit_ @jackieevictoriaa these



8,143 likes

JUNE 8

Add a comment...



ESPN

WHICH BUTTON DO YOU PRESS?



YOUR TEAM WINS
NEXT YEAR'S
SUPER BOWL



YOUR SCHOOL WINS
THE NCAA TOURNAMENT



YOUR MLB TEAM
SIGNS THIS YEAR'S
AL & NL MVP



WATCH KOBE & LEBRON
PLAY ONE-ON-ONE
IN AN EMPTY GYM



TAKE A DRINK
OUT OF THE
STANLEY CUP



SPEND A DAY WITH
ODELL BECKHAM JR.



espn • Follow

espn Which button? □

Load more comments

mckay_bischoff @ibraheem_the_gre
at 0 in the playoffs both ways. ♥

itsmickey Orange so easily 🍊 ♥

adrian.jones35 Purple ♥

jpatt_3 @thatguy_leos red button
fam, it's been to long for my cowboys ♥

suspersayain_dud @shadow_da_on
e right red then blue walls all know
the results of 🍊 ♥

trumpdgg I'm going with the green
button I get to spend the day with obj ♥

jzaarco01 Orange button ♥

marinfoodmart Red button no doubt
about it ♥

madeaa1 @jay_harvey_jenkins ya
damn right hnththa all the haters can



238,831 likes

JULY 15

Add a comment...



ASPCA

Oh, you mean all your furniture isn't made up of fire hydrants? And you have a full-time job that doesn't allow you to come home in the middle of every single day? What? Your friends don't like paw prints on their jeans and khakis? And there's no bone buried beneath your couch cushions? C'mon. You don't feel like buying another favorite pair of shoes? You'd rather relax? And just hang out with a buddy who gets your vibe and values your sense of décor? Not to mention your taste in movies? Well, if that's the case, pick me.

BECAUSE I'M A GROWN-ASS ADULT.



Get a dog who gets you. Adopt adult.



1705 SOUTH HANLEY ROAD ■ ST. LOUIS, MO 63144 ■ 314.645.4610 ■ APAMO.ORG

 Animal Protective Association of Missouri (APA)

Like This Page · March 10, 2018 · 🌐

We know how great adult pets are, and we want others to know as well. When you adopt adult, you are getting a best friend and SO much more. That is what this new awareness effort is all about. Edgy and a little shocking? Yep. Memorable? Definitely. Will it help get more adult pets adopted? You betcha.

👍❤️👍 332

31 Comments 286 Shares

👍 Like 💬 Comment ➦ Share 🌐

Most Relevant ▾

 Király-Hegyí Brandy I adopted this 5 year old sweetie from you guys last autumn. One of the best decisions I ever made!



Like · Reply · 1y 👍❤️👍 10

 Animal Protective Association of Missouri (APA) Adorable!

Like · Reply · 1y

 Annie Rose Fondaw We adopted Tallulah last July and she's been such a wonderful part of our lives.

 Write a comment... 😊 📷 GIF 🗨️



Animal Protective Association of Missouri (APA)

April 7 at 12:00 PM · 🌐

Don't miss out on our Grown-Ass Adult Cats Happy Hour, coming up on Thursday April 11th at the APA Adoption Center! This event is free, open to the public and will feature cocktails from Snow Leopard Vodkaka! We'll also be doing drawings for cat-themed prizes for those who adopt a grown-ass adult cat during the event!

I get that you have a day job and a desire for companionship that doesn't get too clingy.

BECAUSE I'M A GROWN-ASS ADULT.



Get a cat who gets you. Adopt adult.



Step 2. Develop Your Campaign Content

Cheat-Sheets for Ad Types and Image Sizes

- <https://adespresso.com/blog/social-media-ads-image-sizes/>

Facebook (and Instagram) Promotion Guidelines

- https://www.facebook.com/policies/pages_groups_events/#

App to help run photo contests, create landing pages, and promote giveaways

- <https://www.shortstack.com/examples/>

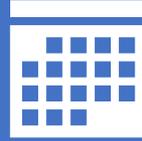
Tutorial for setting up a social landing page

- <https://unbounce.com/social-media/how-to-create-social-landing-pages/>

Step 2. Develop Your Campaign Content

- Remember
 - Before you launch your campaign, come up with a list of keywords and use those keywords in your campaign posts

Step 3. Prepare to Launch



Schedule your Posts



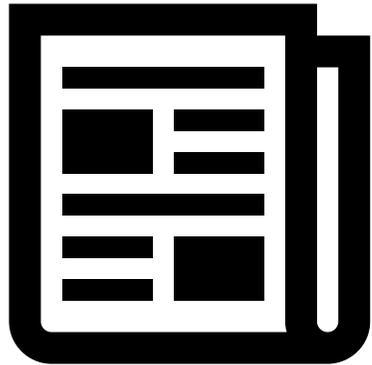
Identify and reach
out to influencers

Who in your
community
would people
love to see
participate in
your campaign?



Identify and reach
out to local media
outlets

Make it easy for
them!



Step 3. Prepare to Launch, cont.

Draft emails asking volunteers and board members to promote your posts

Prepare flyers for local businesses (and ask if they will support the campaign on social media)

Step 4. Monitor and Engage



Set aside time each day to monitor, answer questions, “like” comments, and respond to feedback



Don't be afraid to “get personal”



Prepare a plan ahead of time for how your organization will respond to different kinds of comments

Step 5. Evaluate and Learn



Analyze campaign metrics



Consider conducting interviews
or focus groups



Debrief with staff and relevant
stakeholders and record lessons
learned

it's DEMOtime!





Practice Planning and Implementing a Social Media Campaign

Step 1: Complete your plan.

- Target Audience
- Campaign Goals
- Resources
- Main messages
- Social media channels
- Tone
- Content and tactics
- Metrics

Step 2: Develop campaign content

Step 3: Prepare to launch (schedule some posts)



Need additional inspiration? www.preventmedabuse.org/facts-tools/doseofpreventionchallenge





**Campaign
Show & Tell!**

Questions?

Don't forget to complete your evaluation form!

The logo for ORAU (Office of Research and Assessment) is located in the bottom right corner. It consists of a dark blue circle with a white rectangular box in the center. Inside the box, the letters "ORA" are in a serif font, followed by a small blue triangle pointing upwards, and then the letters "AU" in the same serif font. The background of the slide features a light blue gradient with several faint, overlapping circles of varying sizes and shades of blue.

ORA AU