



# Adolescent Pregnancy Prevention Program

## Beyond the Post: Leveraging the Power of Social Media to Connect with Youth and Other Stakeholders

August 26, 2021



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# Webinar Logistics

- ✓ You are muted.
- ✓ Check your computer audio volume and enable the speaker (if you have trouble hearing).
- ✓ If you're comfortable, share your video.
- ✓ Use the Chat Box.



# Objectives

By the end of this webinar, participants will be able to...

- Plan and develop a social media strategy to engage youth and parents in Adolescent Pregnancy Prevention programming
- Leverage tools that can assist grantees in creating and managing social media content
- Engage youth in content creation
- Boost engagement and expand reach through ad targeting and partnerships with youth influencers

# Agenda

- Planning Your Social Media Approach
- Grantee Spotlight
  - **Lindsay Weaver** (Oregon Health Authority)
  - **Catherine Bell** (Center for Supportive Schools)
- Youth Engagement
- Boosting Engagement & Expanding Reach
- Q&A with Presenters

# Poll



Do you have  
experience using  
social media in your  
APP programming  
implementation?

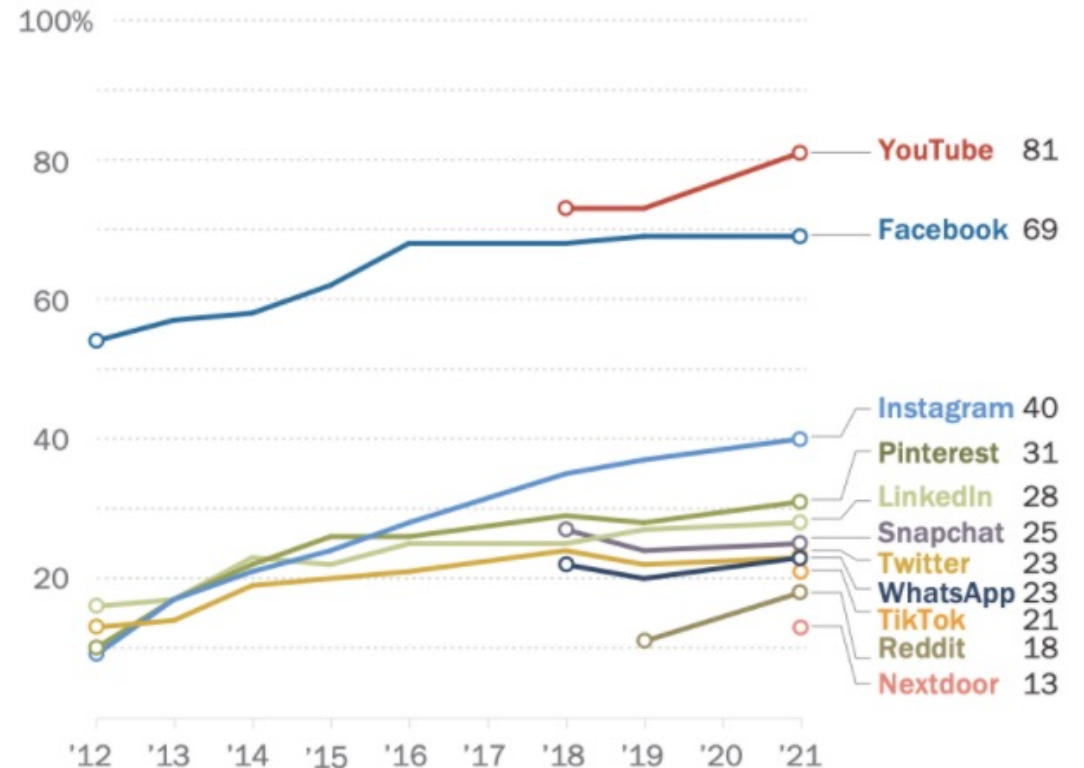
# PLANNING YOUR SOCIAL MEDIA APPROACH



# Why Does Social Media Matter?

- Most people in the United States use some form of social media (nearly 7 in 10 Americans).
- Teens in particular are prolific social media consumers.

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



Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER

Graph: Social Media Use in 2021. Pew Research Center.

# Create your Social Media “Road Map”

Identify Your Objectives and Audience



Select Your Social Media Platforms



Create Content



Develop Editorial Calendars



Use Management Tools



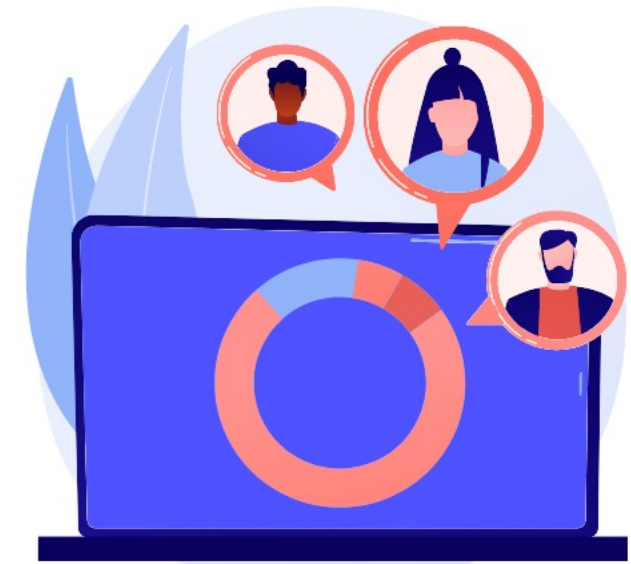
Moderate Your Platform





# Identify Your Objectives and Audience

- What are your communication aims?
  - Do you want to attract youth to a website?
  - Do you want to generate content with youth?
- What challenge are you looking to address?
- Who do you need to reach and engage to make a difference?
  - Parents?
  - Teens?
  - Community leaders?



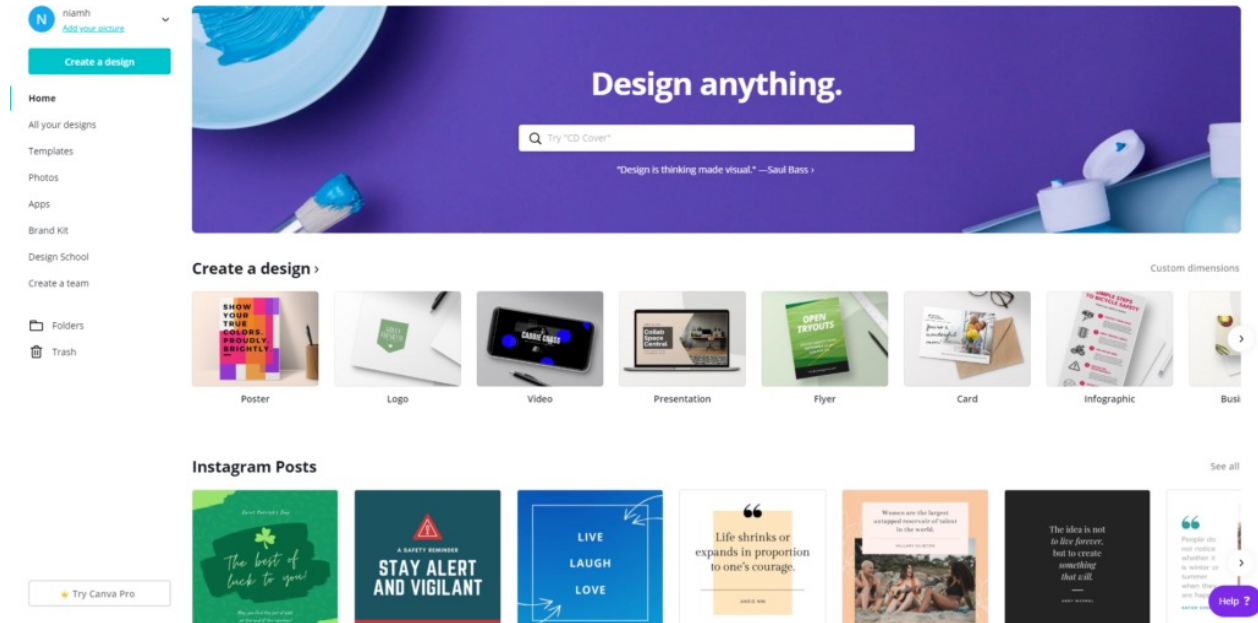
# Select Your Social Media Platforms

- Facebook and YouTube continue to be the most widely used platforms among U.S. adults.
- Platform use varies by demographic differences:
  - Platforms such as Instagram, Snapchat, or TikTok are very popular among younger audiences.
  - Hispanic and Black Americans use Instagram in larger numbers compared with White Americans.
- Ask yourself—What type of content does the platform support? How does this fit in with your target audience?



# Create Your Content

- Creating content can be very time consuming.
  - One suggestion is to create a collection of content.
- Types of content:
  - Candid photo or videos from program services (*with participant permission*).
  - Videos of program staff talking about subjects of interest.
  - Custom graphics with statistics or quotes:
    - Use tools like Adobe Creative Cloud, Canva, Animoto, or Piktochart.



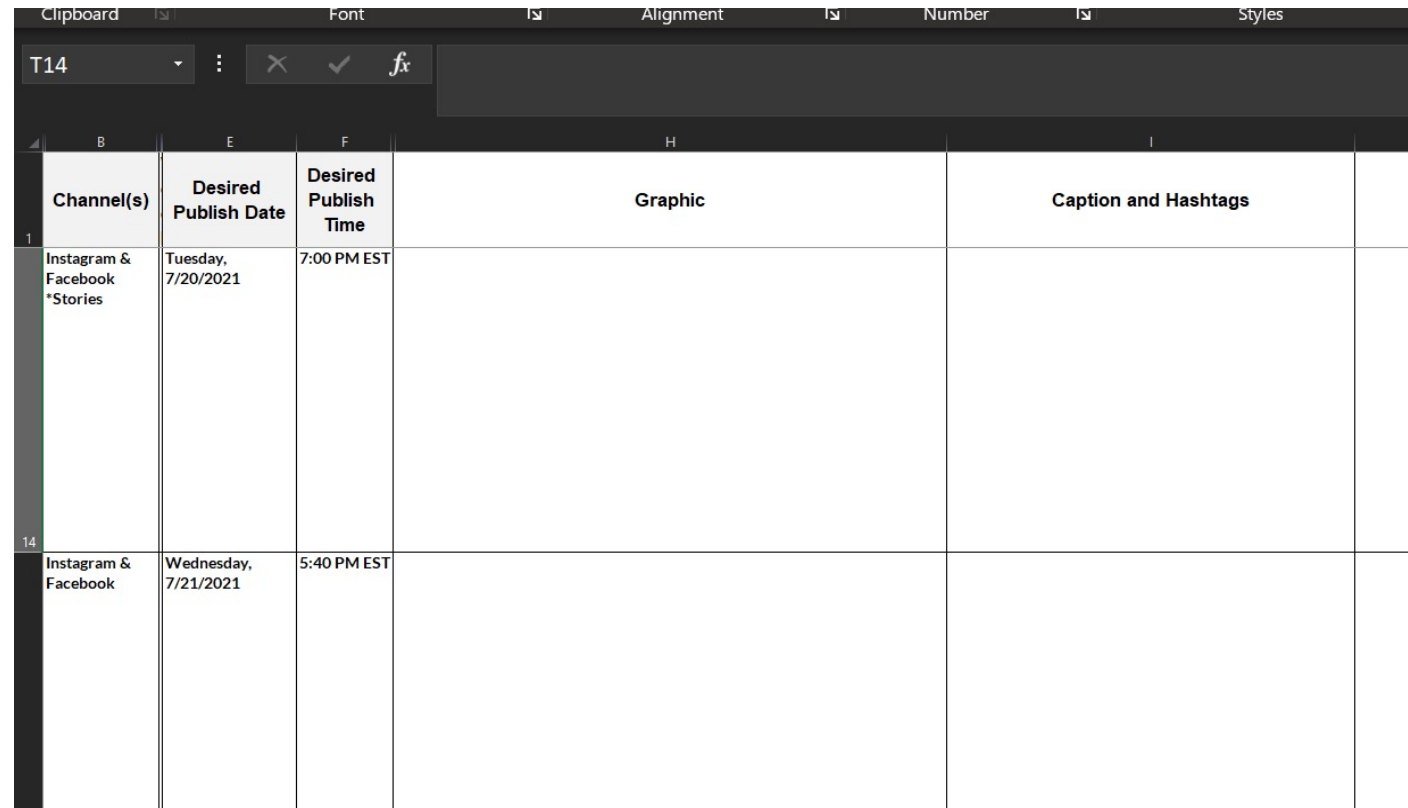
Canva Dashboard

# Develop Editorial Calendars

Develop an **editorial calendar** that includes...

- Date and time
- Platform/channel
- Caption for the post
- Photo or video
- Hashtags and tagged accounts

## Sample Excel Editorial Calendar Template



The image shows a screenshot of an Excel spreadsheet titled "Sample Excel Editorial Calendar Template". The spreadsheet has a dark theme and a ribbon at the top with tabs for "Clipboard", "Font", "Alignment", "Number", and "Styles". The main area is a table with the following columns: "Channel(s)", "Desired Publish Date", "Desired Publish Time", "Graphic", and "Caption and Hashtags". The table has two rows of data. The first row (row 1) has "Instagram & Facebook \*Stories" in the "Channel(s)" column, "Tuesday, 7/20/2021" in the "Desired Publish Date" column, "7:00 PM EST" in the "Desired Publish Time" column, and empty cells for "Graphic" and "Caption and Hashtags". The second row (row 14) has "Instagram & Facebook" in the "Channel(s)" column, "Wednesday, 7/21/2021" in the "Desired Publish Date" column, "5:40 PM EST" in the "Desired Publish Time" column, and empty cells for "Graphic" and "Caption and Hashtags".

	B	E	F	H	I
	Channel(s)	Desired Publish Date	Desired Publish Time	Graphic	Caption and Hashtags
1	Instagram & Facebook *Stories	Tuesday, 7/20/2021	7:00 PM EST		
14	Instagram & Facebook	Wednesday, 7/21/2021	5:40 PM EST		

# Use Social Media Management Tools

## Sample Buffer Dashboard

The Buffer dashboard is divided into several sections. At the top, there are navigation links for 'Publish', 'What's New', 'Help', 'Admin', and 'My Account'. Below this is a search bar for profiles and tabs for 'Content', 'Analytics', and 'Settings'. A 'Queue' section shows a list of social media profiles with their respective post counts. The main content area displays a post from 'Hey Brands' with a quote about e-commerce experiences and a link to a Curalate article. A 'Tomorrow' section shows a post about office fun with a photo of people in a meeting.

The Hootsuite dashboard features a 'Planner' view showing a calendar for August 12-18, 2018. The calendar grid displays scheduled posts for various networks, including Twitter and Facebook, with specific times and content snippets. A 'Scheduled' panel on the right shows a detailed view of a post from 'Athene Suites' about a new hotel in Bogota, including a photo of the building and the scheduled time of 2:05pm on Tuesday, August 14.

## Sample Hootsuite Dashboard

# Moderate Your Platform

- Who will answer direct messages to your social media channel?
- How will you handle comments on your posts, both positive and negative?



# Chat Question



**How would you like  
to use social media?**



# GRANTEE SPOTLIGHT





Instagram

@teenhealth.or

Oregon Public Health  
Division,  
Adolescent and School  
Health Program

Lindsay Weaver, MPH



# How We got Started



teenhealth.or



[View Insights](#)

[Promote](#)



Liked by [or\\_rh\\_program](#) and 6 others

teenhealth.or Your Voice Matters! Oregon youth ages 16-18 can participate in a 2-hour online focus group about high school campus climate and safety and earn a \$25 gift card! To participate, text or email

# Partnerships Creating & Sharing Content

# Strategic Planning

*Start Somewhere*

*Grow*

*Learn*

*Adjust*





Thank you

Lindsay Weaver, MPH

Adolescent and School Health  
Program

State PREP Project Coordinator

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@teenhealth.or



CENTER FOR SUPPORTIVE SCHOOLS

# Teen PEP

## Social Media Best Practices

Catherine Bell



# What is Teen PEP?

*The Teen Prevention Education Program (Teen PEP) is a comprehensive sexual health education program, which teaches adolescents about the benefits of abstinence while providing scientifically based, medically accurate, age appropriate, shame-free and culturally relevant information. Teen PEP uses a peer-to-peer model encompassing the principles of youth development and social emotional learning to ensure that students are equipped with the knowledge, skills and behaviors to make healthy, informed decisions and have healthy relationships.*

# Teen PEP Facts

- Teen PEP serves over 10,000 high school and middle school students annually throughout New Jersey and North Carolina
- Older students (juniors/seniors) provide workshops to younger students (6th–9th grade)
  - Family Night Event
  - Pregnancy Prevention; Postponing Sexual Involvement & Consent; Risk Reduction & Prevention of STIs and/or HIV; Affirming Identities; Dating Violence; Consent, Sexual Harassment & Sexual Assault; Alcohol/Drugs & Sexual Decision-Making; Puberty and Human Reproduction Education; Healthy Relationships
- Teen PEP was started in 1995 and have been serving youth for 25+ years



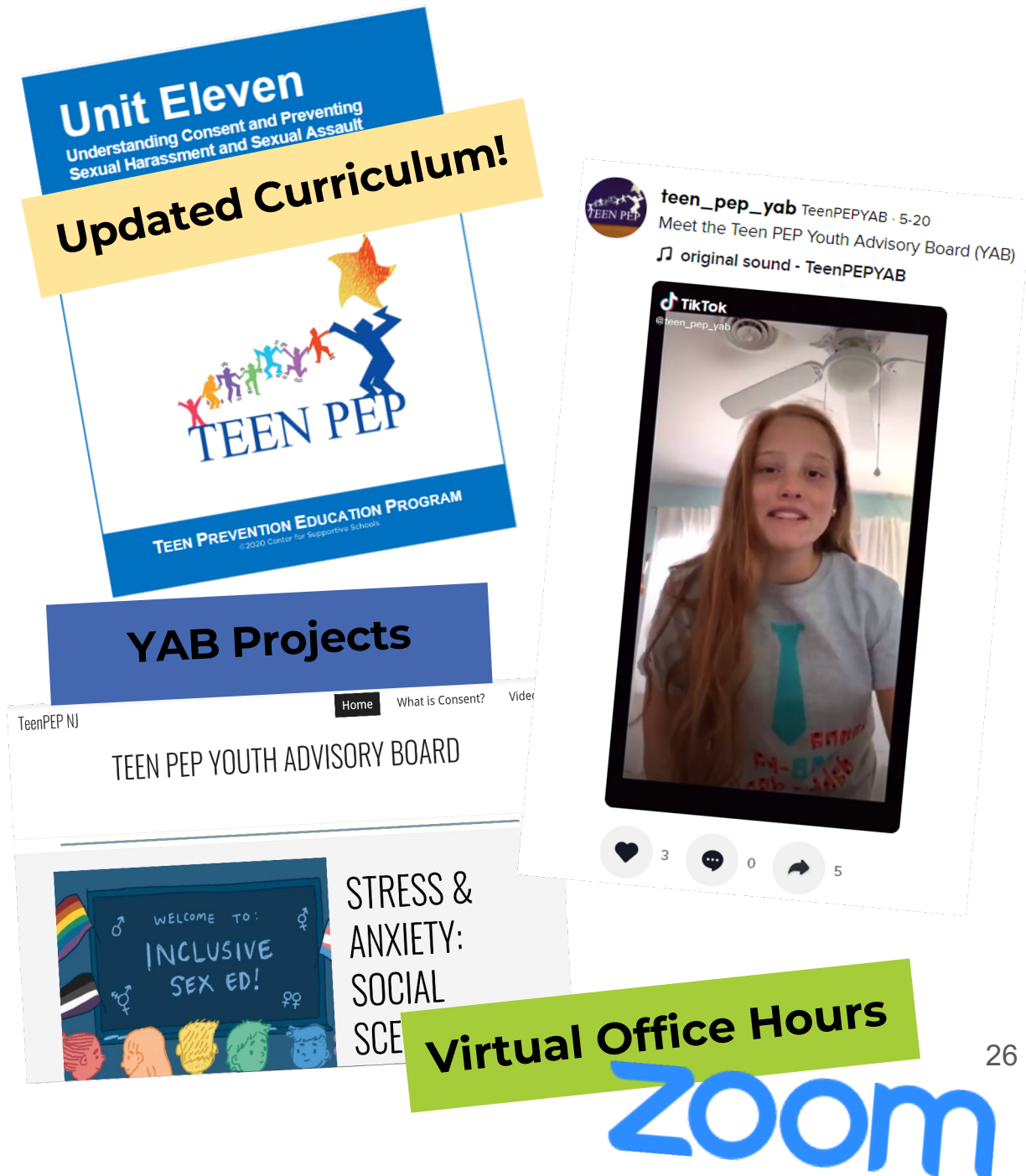
# Social Media Lessons Learned

- In 2019: 30 followers; 2021: 100 followers
- Focus on one or two platforms (Instagram & TikTok)
  - Find your niche
  - Don't try to be everywhere
- LET STUDENTS LEAD!
- Social Media Lead
  - Assign one person from your organization to manage the account and post to the account
  - Funnel all information to this person
- Post at least once every 2 weeks
- TikTok: Utilize student Youth Advisory Board (YAB) videos



# Social Media Best Practices

- Post weekly or at least every 2 weeks
- Link content to Awareness Months and Teen PEP messages
- Link YAB special projects to Social Media
- Highlight social media accounts at trainings and events; encourage adults to follow us
- Ask adults to encourage their students to follow us
- Peer educators can share with participants to follow us
- Use social media to also highlight Teen PEP content





CENTER FOR SUPPORTIVE SCHOOLS

# Teen PEP

## Youth Advisory Board

Follow us

IG: @TeenPEPYAB

TikTok: Teen\_PEP\_YAB



# YOUTH ENGAGEMENT



# *We Think Twice* Community (Case Study)

Who are *We Think Twice* (WTT) Community Insiders?



# What do WTT Community Insiders do?

1

## Journals

- Where do you get information to help you **understand COVID-19 vaccines** for teens?
- What are your questions around managing finances and other **financial literacy** topics?

2

## Challenges

- Vote on your favorite **Motivational Quotes** submitted by fellow teens!
- May the fourth be with you! Content creation
- Manage **stress**

3

## Questionnaires

- Feedback on the **"Find Your Mentors"** tool
- Feedback on **ideas for interactive web activities**



# What do WTT Community Insiders do?

4

## Forums

- *Smart Decisions*
- *Relationships*
- *Goal Setting*
- *COVID-19*
- *Mental Health*
- *Post Your Own!*

5

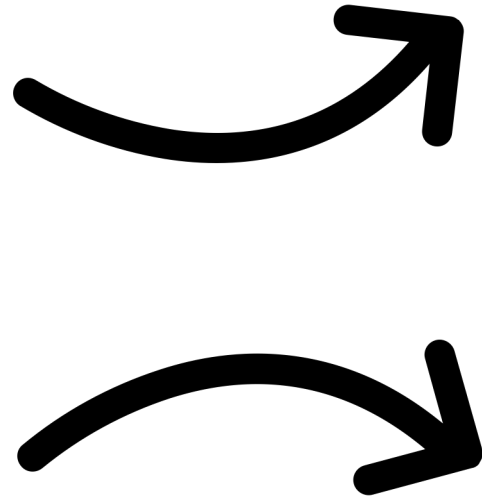
## Polls

- Do you have a **job or internship** this summer?
- Do you think it's **normal for someone to choose not to have sex** while in high school?

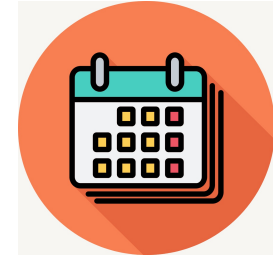


# Integrating Youth Feedback into Content

Youth  
feedback



- Editorial Calendar



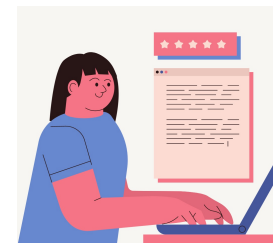
- Content direction



- Fill gaps in youth information or knowledge

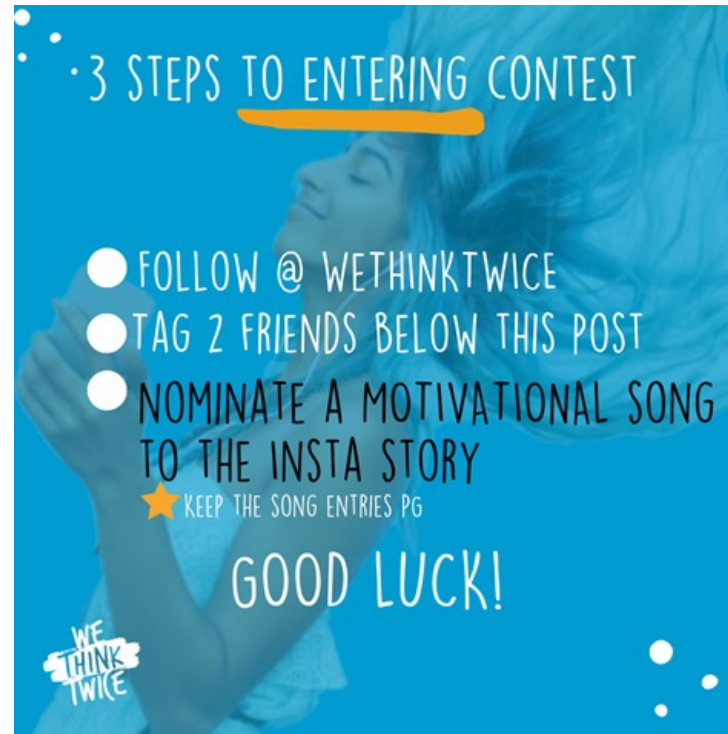


- Youth-generated content



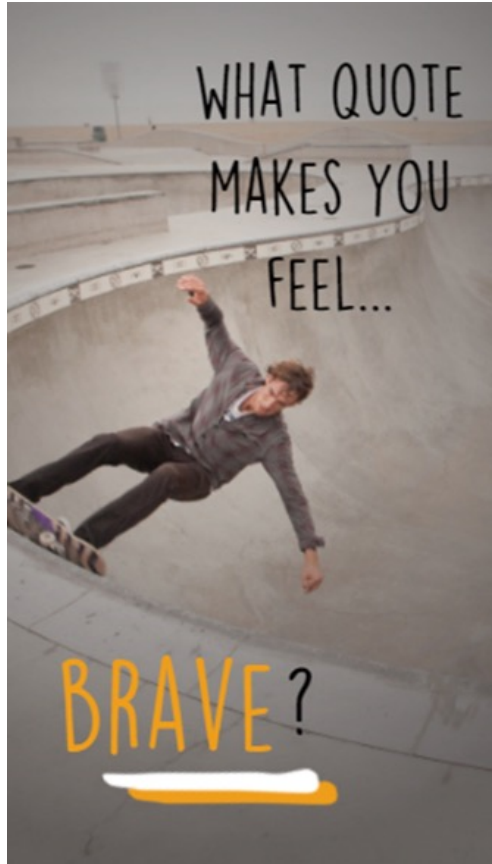


# Contests and Giveaways



First Giveaway  
*March 2020*  
Theme: *WTT*  
*Changemakers Playlist*

# Contests and Giveaways



Second Giveaway  
*October 2020*  
Theme: *WTT*  
*Motivational Quote*  
*Giveaway*

# Contests and Giveaways



First Contest  
*January 2021*  
Theme:



# Youth-generated Content "Showcase"

Youth-generated content from the WTT Community



# Youth-generated Content "Showcase"

## WTT Inspiration Gallery

Type Motivational Quote Apply

"BE YOURSELF. EVERYONE ELSE IS TAKEN."  
- OSCAR WILDE

"THE FUTURE DEPENDS ON WHAT WE DO IN THE PRESENT."  
MAHATMA GANDHI,  
RELIGIOUS PLURALIST & POLITICAL ACTIVIST

"...THERE IS ALWAYS ENOUGH TO GO AROUND IF ONLY WE ARE BRAVE ENOUGH TO BE IT."  
AMANDA GORMAN, NATIONAL YOUTH POET LAUREATE

What are you doing today to set yourself up for success tomorrow?  
[View & Share on Instagram](#)

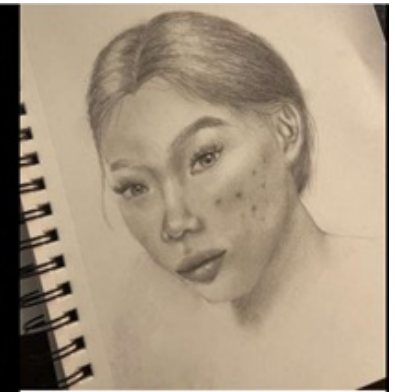
Check out these empowering words by the National Youth Poet Laureate, Amanda Gorman. When looking for inspiration, remember to look inside yourself. 🌱👏  
[View & Share on Instagram](#)



Create Your Future Art Contest Honorable Mention, Jasmine.



Create Your Vision Art Contest Honorable Mention, Skyler



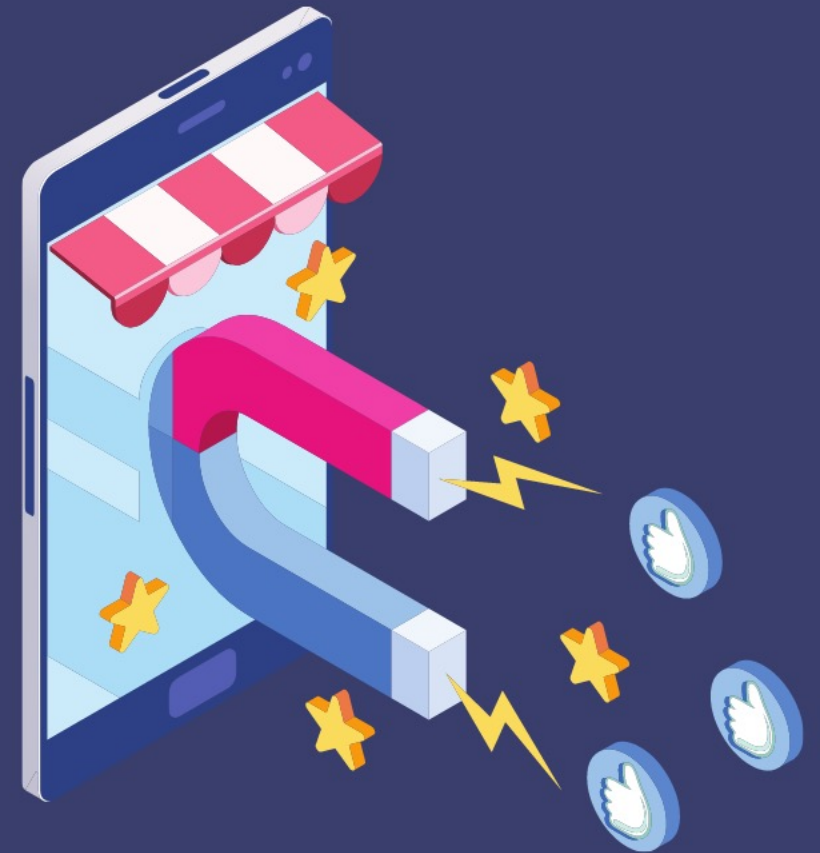
Create Your Future Arts Contest Honorable Mention, Natalie. The inspiration: "My goal for 2021 is to gain self confidence. I started struggling with major breakouts on my cheeks during the coronavirus outbreak which caused my self esteem to plummet... Drawing this picture of myself was a step I needed to take to gain confidence and to learn that I am

# Chat Question



How might you integrate youth feedback into your content creation process? Why is this important?

# BOOSTING ENGAGEMENT & EXPANDING REACH



# Working with Youth Influencers

1

## IDENTIFY



Develop selection criteria to identify influencers who align with your efforts.

PRO TIP:

Try Facebook's free tool, [Brands Collabs Manager](#).

2

## CONTACT



Create a short personalized "pitch" based on their interests.

PRO TIP:

Youth may be more responsive to DMs (direct messaging) than email!

3

## COLLABORATE



Send a creative brief outlining guidelines for collaborating on a post.

PRO TIP:

Encourage youth to tell their stories and personalize their posts.

4

## MEASURE



Evaluate key performance metrics from influencer posts.

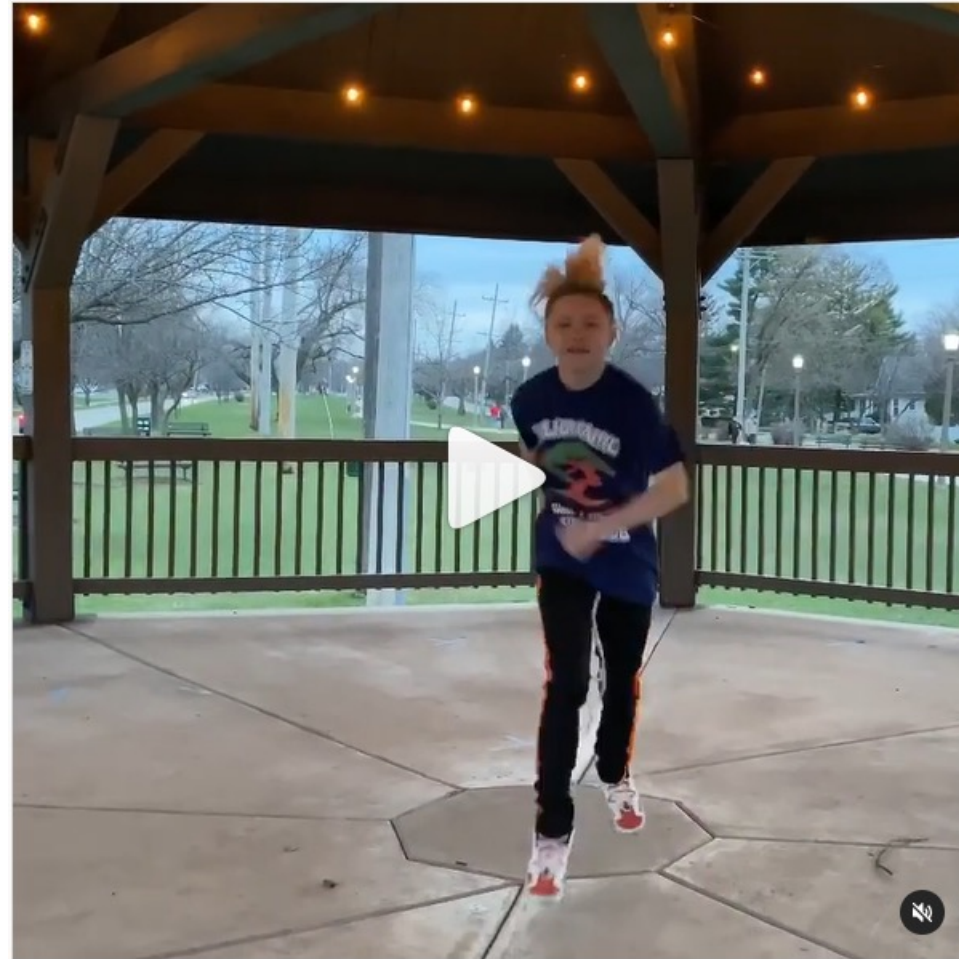
PRO TIP:

Sometimes micro-influencers have greater engagement.



# Influencer Examples

Aligning with influencers' interests



**evonfrvr**  
Paid partnership with wethinktwice

**evonfrvr** This song inspires me because it motivates people that they are beautiful inside and out 📖❤️ From now until Monday, @wethinktwice is giving away Spotify gift cards for sharing a song that motivates you! All you gotta do is 1) Follow @wethinktwice 2) tag 2 friends on their post and 3) post a song to their insta story. #sponsored

67w

**gunter376** 🔥🔥🔥

[View Insights](#)

8,373 views  
APRIL 3, 2020

Add a comment... [Post](#)

# Influencer Examples



The image shows an Instagram post by user medha.upadhyay. The main image is a photograph of three people standing outdoors in front of a modern building. On the left is a man with long hair and sunglasses wearing an orange t-shirt. In the center is a woman with long dark hair wearing a light blue t-shirt with 'SYNBI' and 'PHYSICAL EDUCATION' visible. On the right is a woman with sunglasses and a grey hoodie. The post includes a caption, engagement icons (heart, comment, share), 490 likes, the date July 31, 2020, and a comment input field.

**medha.upadhyay**  
Paid partnership with wethinktwice

**medha.upadhyay** This is Cody Miller and Lilly King, two of the sweetest and fastest swimmers on the American Olympic team. They would undoubtedly have brought home handfuls of medals this summer, but unfortunately, plans changed. Although this summer isn't what we imagined, it's a great time to really think about the goals that inspire us to keep moving forward. This summer, I'm doing my best to become a better swimmer, both in and out of the water. As pools open and close, reopen and hastily shut down, I'm taking this time to focus on staying healthy, getting stronger, and being

[View Insights](#)

490 likes  
JULY 31, 2020

Add a comment... [Post](#)

Leveraging the power of micro-influencers

# Promoting Content Through Ads

1

## CREATE



Create ads to achieve a specific goal (e.g., clicks, video views, engagement).

### PRO TIP:

*Repurpose your highest performing organic posts and stories as ads.*

2

## TARGET



Use targeting features to help tailor ad content to different audience segments.

### PRO TIP:

*Select interest, demographic, location, and other targeting to make ads relevant.*

3

## MONITOR



Monitor analytics to understand best performing content and optimize your budget.

### PRO TIP:

*Refresh ads every few weeks and monitor frequency to avoid “ad fatigue.”*

# Ad Example



## Targeting

**AGE:** *Teens ages 13–19*

**LOCATION:** *United States*

### INTERESTS:

- *Abstract art*
- *Acrylic paint*
- *Art*
- *Art school*
- *Artist*
- *Contemporary art*
- *Creative designer*
- *Digital art*
- *Digital artist*
- *Digital illustration*
- *Digital painting*
- *Digital photography*
- *Drawing*
- *Fine art*
- *Fine-art photography*
- *Graphic Design*
- *Graphic designer*
- *Illustration*
- *Modern art*
- *Oil painting*
- *Pain*
- *Painting*
- *Photography*
- *Sketch (drawing)*
- *Sketchbook*
- *Visual arts*
- *Visual artist*
- *Watercolor painting*

# A/B Testing to Inform Content Development

## Research Question:

*Which type of social norms message type is most effective for encouraging youth to seek information—a story-based or fact-based message?*

Version A: Story-Based

**We Think Twice**  
Sponsored · 🌐

"I think twice about having sex so I can thrive and live life to the fullest!" - Kara, 17

WETHINKTWICE.ACF.HHS.GOV  
Find out why most teens aren't having sex

LEARN MORE

Version B: Fact-Based

**We Think Twice**  
Sponsored · 🌐

7 out of 10 teens are not having sex.

WETHINKTWICE.ACF.HHS.GOV  
Find out why most teens aren't having sex

LEARN MORE

# A/B Testing to Inform Content Development



Experiments

Create an A/B Test with the [Facebook Experiments Tool](#)

## What can you test?



**Creative:** Ad text or graphic



**Audience:** Demographics



**Placement:** Platforms or ad types

# Identifying Actionable Insights from Metrics

1

## PLAN



Start with clear, measurable research questions that align with regularly reported key performance indicators.

2

## EXPERIMENT



Make a hypothesis. Then run a test and validate whether your assumptions were correct.

3

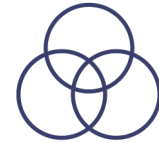
## ANALYZE



Look at patterns and outliers in the data to understand what content is most and least effective for different audience segments.

4

## BENCHMARK



Look at how results compare with the average and with industry benchmarks to understand where you need to improve.

# Identifying Actionable Insights from Metrics

Turn your numbers into a story



## INSIGHT



*Personality-style quizzes generate 3× the click-through rate compared to knowledge-based quizzes.*

## ACTION



*Prioritize personality-style quizzes when creating new content to increase engagement.*







# Resources

- [Buffer](#)
- [The Qualitative Market Research Platform - CMNTY](#)
- [Facebook Experiments Tool](#)

# References

- Auxier, B., & Anderson, M. (2021, April 7). Social media use in 2021. Pew Research Center. <https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/>



**Thank you!**



# Let's Hear From You!

Please complete a short survey about your experience with today's webinar.

<https://survey.alchemer.com/s3/6476413/Webinar-Feedback-Survey-Beyond-the-Post-Leveraging-the-Power-of-Social-Media-to-Connect-with-Youth-and-Other-Stakeholders>

If you attended the webinar with other team members, please share the link and complete the evaluation separately.