

Using Social Media to Reach Participants

April 23, 2014, 3:00 p.m. Eastern Time



U.S. Department of Health & Human Services (HHS)
Administration on Children, Youth and Families (ACYF)
Family and Youth Services Bureau (FYSB)
Adolescent Pregnancy Prevention Division



Today's Presenters

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@TheNC

@StayTeen



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Housekeeping

- Please be sure to mute your cell phone.
- We will have a number of check-ins throughout the presentation. We encourage you to use the chat function at the bottom left of your screen.
- Please feel free to ask questions as we go. We will take a few breaks in between to answer as many as we can.
- You have received these slides and a tip sheet that accompanies this Webinar.

Objectives

By the end of this session, you will be able to:

- identify at least two ways that you can use social media to enhance your work with adolescents;
- describe at least two social media strategies that you can use to connect with adolescents in your programs and/or community; and
- describe how to evaluate the success of your social media strategy.

What We Will Cover Today

- Five of the most commonly used social media platforms and exactly who is using each of them.
- Which of those channels, if any, are right for you, your program, and your audience.
- Who is doing it well (examples from the real world).
- Goals, evaluation, and the nitty-gritty of managing a social media program.



Check-In

- When I think about social media, I feel...
- I am currently using social media in my work to...

A Framework: POST

- **People:** Who do I want to engage? Where can I engage them?
- **Objectives:** What do I want to accomplish by using social media? What are my goals?
- **Strategy:** Based on the people and my objectives, what is the best plan? What resources do I have available?
- **Technologies:** What are the best tools to use based on the people, my objectives, and my strategy?

How Can Social Media Help?



- Engage youth in your program.
- Increase awareness of your program among other youth in your community and help recruit them into your program.
- Build community support for your program.

facebook

twitter

Instagram

Pinterest

tumblr.

Who Is Using Social Media?

- 93% of 12- to 17-year-olds are online.
- 81% of 12- to 17-year-olds use social networking sites.
- 83% of 18- to 29-year-olds use social networking sites.
- 77% of 30- to 49-year-olds, 52% of 50- to 64-year-olds, and 32% of those 65 years and older use social networking sites.

Check-In

- I think teens are using social media to...
- I think adults are using social media to...

facebook

- Facebook has more than 1 billion active users.
- 4.75 billion items are shared daily.
- 350 million photos are uploaded daily.

- The average teen user has 300 friends.
- The average user spends 20 minutes per visit.
- Facebook is great for communication (public and private), community-building, marketing, engagement, etc.

Who Is on Facebook



- 58% of Facebook users are female; 42% are male.
- 71% of adults use Facebook.
- 94% of youth ages 12-17 use Facebook.
- 74% of users access Facebook from a mobile device.

twitter

- Twitter has 646 million accounts.
- Twitter has more 115 million active users.
- There are 9,100 tweets per second.

- The average teen user has 79 followers.

- Twitter is great for quick bites, keeping engagement up, and delivering targeted messages.

Who Is on Twitter

- 53% of Twitter users are female; 47% are male.
- 18% of adults use Twitter.
- 26% of teens use Twitter.
- 22% of African Americans use Twitter.
- 40% of users are just “listening.”



Instagram

- Instagram has 150 million active users.
- Instagram has 75 million daily users.
- 55 million photos are shared daily.

- Instagram is great for sharing your activities and events, creating a visual scrapbook of your work, and building interest.

Who Is on Instagram

- 68% of Instagram users are female; 32% are male.
- 11% of teens use Instagram (this number is growing).
- 37% of 18- to-29-year-olds use Instagram.
- 17% of adults age 30 and older use Instagram.
- Instagram has a rapidly growing minority user base.



Pinterest

- Pinterest has 70 million users.
- There are 5 million daily “pins.”
- Users spend an average of 14 minutes on the site per visit.

- Pinterest is great for contests and creative community building.

Who Is on Pinterest



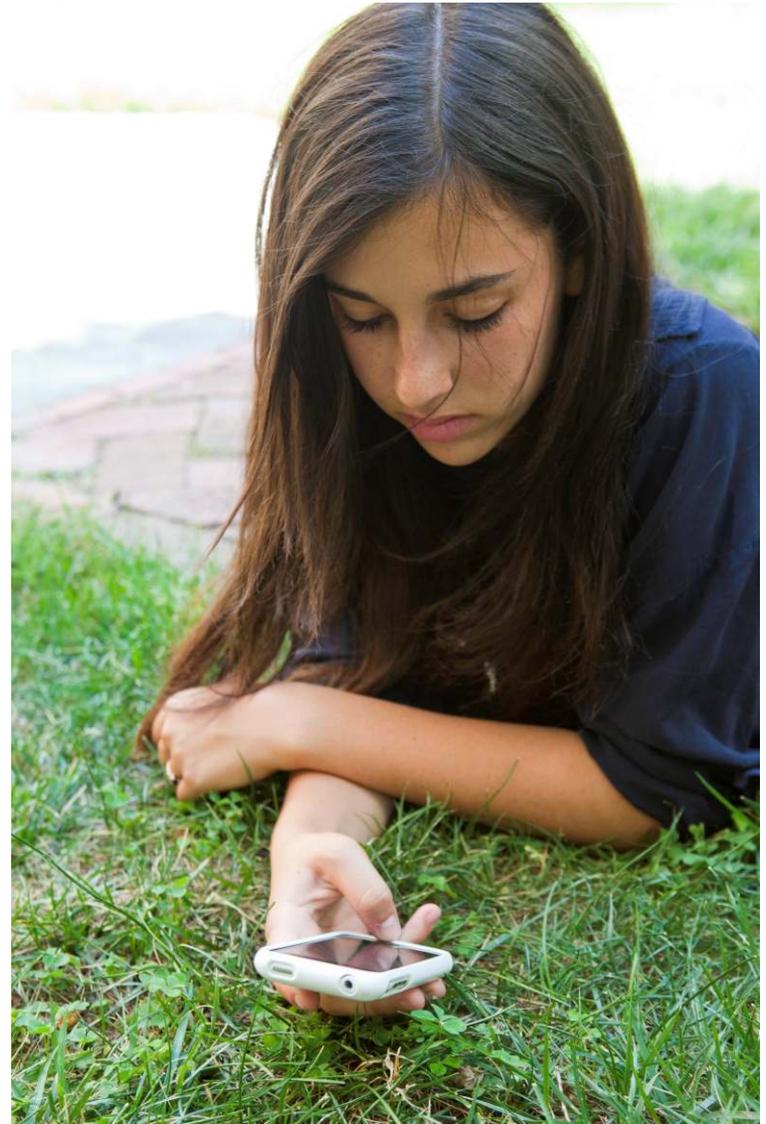
- 80% of Pinterest users are female; 20% are male.
- 27% of Pinterest users are 18-29 years old.
- 24% of Pinterest users are 30-49 years old.
- Pinterest users are generally more affluent, educated, and suburban populations.
- 35% of Pinterest users are mobile-only.

tumblr.

- Tumblr has 102 million blogs.
- There are 89 million posts daily.
- Users spend an average of 22 minutes on the site per visit.
- Tumblr is good for sharing diverse content, allowing many voices to speak in one place, and acting as an alternate/supplementary Website.

Who Is on Tumblr...

- 53% of Tumblr users are female; 47% are male.
- 46% of Tumblr users are 16-24 years old.
- 67% of Tumblr users are under 35.
- Users are young and engaged.



Questions?

facebook

twitter

Pinterest

tumblr.

Instagram

Getting Started

Check-In

- I want to use social media for my program because...
- I will consider this social media work successful if...

Things to Ask Yourself Before You Begin

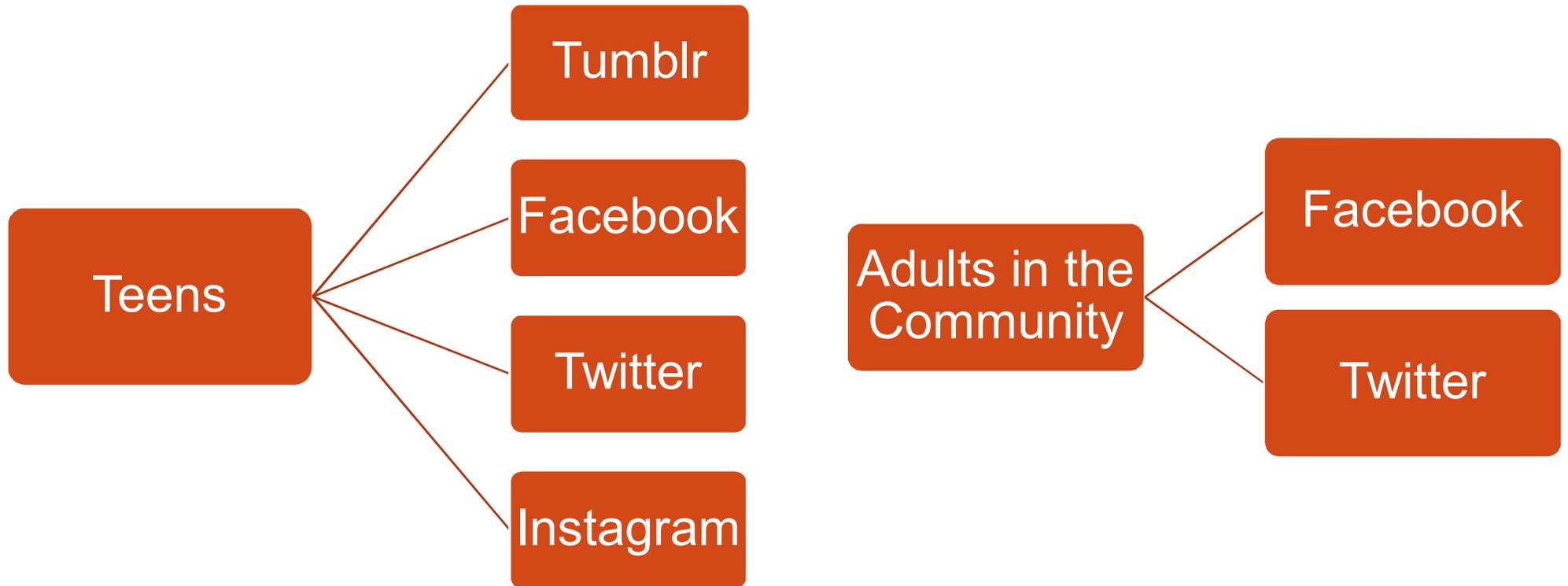
- Why do you want to use social media?
- Who will run the show? Do you have the capacity?
- Are you truly committed for the long haul?
- Who are you trying to reach?
- Do you need a social media policy?

Defining the Target

Who are you trying to reach?

- Youth in your program
- Youth outside of your program
- Parents of youth in your program
- Parents in general
- Adults in the community:
 - Practitioners
 - Community leaders
 - Faith leaders
- Specific race/ethnicities

Reaching the Target



Choosing a Strategy

Some Things to Consider

- Choose wisely: If resources are limited, be selective.
- “Everyone else is doing it” is a bad reason to start a channel.
- You must feed the beast: Social media is not free.
- Follow who your target follows.



+ Follow

More than 150,000 NC teens need contraceptive services. See how many are in your county gutmacher.org/pubs/win/count... (Thx @Gutmacher!)

Reply Retweet Favorite More HootSuite

11:27 AM - 12 Mar 2014

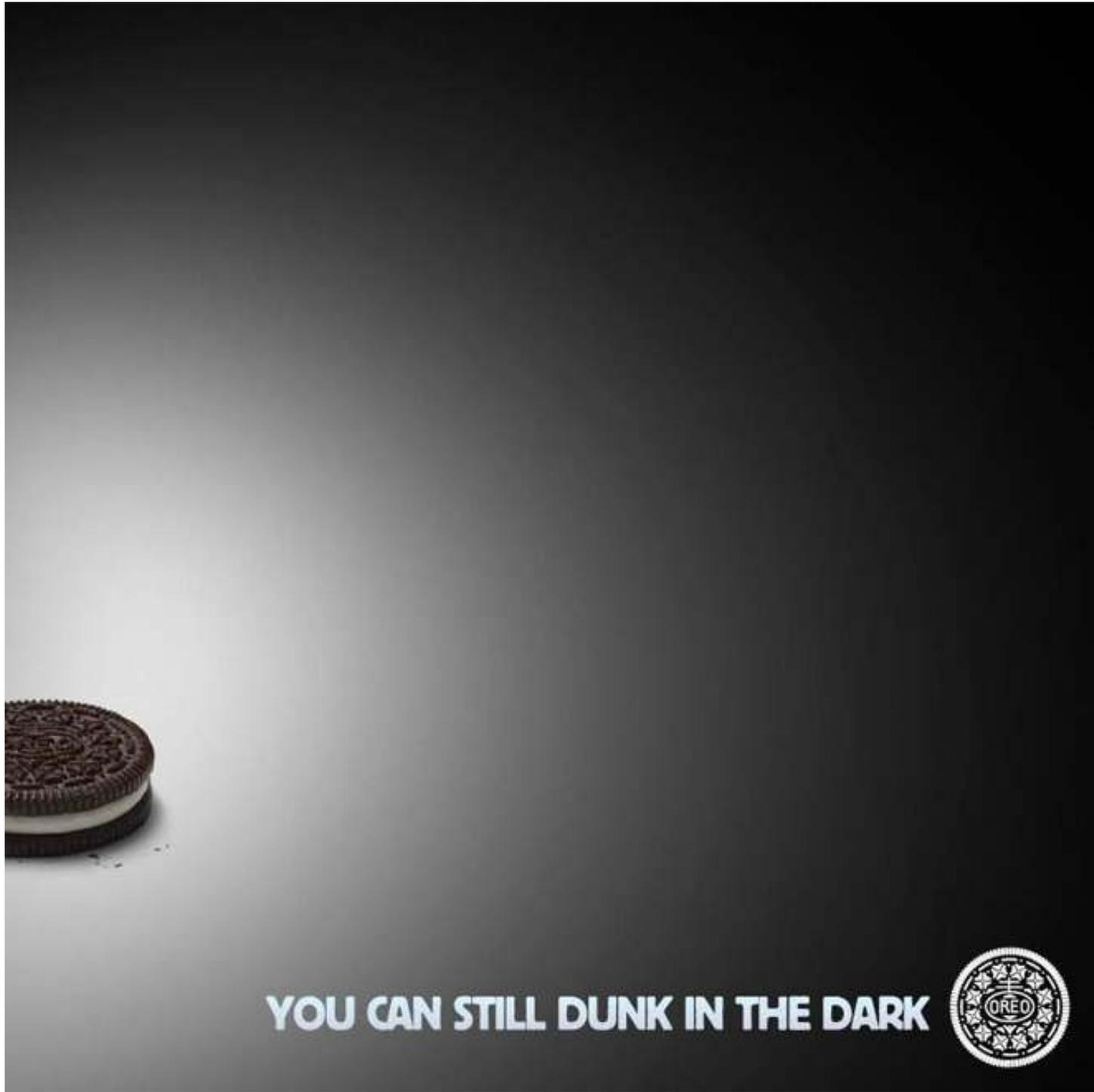
Don't miss any updates from APPCNC

Join Twitter today and follow what interests you!

Full name Email Password

Text follow APPCNC to 40404 in the United States

Sign up





American Red Cross

@RedCross



Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right **#gettngslizzerd**

HootSuite • 2/15/11 11:24 PM

We've deleted the rogue tweet but rest assured the Red Cross is sober and we've confiscated the keys.

about 11 hours ago via ÜberTwitter
Retweeted by 86 people



RedCross
American Red Cross

RT @Michael_Hayek: #craftbeer @dogfishbeer fans, donate 2 @redcross 2day. Tweet with #gettngslizzerd. Donate here <http://tinyurl.com/5s72obb>

2 hours ago via TweetDeck ☆ Favorite ↻ Retweet ↩ Reply



National Campaign
@TheNC

@NPRnews examines how @theNC and Hollywood partner to reduce teen/unplanned preg & how media can be a force for good. n.pr/Q941eU

← Reply 🗑 Delete ★ Favorite



Adults



Bedsider
@Bedsider

Following



Gustav Klimt said "All art is erotic." What do you think? tumblr.co/ZsqfPxSxugZP
#FetishFriday

← Reply ↻ Retweet ★ Favorite



20-somethings



Stay Teen
@StayTeen

Following



Yes the first day of school is hard; but what about in a new school, with 700 new kids, and no friends (yet)? bit.ly/R8drvd

← Reply ↻ Retweet ★ Favorite



Teens



smithsonianzoo ▾

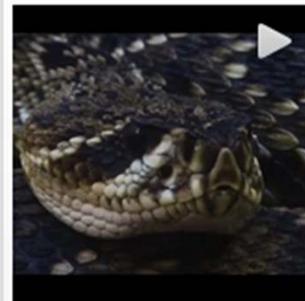
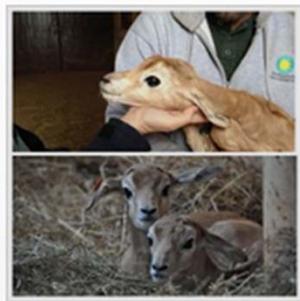
Smithsonian's National Zoo The Smithsonian's National Zoo and Conservation Biology Institute is a leader in animal care, science, education and sustainability. #WeSaveSpecies
<http://nationalzoo.si.edu/>

40 posts

9,966 followers

3 following

March 2014



nordstrom ▾

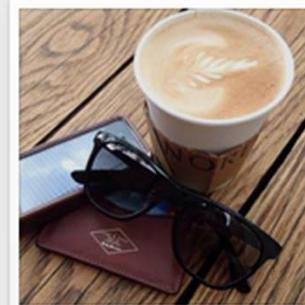
Nordstrom Serving customers since 1901. Instagramming since 2012.
<http://www.nordstrom.com>

1,330 posts

359,022 followers

365 following

March 2014





Ellen DeGeneres @TheEllenShow · Mar 2

If only Bradley's arm was longer. Best photo ever. #oscars
pic.twitter.com/C9U5NOtGap



RETWEETS

3,387,199

FAVORITES

1,953,211



7:06 PM - 2 Mar 2014 · Details

Flag media

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Reply



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Favorite



More



HootSuite



National Campaign @TheNC · Feb 24

New study sheds light on mental illness and teen pregnancy. bit.ly/1mDqnJU (via @AmerAcadPeds)

Collapse Reply Retweet Favorite More HootSuite



National Campaign @TheNC · Feb 24

RT @KayHymowitz: Are most nonmarital births unplanned? Yes, but not by as much as you'd think. @WilcoxNMP family-studies.org/as-nonmarital-...

Collapse Reply

RETWEETS FAVORITES

2 3



National Campaign @TheNC · Feb 25

MT @CWLAUpdates: Teen childbearing highest in rural areas, regardless of age, race, or ethnicity ow.ly/tPqXu a la @TheNC via @NCFY

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Retweeted by National Campaign

Child Trends @ChildTrends · Mar 3

Geek alert! Check out state-by-state #teenpregnancy data at @TheNC - easy to use! ow.ly/u4my5

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RETWEETS

6

6:10 AM



National Campaign @TheNC · Mar 3

RT @jrovner: ICYMI: FDA To Increase Access To Generic Morning-After Pills n.pr/1mS8pQq

Hide summary Reply Retweet Favorite More HootSuite



National Campaign @TheNC · Mar 8

RT @AspenAscend: MT @ChildTrends: Geek alert! Check out state-by-state #teenpregnancy data at @TheNC - easy to use: ow.ly/u4my5

Collapse Reply

RETWEETS

1

8:22 AM - 8 Mar 2014 · Details



National Campaign @TheNC · Mar 15

RT @GoHealthyPeople: Each year, publicly funded #FamilyPlanning services prevent 1.94M unintended pregnancies #HP2020 1.usa.gov/MZhhaj

Collapse Reply Retweet Favorite More HootSuite

7:28 AM - 15 Mar 2014 · Details

Retweeted by Slate
MONEY BOX MONEY BOX **Slate's Moneybox** @SlateMoneybox · 16h
HBO Does Not Actually Want You to Steal Your Buddy's HBO GO Password
slate.me/1iC5gl1

S **Slate** @Slate · 16h
No, HBO doesn't actually want you to steal your buddy's HBO GO password:
slate.me/1iC5gl1

S **Slate** @Slate · 15h
HBO Does Not Actually Want You to Steal Your Buddy's HBO GO Password:
slate.me/1hdxamo

S **Slate**

HBO Does Not Actually Want You to Steal Your Buddy's HBO Go Password

By Jordan Weissmann @JHWeissmann

The True Detective finale has come and gone, but judging from the furious emails that have been flying around the Slate listserve, the raw feelings over HBO GO's Sunday-night outage are still...

[View on web](#)

S **Slate** @Slate · 1h
No, HBO doesn't actually want you to steal your buddy's HBO GO password:
slate.me/1gnc72P pic.twitter.com/mz9s8xSo4V



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[Myth Vs. Fact](#)

[If I Knew Then...](#)

[In the Media](#)

LIES MY TV TOLD ME (AND YOU)

If you listen to what TV, movies, and music tells you about relationships it all sounds pretty fake. There's either the couple who is super in love and is perfect, or there's more drama than there is relationship. But if you've ever been in a stable relationship (and good for you if you have), you'll know that it's somewhere in the middle, hopefully closer to a perfect relationship than the drama.



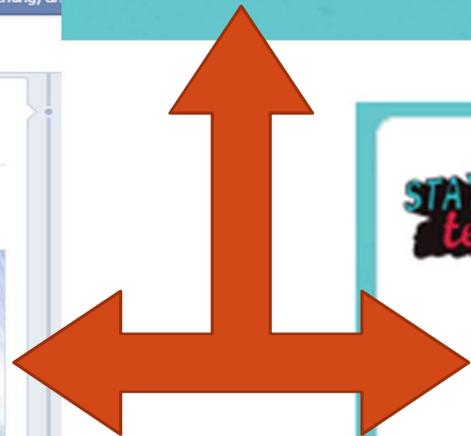
Stay Teen shared a link.
Posted by Jessica Sheets Pika (?) · February 28

The nice guy definitely always gets the girl and other lies my TV told me. <http://stayteen.org/article/lies-my-tv-told-me-and-you>



Stay Teen | Lies My TV Told Me (and You)
stayteen.org

If you listen to what TV, movies, and music tells you about relationships it all sounds pretty fake. There's either the couple who is super in love and is perfect, or there's more drama than there is relationship. But if you've ever been in a stable relationship (and good for you if you have), you'll know that it's somewhere in the middle, hopefully closer to a perfect relationship than the drama.



Stay Teen @StayTeen · Feb 28

Nice guys always get the girl and other lies my TV told me. Check out Trevor's latest blog! bit.ly/OK

Reply Retweet Favorite More HootS

12:00 PM - 28 Feb 20

Now, It's Your Turn

Check-In

- The idea of dealing with negative, controversial, or mean-spirited social media makes me...

Content is King

- Serve dinner and dessert. Mix humor and irrelevant content with important info.
- Listen *and* speak. Gain knowledge from what you “hear.”
- Craft content—and use a tone—that is geared toward your intended audience.

Consider an Editorial Calendar

- Start by noting events that happen throughout the year (Valentine's Day, Let's Talk Month) and piggyback your content off of those events.
- Next, fill in the gaps with original or repurposed content.
- Finally, add variety by sharing content created by others in your field.
- Pro tip: When possible, plan your posts and use scheduling tools to set them up.

Expect Controversy

- Be calm, in control, and rational.
- Humor works. Use it.
- Get the details and fully analyze the situation.
- Enlist champions.
- Do not feel the need to respond to everything.

Social Media/Networking posting

Determine How to Respond to the Post?
Is the Post Appropriate, Inaccurate, Low Risk or High Risk?

Appropriate

Do you want to respond?

- Concur with the post
- Let the post stand as is
- Provide additional information
- Provide positive review/appreciation

Approved Authors respond

Inaccurate

Post Contains in accurate information about:

- YMCA of Metro Chicago
- Program
- Events
- Services
- Participants

Or contains media or news questions.

- Contact Communications Dept.

*Guidance on standard response

- Approved Authors respond

Low Risk

Post contains:

- Offensive Language/inappropriate
- Comments about other participants
- Inflammatory statements

- Document incident
- Delete comment
- Talk to person who posted

High Risk

Post Contains:

- Inappropriate/violent comments
- Statements with "serious" concerns/issues within program
- Allegations of inappropriate events within program

- Contact Risk Mgmt. Dept.
- Document Incident
- Delete comment

How Do You Know If It Is Working?

- Figure out what you want to achieve and set goals accordingly.
- Start small: 1,000 new followers per month is unreasonable; 10 is not.
- Learn from your work and course correct if necessary.
- Don't be afraid to throw in the towel.

Make Sure It's Still Worth Doing



Evaluate Your Goals and Channels

- **Facebook:**

- ❑ Analytics are built into Facebook page via Insights

- **Twitter:**

- ❑ Analytics tools within your Twitter applications: TweetDeck, Hootsuite, Tweetcaster

- **Web:**

- ❑ Google Analytics

- **Instagram:**

- ❑ Simply Measured, Curalate, Piqora

- **Pinterest:**

- ❑ Curalate, Piqora, Pinleague, PinReach

- **Tumblr:**

- ❑ Piqora, Numblr, Google Analytics

If You Use...

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Things you *should* do:

- Post in the early afternoon. Avoid 8 p.m.–8 a.m.
- Post on Thursdays and Fridays.
- Use an attention-grabbing headline, then a call to action.
- Do not limit yourself to the verbal.
- Do not be afraid of confrontation.
- Have an engaging cover (which you change occasionally) and icon.
- Post pictures and video along with text.
- Have a link to your Facebook page on your Website(s).

If You Use...

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Things you *could* do:

- Create private group pages for the youth in your program.
- Create events (e.g., *16 and Pregnant* watch party).
- Promote your posts.
- Use your cover as marketing.
- Ask your youth participants to create content.

If You Use...



Things you *should* do:

- Post (at least) once per day between noon and 6 p.m. Avoid 8 p.m.–8 a.m.
- Do not forget about weekends.
- Space out your tweets (1–4 times per hour).
- Post less than 125 characters to allow for manual retweets.
- Post pictures and video along with text.
- Follow lots of other similarly minded users.
- Have a link to your Twitter page on your Website(s).

If You Use...



Things you *could* do:

- Use targeted hashtags or trending hashtags.
- Send specialized announcements (e.g., discounts, events) to your followers.
- Live-tweet your organization's events or national events (e.g., Let's Talk Month, data release).
- Ask your youth participants to create content.

If You Use...

Instagram

Things you *should* do:

- Post on Thursdays or, better yet, Sundays.
- Use as many (relevant) hashtags as you can think of.
- Share others' posts to build community.

If You Use...

Instagram

Things you *could* do:

- Ask your youth participants to create content.
- Show off your products, health centers, events, or staff/advisory panels.
- Diversify your content by including more than just the “typical” teen pregnancy prevention stuff.
- Create a community by sharing like-minded Instagrammers’ content on your Instagram feed.

If You Use...

Pinterest

Things you *should* do :

- Post/pin between 2 p.m. and 4 p.m. or on Saturday mornings. Avoid 5 p.m.–7 p.m.
- Follow lots of other similarly minded users and comment frequently.
- Have a “Pin It” button on your Website(s) and blog(s).
- Use engaging taglines to describe your pins.
- Space out your pins.

If You Use...

Pinterest

Things you *could* do:

- Connect your Pinterest account to auto-post to your Facebook and Twitter pages.
- Create boards based on your brand(s).
- Develop a contest.
- Upload your own photos and videos from organizational events/your programs/staff.

If You Use...

tumblr.

Things you *should* do:

- Post on weekends, Wednesdays around 4 p.m., OR in the evenings (5 p.m.–1 a.m.).
- Share others' posts to build community (reblog/like/comment).
- Post visual, eye-catching, easy to consume content.
- Use good, relevant tags.
- Space out your posts (using the “queue post” feature).

If You Use...



Things you *could* do:

- Ask youth in your program to create content.
- Discuss your organization's work in greater/less formal detail.
- Create weekly "series" content.
- Host weekly/monthly theme "takeovers."
- Add Google Analytics to track your progress.
- Create a custom URL.

Questions, Complaints, Concerns, Compliments?

Thank You!

Jessica Sheets Pika

jsheets@theNC.org

@mahjesstica

@TheNC

@StayTeen

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@ksuelle