

# Increasing Impact Through Social Media

A Roadmap for Adolescent Pregnancy  
Prevention Programs

## SOCIAL MEDIA STRATEGY TOOL

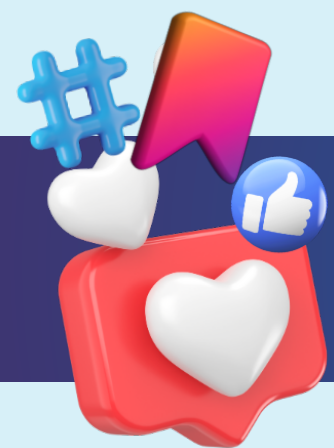
June 2023



### Social Media Readiness Checklist

Use this checklist to determine which areas of your strategy to focus on. Check off the box that corresponds to the current status of each task.

CHECKPOINTS	NOT STARTED	IN PROGRESS	COMPLETE
Checkpoint 1: Identify <a href="#">S.M.A.R.T. goals/objectives</a> for using social media			
Checkpoint 1: Identify <a href="#">priority audiences</a> for social media efforts			
Checkpoint 2: Select relevant social media platforms to reach our intended audience(s)			
Checkpoint 3: Create a workflow for creating or sourcing content			
Checkpoint 3: Establish a format for planning editorial content (editorial calendar)			
Checkpoint 4: Select a <a href="#">social media management tool</a>			
Checkpoint 4: Create a plan for moderating social media platforms (responding to comments etc.)			
Checkpoint 5: Develop a strategy for evaluating and reporting metrics			
Checkpoint 6: Develop a strategy for using <a href="#">ads or promotions</a>			
Checkpoint 6: Develop a strategy for collaborating with <a href="#">social influencers</a>			
Wrap It Up: Create a <a href="#">social media strategy statement</a>			



# OBJECTIVES + AUDIENCES



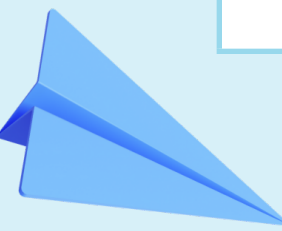
Use this table to define your audiences and identify S.M.A.R.T. objectives, platforms, content types and metrics for each audience.

Audience #1

Audience #2

Audience #3

Who are we trying to reach on social media? What are their needs & values?	Why are we trying to reach them?	What (S.M.A.R.T) objectives have we identified?	Which social media platforms are we going to use to reach this audience?	What types of content would resonate with this audience and where will we get it?	What metrics do we want to collect regarding this audience?





# SOCIAL MEDIA MANAGEMENT TOOLS



Use this table to identify several social media management tools and consider the pros and cons of each.

Tool	Price	Pros	Cons





## SOCIAL MEDIA ADS + PROMOTIONS

Answer these questions to help decide if using ads on social media is right for you.

Does my program have the budget to dedicate to social media ads? If so, how much can we spend?

How will using ads or promoted posts help us achieve our social media goals?

On what platforms will we run social media ads?

Do we have staff with the skills and knowledge to implement social media ads?

What demographics would we want to reach with our ads?

How will we measure the success of our ads?



## SOCIAL INFLUENCERS

Answer these questions to help decide if working with influencers on social media is right for you.

Does my program have the budget to dedicate to compensate an influencer? If so, how much can we spend?

How will collaborating with an influencer help us achieve our social media goals?

What selection criteria would we use for choosing an influencer?

How will we collaborate with an influencer?

How will we measure the success of our influencer posts?





## SOCIAL MEDIA STRATEGY STATEMENT

Use the information you've collected to form your own social media strategy statement. See the example below for ideas.

### Example Social Media Strategy Statement:

“We will reach out to **youth between the ages of 13 and 17 in the greater Boston area** through use of **Instagram and Snapchat**, to spread the word about live pop-up events we hold once a month. We aim to use this type of outreach to **increase youth enrollment and retention by 25% over the next year**. We eventually hope to **activate a team of youth digital ambassadors** who engage their peers through these platforms by sharing their own stories and experiences with our program. We will also **engage these youth ambassadors to create fresh and relevant content and monitor the social media accounts**. We will measure success by **tracking reach, impressions, and engagement rates.**”

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