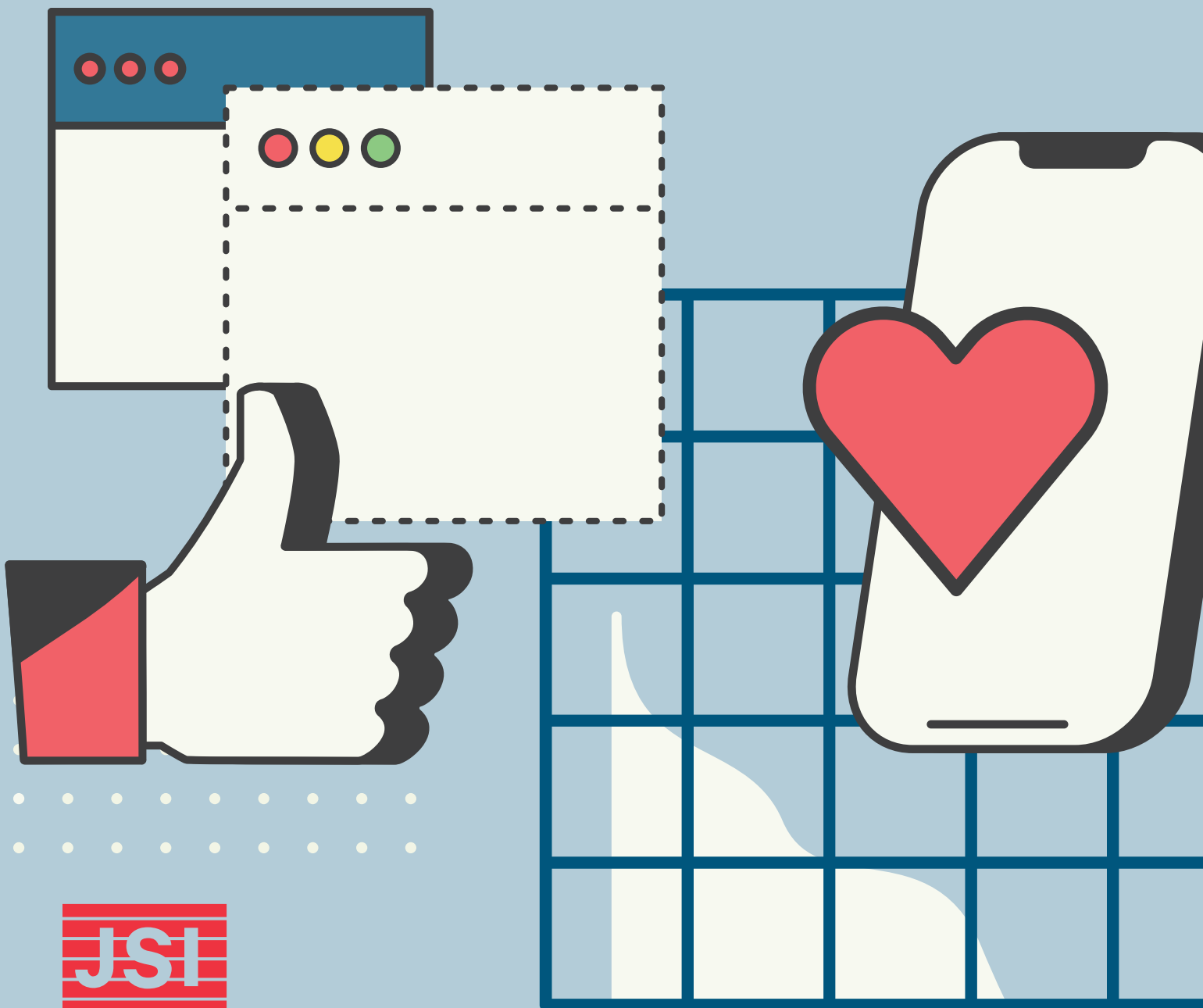


Using Social Media to Advance Public Health Programs

Social Media Workbook



Better Health Outcomes. For all.

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Using Social Media to Advance Public Health Programs

JSI is a global non-profit organization committed to improving the health of individuals and communities in the United States and around the world. JSI provides high-quality technical and managerial assistance, training, and research to public health programs worldwide. Our work is dedicated to greater health equity and improving the health of individuals and communities, and providing an environment where people of passion can pursue this cause.

Knowledge alone is not enough to change behaviors. But communication that inspires and motivates is an essential element of an effective health program. [Social and behavior change communication](#) (SBCC) programs that strategically combine media campaigns, community activities, interpersonal communication and social media, can serve as the thread that ties program activities together. We integrate SBCC across our work in areas including HIV and other infectious disease prevention and treatment, family planning, immunization, maternal and child health, nutrition, systems strengthening and resiliency, and digital health. Learn more: <https://www.jsi.com/global-expertise/social-and-behavior-change/>.

This toolkit was adapted by JSI from “[HIV Prevention Goes Social: Using Social Media to Create, Connect, and Come Together](#),” originally developed in 2011 by the National Minority AIDS Council (NMAC), Capacity Building Activities, and JSI.

Why a Social Media Strategy?



Public health work is important and it is just as important to share work being done with the broadest community possible. Likewise, it is just as important to listen to others, including our partners and clients, in the same space. Online communication through social media facilitates these interactions and reshapes the way we deliver health information as well as the expectations of how information is received.

Social media's use is constantly growing. In 2021, over 50% of people across the world and it is projected that over 6 billion people worldwide will use social media by 2027.¹ While many use social media to stay connected to friends and families, increasingly it is being utilized as a source of information and to find support from a community that one belongs to.

As social media continues to grow, it is important to become better versed in these tools to observe and participate in everyday conversations, understand what's being talked about online, who's doing the talking, and engage with specific communities.

This workbook is a part of that effort, aimed at introducing the concepts that underlie social media, as well as major platforms that are used. In addition, we consider how to take a strategic approach to integrating social media into existing public health efforts.

Reading this workbook and working through the corresponding activities won't answer every question you have. It should, however, provide some basic information on how social media can be used, as well as ideas to consider as you start to dive in. Our hope is that ultimately it provides you with a foundation for your own work in helping to engage communities and policy makers in public health issues.

Strategy First

Tools will come and tools will go. One of the fascinating aspects of social media is that it is constantly evolving. Knowing the basic types of social media is a start, but no one knows your organization and audience like you do. Your knowledge of your organization and audience should be used when you determine which social media platforms to use and how to use them.

More important than using the hottest new social media mechanism is **establishing a programmatic purpose and then making plans to strategically support your goals**. This should include defining measurable goals so you can see what is working, what needs to be adjusted, and what can be left behind.

At the same time, it is important to remember that failure can be an instructive tool and can thereby lead to a good outcome. We can learn from what went wrong to make adjustments in the future.

This workbook starts with a focus on overall strategy before diving into specific tools. Two activities are provided here to help you think through your larger goals and develop a social strategy. Keep the work you do on these strategy-focused activities in mind as you move into the tools section. Your strategy and choice of social platforms will go hand in hand.

¹ Dixon, S. "Number of worldwide social network users 2027." *Statista*, 16 September 2022, <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users>

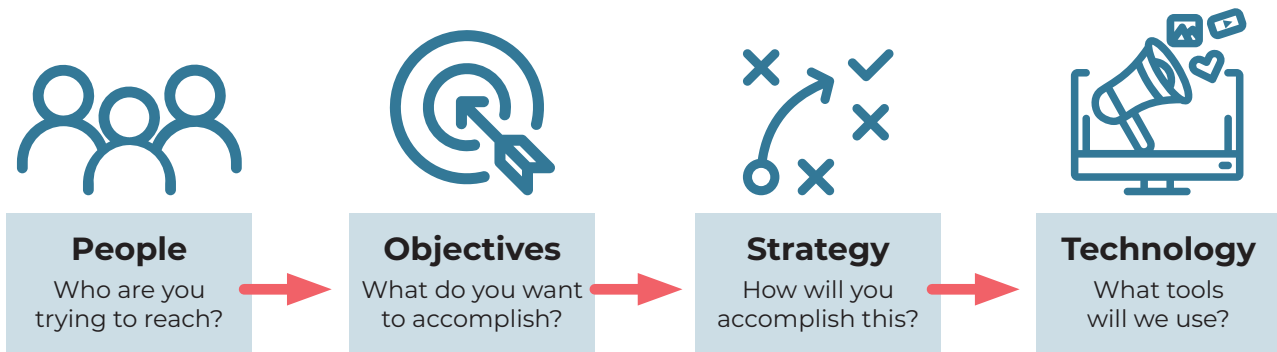


Activity 1: Questions to Consider When Setting a Social Media Goal

For this activity, we recommend picking one goal to start and work through the questions. Your goal should be something very specific and time dependent (e.g., encourage people to participate in World Contraception Day), or it can be more long term (e.g., providing resources on where and how to find contraception). Make your goals “SMART”—Specific, Measurable, Achievable, Relevant, and Time-Based. You can always come back to this brief set of questions for other goals you wish to achieve.

| | |
|--|--|
| What are you trying to achieve? | |
| Who needs to be involved in determining strategy? | |
| Are you trying to monitor what others are saying about your organization? Share information? Create a conversation? | |
| What are your peers and similar organizations doing? | |

Setting goals is a critical task and something that we do on a daily basis whether informally (think of your daily to-do list) or formally (think of an annual retreat for staff). Turning this into a strategy that leverages social media can seem like an overwhelming task. But it can be done! Forrester Research's POST method² is a useful approach to thinking through how to incorporate social media into both new and ongoing efforts. POST, which stands for People, Objectives, Strategy, and Tools, was originally coined by Charlene Li and Josh Bernoff in their book, *Groundswell*³, and is a proven framework for developing a social media strategy. We think it's worth considering because a) it provides a step-by-step approach to turn goals into strategy, and b) it underscores the importance of putting people before technology. If you like, you can read more about the POST method online at www.toolshero.com/marketing/post-method.



Activity 2: Creating a Social Strategy

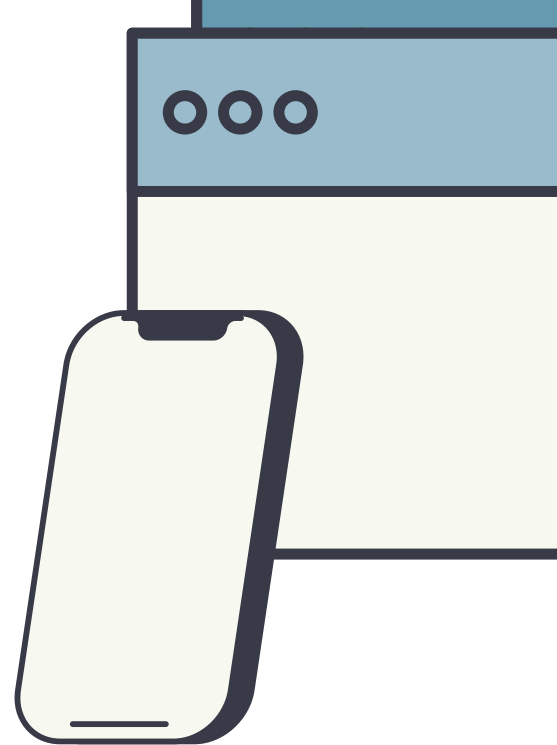
Use the following worksheet to consider goals specific to your interests. Like the previous activity, pick one goal to start and work it through. This is a good time to brainstorm and get creative – you can always adjust any of your responses later, but it never hurts to think big. If you start with a big goal, you can then break it down into smaller goals and create your own roadmap to success. A worksheet of this activity has also been included in Appendix 1.

² ADAPTED FROM: Bernoff J. *The POST Method: a systematic approach to social strategy*, and *The Nonprofit Social Media Decision Guide*, Idealware, 2010. <https://offers.techimpact.org/reports/nonprofit-social-media-decision-guide/>

³ *Groundswell*, Expanded and Revised Edition: *Winning in a World Transformed by Social Technologies*, Charlene Li and Josh Bernoff, Harvard Business Review Press; Expanded and Revised edition (May 24 2011)

| GOAL: | | |
|----------|---|--|
| P | <p>P = People. This is where it all begins. Who are you looking to reach? Who is your primary audience? Where can they be found online?</p> | |
| O | <p>O = Objective(s). What are you trying to accomplish? Are you trying to build followers? Create on-site engagement? Develop a sense of community? Raise funds? Create a call to action?</p> | |
| S | <p>S = Strategy. Ask yourself: What will success look like? Will more interaction be desired or expected? Will people promote an event or service on your behalf?</p> | |
| T | <p>T = Technology. Based on all of the above, What tools best support your objectives and your audience's needs? A blog? A social media channel or multiple channels? A combination of things?</p> | |

Organizational Considerations



Ok – you have an idea and a strategy. Now ask yourself: *is your organization ready to engage in social media?* Successful use of social media requires a certain level of openness and transparency, not to mention the possibility that you may lose some control of your message, since being social means listening as much as talking. Be honest when thinking through how to integrate social media into organizational planning. The worksheet on the following page is provided to help you think through some questions, including:

- What can be learned from other new initiatives
- Involving the right people from the start
- Addressing concerns over using social media in general
- Anticipating how you will respond to both positive and negative feedback, if at all

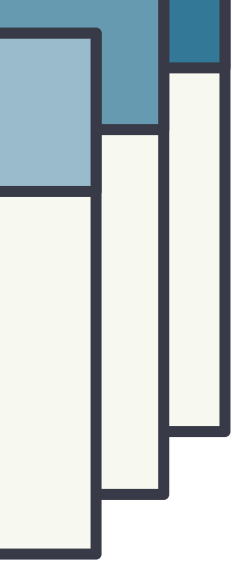
One mechanism to help address the above questions is to create a social media policy to define how employees can and should use social media in the workplace. Having clarity in how social media should and should not be used can help protect employees, clients, and the organization as a whole.

For more information on creating a social media policy, check out this resource from HootSuite: <https://blog.hootsuite.com/social-media-policy-for-employees>. It is filled with examples, resources, and templates to help organizations set up a policy that works for them.

Activity 3: Determining Your Organizational Considerations

For this activity, we recommend picking one goal to start and work through the questions. Your goal should be something very specific and time dependent (e.g., encourage people to participate in World Contraception Day), or it can be more long term (e.g., providing resources on where and how to find contraception). Make your goals “SMART”—Specific, Measurable, Achievable, Relevant, and Time-Based. You can always come back to this brief set of questions for other goals you wish to achieve.

¹ Dixon, S. “Number of worldwide social network users 2027.” Statista, 16 September 2022, <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users>



| | |
|---|--|
| <p>Other new initiatives have been embraced internally. Examples of these and what can be learned from that experience include...</p> | |
| <p>Other new initiatives have been rejected internally. Examples of these and what can be learned from that experience include...</p> | |
| <p>Internal concerns regarding the use of social media can be addressed by...</p> | |
| <p>People who need to be involved in the planning effort include...</p> | |
| <p>Formal approval required (if any), includes...</p> | |
| <p>Ways that both positive and negative comments that may appear from outside participants include...</p> | |

Managing Time

One of the most frequently cited hesitations when considering when or how to implement social media efforts is, simply stated, “I don’t have the time.” The intensity of resources (human and otherwise) depends in large part on what you are looking to accomplish.

Making the most of your time means creating content with a clear strategy in mind.

You’ll want to first create processes for content creation - who’s developing the posts, will you include graphics, will someone review everything, how long will that take? Activity 4 can help you think through that process.

Activity 4: Questions to Consider In Managing Your Time

These questions will help you think about your familiarity with social media tools, staffing considerations, and your level of engagement.

| | |
|---|--|
| What social media tools are people already familiar with (even if only for personal use)? | |
| Can one or more staff be tasked to learn a specific tool and teach others? | |
| Who will curate and moderate any social channels being used? | |
| Are you looking to be more observational (monitoring) or active (creating conversations, spurring others to take action), or both? | |



Creating an editorial calendar can be key to staying organized and on top of your content. An editorial calendar should be both detailed—for planning—and also give a high-level overview of the types of messages you want to post across multiple channels.

Here’s an example of a basic weekly breakdown that would work for a public health organization.

| SAMPLE CALENDAR | |
|-----------------|------------------------|
| Monday | Health Observance |
| Tuesday | Organizational Content |
| Wednesday | Partner Promotions |
| Thursday | Educational Content |
| Friday | Organizational Content |

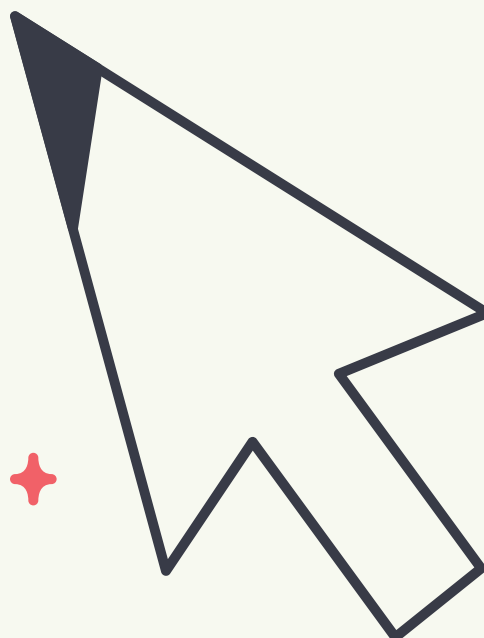
We’ve also included an example of a month-long breakdown that would work for a public health organization in Appendix 2.

Tips & Tricks

Evergreen content is search-optimized content that is continually relevant and stays “fresh” for readers over a long period of time—as the name implies. You can recycle evergreen content across your channels frequently when you do not have brand new content.

Examples:

- A plug for your newsletter, blog, or podcast
- A link to frequently asked questions about your organization or program
- Facts about the area of public health you work in



Editorial Calendars

Now that you have some ideas for prompts, you'll probably want to create an editorial calendar for your own use moving forward. Editorial calendars help teams schedule their work on a daily, weekly, or monthly basis. Editorial calendars can help you track different content types, channels, and dates.

Editorial calendars will be especially useful if you have multiple people drafting or reviewing content. Google Sheets or Excel Sheets work great for keeping track of campaigns and content, as they can be easily shared to allow for collaboration. We've included editorial calendar templates on the flashdrive provided to workshop participants. You can also access it by scanning the QR code on the inside page of the front cover of this workbook.

Social Media Management Tools

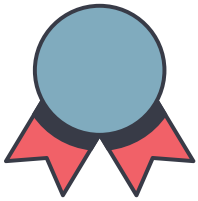
Looking at your editorial calendar, you might think there is a lot of content to post every day. This is where social planning tools help cut back on the time your team spends managing your social media platforms. Tools like Hootsuite, Buffer, and Agora Pulse allow you to publish across social media channels, schedule posts in advance, view all your feeds in one spot, and gather metrics. Facebook and Twitter also allow you to schedule posts in the platforms themselves.

| | <u>HOOTSUITE</u> | <u>BUFFER</u> | <u>SPROUT SOCIAL</u> | <u>COSCHEDULE</u> | <u>HUBSPOT</u> | <u>LOOMLY</u> |
|--|------------------|-----------------------------|----------------------|-------------------|----------------|------------------------------------|
| Free version available | ✓ | ✓ | | | | |
| Free trial available | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Number of social media profiles | 10 | 8 | 5 | 10 | Unlimited | 10-50 |
| Number of scheduled posts | Unlimited | 100 | Unlimited | Unlimited | Unlimited | Unlimited |
| Campaign tracking, tagging and reporting | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Includes analytics and reporting | ✓ | Requires additional package | ✓ | ✓ | ✓ | Requires standard package or above |

Facebook Business/Twitter Scheduling

Facebook now allows pages to create and schedule posts and stories through the Meta Business Suite. You can also create ads and see details about your page's performance, such as trends, activity on the content you share and more information about your audience.

Twitter also allows you to schedule Tweets to go live at a specific date and time. You can schedule Tweets within your ads account, up to a year in advance, and add them to new and existing campaigns. This feature is great for Tweets that need to be published on weekends, evenings, or other busy times when you don't have time to Tweet manually.



Measuring Success

In the business world, ROI, or return on investment, is an important metric. That is to say, for every dollar invested in a product, how many dollars are generated from that product? A similar approach should be considered for social media efforts. It's good practice to set goals that are meaningful for your organization or specific program, and then regularly review whether the resources you are investing are helping you accomplish your goals. This is often referred to as the return on engagement (ROE).

Key indicators of success depend on your goals and strategy. If you are trying to increase awareness about your organization, you might focus on growth of followers or website traffic. If you are looking to influence a specific behavior or outcome, however, you might focus on metrics such as increased method or number of people accessing services. Some possibilities for measuring ROE include:

- Influencing people to take a specific action
- Increasing fans or followers on one or more social sites
- The number of two-way conversations in a given period
- Website traffic trends
- Raising a target level of funds

Activity 5: Questions to Consider In Measuring Success

Work through these questions to help you think about the process of evaluating your social media activities.

| | |
|---|--|
| How often do you want to collect data? Daily, weekly, monthly, etc. | |
| Who will be responsible for collecting the information? This task can fall to multiple people. | |
| How will you track the details you are interested in? Manually? Using an online analytics program? | |
| What are your three most important data points? For example, number of Twitter followers, blog subscribers, or weekly Facebook comments. | |

Some of this data is available from social media platforms themselves. For example, the person who runs your organization's Facebook page can use the built-in Meta Business Suite tool to track page likes, active users, post views, post feedback, post likes, and more. If your Instagram account is connected to your Facebook page, you can also manage Instagram metrics through the Meta Business Suite. On Twitter, you can see your number of tweets and followers by glancing at your profile; other metrics, including your engagement rate, retweets, link clicks, and more are provided in the Analytics section of the Creator Studio. The social media management tools listed in the previous section also provide metrics for the individual platforms and some offer reporting tools that allow you to compile combined reports for all your channels.

This data can also be collected manually. Creating a simple spreadsheet to track and analyze the metrics above is often helpful. To help get you started, a sample metrics worksheet is included at the end of this document in Appendix 3.

So Much Information... Where Do I Begin?

It may seem like a lot to take in all at once. New technology, new rules, new content... And just like all the other trusted networks and connections you've built, it takes time and effort to cultivate an online presence. But know this: you aren't starting from scratch. In fact, you already have a lot going for you—existing materials, knowledge of the communities you serve, a history of helping people be knowledgeable about the areas of support you work in, and, alternatively, connecting people to support and resources.

Your expertise provides a foundation for getting started with social media. The trick is taking what you already have and applying it in different ways. Here are some ideas to get you started:

Post existing presentations and other resources onto social outlets such as Facebook, LinkedIn, or Twitter.

When you post something, encourage others to share it as well.

Post open-ended questions to invite discussion. If possible, make them provocative to inspire conversation.

Spend some time watching what others are doing. For example, find people doing similar work or public health thought leaders to follow on Twitter, and just listen for a week. If a week isn't enough, listen for longer.



Repurposing Content

Your organization likely has existing content such as presentations, videos, pamphlets, and other printed material that can be reused to create social media content. This is also known as repurposing and is not only a time saver, but also a simple way to share what you are already doing with a broader audience. Sharing these resources on social media also provides an easier way for others to share your content—without you having to do a thing. When content is created either online or offline, think about how you can use it in multiple ways across different social media platforms. This allows you to leverage existing content, maximize your reach, and make the best use of limited time and resources.

For example, say you gave a presentation at a local health center about working with individuals within a specific community. The audience was small, but very receptive and had lots of great questions and comments. Five years ago that might have been the end of the conversation, but today the conversation can continue. Now, you can post your Zoom presentation recording directly to Twitter, Facebook, and LinkedIn. Other options also include creating a 1-pager or writing a blog of key takeaways from your presentation. If your colleagues and partners find it useful, they'll share it within their networks as well. Voila! Something that previously would have been a memory has gained new life.

While repurposing content is an expedient and valuable way to build visibility through social channels, it's also important to present unique information. Reusing content between your blog, Twitter feed, and Facebook and Instagram page is a great way to increase traffic and followers while maximizing resources, but don't feel that you have to post the same content to all of your social media channels. Think about how your Facebook followers differ from your LinkedIn, Instagram, and Twitter followers, for example, and include unique content or teasers for each where appropriate.

| So you just released a new podcast episode... | So you have a community outreach event coming up... |
|---|---|
| <ul style="list-style-type: none">• Newsletter: announce the new episode• Twitter: Pull a 2 minute audio or video clip• Instagram: Pull a compelling quote or make a 15 second video clip for stories• Facebook: Share the recorded video• LinkedIn: announce the new episode with a short video clip | <ul style="list-style-type: none">• Twitter: Post recurring details about the event with images• Instagram: Post day of updates about your event to your story throughout the outreach• Facebook: Create an event page to promote the outreach in advance. After the event, add a photo album of pictures from the day• LinkedIn: Post details about the event and ask your colleagues to share with their network |

Getting to Know the Platforms

Facebook, Twitter, Instagram, Tik Tok, YouTube, LinkedIn... It can seem like every day brings with it a new social media platform to understand, a task that would be overwhelming to anyone.

Fortunately, you don't need to know or use every individual tool. What is helpful, though, is to have a sense of the variety of platforms that exist as well as a sense of what each is generally designed to accomplish. The following section highlights some of the major categories of social media platforms, with a few examples.

Blogs

(Wordpress/Medium/Squarespace)

A blog is a website that is updated over time, with entries listed in reverse chronological order (e.g., the most recent entry is found at the top of the page). The term blog is drawn from the phrase “web log” and is a popular format for sharing information and starting conversations on any topic. While originally used as online diaries by individuals, blogs have grown exponentially to include both personal and professional interests. In addition to the routinely updated content, information displayed on a blog can encompass static information such as links to other websites of interest.

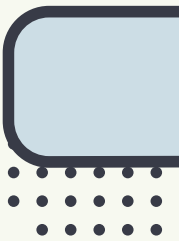
Example

Social media has ushered in the ability for anyone to easily stake out an online presence and publish content that reaches a global audience. The Our Bodies Our Blog (<http://www.ourbodiesourblog.org>) is a great example of this. The organization Our Bodies Ourselves was founded in 1969, and published a groundbreaking book to share health information with women. The organization has carved a web presence offering daily information on women's health news and analysis. Each blog post allows readers to leave comments, enabling conversation and the sharing of ideas, creating an informative space that allows for community interaction. The information they present in their blog is accurate and up-to-date, making the blog an excellent resource.

Tips and Techniques

Writing is like building muscle—it gets easier the more you do it. Keep it brief. Aim for less than 500 words. Words not coming? Post a photo and write a brief description.

- **Share the load.** Ask others to write a single entry, or perhaps even more, on your blog. Consider crowd-sourcing content by posing a question to your staff, and have each person answer it. Consider not just staff, but clients as well.
- **Plan ahead.** Brainstorm a “big list” of topics you want to cover over time. Revisit this list for inspiration.
- **Find your voice.** Your posts should reflect the personality of your organization. As you begin to write, think about how you want others to perceive your blog. Your tone and writing style will develop over time as you become more comfortable writing posts.
- **Stay timely.** Fresh content gets people to return. Set a schedule and stick to it for three months. At the end of three months, revisit the plan to see if it's working or make adjustments. Do you want to share an experience from a conference you just attended? Try to post within 48 hours while the information is still fresh in your mind.
- **Create a conversation.** Don't answer all the questions for your readers – invite them to contribute, share their stories, and ask questions. Link to blogs from similar organizations to expand the conversation, build a community of bloggers, and increase readership.
- **Participate by commenting on other people's blogs.** Share your post using other social sites such as Facebook, LinkedIn, and Twitter.



SMS and Messenger Apps

The rise of smartphones introduced a new way to communicate. What started with texts and SMS messages has evolved into messaging apps that use the internet to send messages. This transition to messaging apps was further fueled in 2020 during the early months of the pandemic when communities around the world were looking to stay connected.⁴ As of September 2022, over three billion people have used messaging apps with Facebook Messenger and Whatsapp being the most popular.⁵

Depending on your marketing campaign and target audience, using messaging apps can be an effective route for disseminating information. Messaging apps are free and easy to use and allow you to directly target your audience. By using messaging apps like WhatsApp, Facebook Messenger, Viber, or WeChat, you can create closed groups to discuss information, set up a chat bot for community members to privately ask your organization questions, and easily send out updates.

Example

Keep It Safe and Sweet

In 2018, JSI launched Keep It Safe and Sweet (KISS) Nigeria, a [social media-based behavior change campaign](#) to create demand for condoms and lubricants. The campaign's uses peer-to-peer linkages to recruit key populations (KPs) to private/closed WhatsApp groups where peer educators disseminate information about HIV and STIs and generate demand for commodities such as pre-exposure prophylaxis (PrEP) and HIV self-testing kits. The WhatsApp groups are peer-led, creating a safe space for KPs to access behavior change information without fear of discrimination, stigmatization, or prosecution.

Tips and Techniques

- **Look to others.** Identify mobile SMS campaigns that your clients can use and share them.
- **Privacy matters.** Be careful not to violate any privacy laws through texting, such as HIPAA (Health Insurance Portability and Accountability Act) if you are in the United States. Carefully craft your messages so that they do not reveal personal or sensitive information.

⁴ Enberg, Jasmine. "Sizing the mobile messaging app opportunity for marketers." *Insider Intelligence*, 13 September 2021, <https://www.insiderintelligence.com/content/sizing-mobile-messaging-app-opportunity-marketers>

⁵ Curry, David. "Messaging App Revenue and Usage Statistics (2022)." *Business of Apps*, 13 September 2022, <https://www.businessofapps.com/data/messaging-app-market/>

Social Media Channels

Social networking sites allow individuals or organizations to set up a profile and connect with others who have a shared interest. While initially viewed as primarily for young people, today all age groups use social networking sites as a way to connect, share, and collaborate.

Tips and Techniques

- Pay attention to privacy settings. Each individual platform has its own rules of how to control who sees what, so it's a good idea to become familiar with the privacy settings.
- Use social networks to learn more about your audience. Go beyond just telling your social networks what you're doing. Find out what ideas they have for your organization and how they can volunteer, contribute, or even donate!
- Use the variety of channel tools to generate conversation. Post questions or stories for discussion, share photos or videos, go live on Facebook or Instagram, or create a poll.
- Be active. It isn't enough to set up a presence on a site. Check in at least once a day (more if you have a lot of people making comments), and respond to people who take the time to write on your page. Deciding how to set up your Facebook presence? See Appendix 4, Facebook Pages vs. Groups.

Facebook

Facebook is the world's biggest social media platform with 2.85 billion active users as of late 2022. Facebook allows users to connect with their friends, family and colleagues, as well as follow public figures, organizations, and brand pages. Due to its sheer size, Facebook is versatile for all forms of marketing including local marketing for local businesses, building community and relationships within Facebook groups, sharing news articles and blogs, and promoting events.

Example

JSI's Systems, [Health and Resiliency Project \(SHARP\)](#) in Yemen is working to reduce maternal and infant mortality. A key strategy to this work is to deepen community knowledge of reproductive, newborn, child health, and nutrition practices and also inform the community of support services available. SHARP is building a trusted communication channel on Facebook to disseminate educational videos on child nutrition and family planning methods to urban women of reproductive age.



Twitter

Twitter's primary purpose is to connect people and allow people to share their thoughts with a big audience. Twitter allows users to discover stories regarding today's biggest news and events, follow people or companies that post content they enjoy consuming, or simply communicate with friends. Over 238 million people use Twitter, as of 2022.

Example

JSI's Keep It Safe and Sweet (KISS) Nigeria campaign uses a variety of social media channels including Twitter to provide correct and compelling messages for the prevention of HIV and other sexually transmitted infections among target audiences. The campaign also facilitates linkages of individuals who want to access prevention, screening, treatment, and care services to HALG-managed clinics and other public healthcare facilities across Nigeria.

LinkedIn

LinkedIn is the largest professional social networking site with 875 million users in more than 200 countries.⁶ LinkedIn allows us to maintain business connections, share and find content, research companies and individuals, search and recruit for jobs, and strengthen our brands. Aside from connecting with your colleagues and applying to jobs, LinkedIn is extremely successful for sharing blogs, webinars, research results, and other professional content.

Example

The Global Public Health subgroup Maternal and Reproductive Health uses LinkedIn groups to bring together similarly interested individuals together to post questions related to maternal and reproductive health, information about international conferences, calls for papers, and potential job opportunities within the field. It is a great resource for community mobilization and professional development.

Instagram

Owned by Facebook's company, Meta, Instagram has at least 1.4 billion users around the world. As a social media channel originally developed for sharing photos with friends, Instagram has grown into a strategic social media platform for companies with 36% of users utilizing Instagram to follow companies, organizations, and brands.⁷

Example

The Centre for Communication and Social Impact (CCSI)'s People Wey Sabi campaign aims to drive social and behavior change to address family planning norms. Applying successes and lessons learned from radio and community communications programming, People Wey Sabi expanded to social media, including Instagram, aiming to reach sexually active young people regardless of their marital status.

⁶ About LinkedIn, <https://about.linkedin.com>

⁷ Chen, Jenn. "Instagram Statistics you Need to Know for 2022." *Sprout Social*, 15 March 2022, <https://sproutsocial.com/insights/instagram-stats/>

Tik Tok

TikTok is a short-form, video sharing app that allows users to create and share videos up to 10 minutes in length (although the average video shared on TikTok is 21-34 seconds). As of October 2022, TikTok is available in over 150 countries and has over 1 billion users. While the average age of a TikTok user is between 16-24 years old, the number of older users is consistently growing. TikTok's algorithm prioritizes videos that utilize popular/trending hashtags and sounds. It is an excellent medium for reaching younger audiences with short videos that can be easily digested.

Example

JSI's [Save Your Breath](#) campaign in New Hampshire, United States encourages youth to see behind Big Tobacco's lies: while vape flavors make vaping sound safe, vaping harms youth's lungs and mental health and the nicotine in vapes can make it hard to stop. The campaign uses digital platforms, including TikTok, Snapchat, and Instagram, to reach New Hampshire youth where they are and encourage them to take control of their health by saving their breath from Big Tobacco. TikTok and Snapchat have been especially successful in reaching NH youth with some video ads gaining over 1 million impressions over the lifetime of the ad.

YouTube

YouTube is a video sharing site that allows users to upload videos to be viewed by others. YouTube currently has 2.1 billion monthly active users around the world with 500 minutes of video uploaded every minute. YouTube's user-friendliness, combined with the rise of video content, has made it the second largest search engine behind Google (its parent company).

Example

JSI's [USAID Advancing Nutrition](#) utilizes various platforms including [Youtube](#) to improve nutrition-related behaviors through enhanced social behavioral change at individual, household, and population levels. By posting promotional videos on Youtube, Advancing Nutrition is able to target their primary audience (women of reproductive age, pregnant women, adolescent girls, and caregivers of children, and health workers in certain areas) with information around the importance of nutrition in the first 1,000 days of a child's life.

Tips and Techniques

The YouTube Nonprofit Program provides several benefits for U.S. organizations with a 501(c)(3) status, including: increased uploading capacity, ability to add call-to-action overlays over videos, and listing on YouTube's Nonprofit channels and videos pages. To learn more, visit: www.youtube.com/nonprofits.

⁸ Doyle, Brandon. "TikTok Statistics- Everything You Need to Know [Oct 2022 Update]." *Wallaroo Media*, 26 October 2022, <https://wallaroomedia.com/blog/social-media/tiktok-statistics/>.

⁹ Shepherd, Jack. "21 Essential YouTube Statistics You Need to Know in 2022." *The Social Shepherd*, 5 October 2022, <https://thesocialshepherd.com/blog/youtube-statistics>.

Looking Ahead and Next Steps

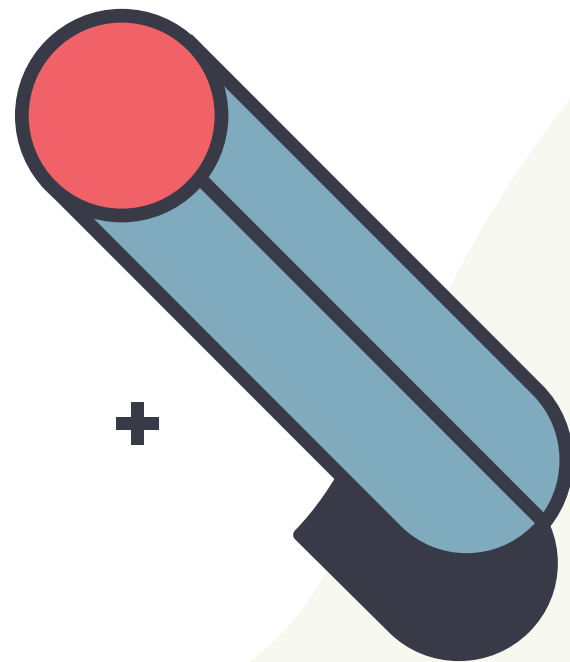
Like any other skill, social media work and expertise develops over time if you stick with it. This guide can help get you started, but it's up to you to take it to the next level. Reiterating what we said at the start of this document: knowing the basic types of social media is a start, but no one knows your organization and your audiences like you do. Here are some tips as you move forward with your organization's social media journey:

1. Refer back to this document as often as needed to work through goals and objectives.
2. Reach out to others—including staff, friends, and clients—to see how they are using social media, and if they have advice or experience to offer. Remember: this is social media. We encourage you to get social!
3. Join the conversation—utilize your organization's social media platforms to join broader conversations in areas that your work is in. Using tools such as [Google Trends](#) is a helpful way to stay in the loop of trending topics and conversations that you can provide a knowledgeable voice in.
4. Utilize metrics—don't try to track everything when you first get started. That can get overwhelming. Instead, try tracking one metric for each of your social media goals.
5. Check in with your goals and readjust—meet with your communication team regularly to see how your social media tactics are helping you reach your goals. If you aren't seeing the success you'd like, readjust your tactics and try again!

Thank you!

If you have further questions after the workshop has completed or about any material included in this workbook, please reach out to jsinfo@jsi.com.

Be sure to sign up for our newsletter at <https://www.jsi.com> and follow us on Twitter (@JSIHealth), Facebook (@JSIHealth), LinkedIn (@JSI), and Instagram (@JSIHealth)!



Appendices

Appendix 1: POST Worksheet

Social Media Strategy Worksheet

P.O.S.T. FRAMEWORK

Project:

Goal:



PEOPLE

Who are you trying to reach? How are they using social media? Start a social media strategy by understanding your audience and their use of social media.



OBJECTIVES

What are you trying to accomplish with social media? Decide on your objectives before you choose which tools to use.

Bernoff J. The POST method: a systematic approach to social strategy. In: Groundswell: How People with Social Technologies Are Changing Everything. December 11, 2007. <http://blogs.forrester.com/groundswell/2007/12/the-post-method.html>.



STRATEGY

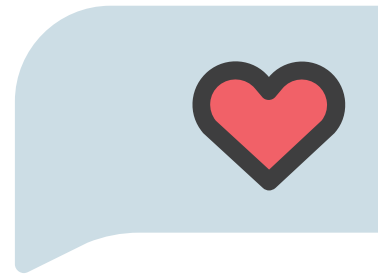
How does social media support your objectives? What will success look like? How will you get your project to embrace a social media strategy? Create a plan for meeting your objectives that considers your organizational culture and resources.



TECHNOLOGY/TOOL(S)

What tools best support your objectives and your audience's needs? How many hours do you need to allocate to using this tool? Select tools after considering your audience, objectives and strategy.

Bernoff J. The POST method: a systematic approach to social strategy. In: Groundswell: How People with Social Technologies Are Changing Everything. December 11, 2007. <http://blogs.forrester.com/groundswell/2007/12/the-post-method.html>.



Appendix 2:

Note: While this calendar does not contain any social media content planned for the weekend, that does not mean you should never post on the weekend. Typically, you should post on social media when is best for your audience. How can you find when is best for your audience? By looking at your metrics and the insights offered by the social media platforms you use.

| | | | | | | |
|---|-------------------------------------|--|---|--|-----------|-----------|
| 1 Share last quarters' wins and lessons learned | 2 Share a tip | 3 Post about an upcoming event | 4 Share a client testimonial | 5 Share a health fact | 6 | 7 |
| 8 Share a relevant resource/tool | 9 Spotlight a client | 10 Share a blog post | 11 Share a relevant news item | 12 Share FAQs | 13 | 14 |
| 15 Partner spotlight | 16 Post a trivia question | 17 Share a journal article | 18 Post day of content about an event | 19 Share a photo album from an event | 20 | 21 |
| 22 Spotlight a client | 23 Share a health fact | 24 Share community resources | 25 Throwback Thursday post | 26 Share a news item | 27 | 28 |
| 29 Share a blog post | 30 Share a health fact | 31 Share community resources | | | | |



Appendix 3:

Sample Social Media Metrics Spreadsheet

Once you've dipped your toes into boosting your social media presence, use this spreadsheet to begin tracking some simple metrics. Make sure to consider the three most important metrics you want to measure. Try tracking data for one month. Use this information to identify points of strength, areas you'd like to improve, and lessons learned. Next, set goals and objectives for increasing these metrics. Once you become more comfortable tracking data on a monthly basis, try tracking data quarterly. Use our quarterly analytics dashboard template (included in the flashdrive provided to workshop participants or by scanning the QR code on the inside page of the front cover of this workbook) to get started.

Twitter Spreadsheet

| Week | New Followers | Total Followers | # of Tweets | Your RTs | Replies | RTs | Notes & Lessons Learned |
|------|---------------|-----------------|-------------|----------|---------|-----|-------------------------|
| 1 | | | | | | | |
| 2 | | | | | | | |
| 3 | | | | | | | |

Facebook Spreadsheet

| Week | New Page Likes | Total Page Likes | Post Reach | Likes | Shares | Comments | Notes & Lessons Learned |
|------|----------------|------------------|------------|-------|--------|----------|-------------------------|
| 1 | | | | | | | |
| 2 | | | | | | | |
| 3 | | | | | | | |

LinkedIn Spreadsheet

| Week | New Followers | Total Followers | # of Posts | Likes | Shares | Comments | Notes & Lessons Learned |
|------|---------------|-----------------|------------|-------|--------|----------|-------------------------|
| 1 | | | | | | | |
| 2 | | | | | | | |
| 3 | | | | | | | |

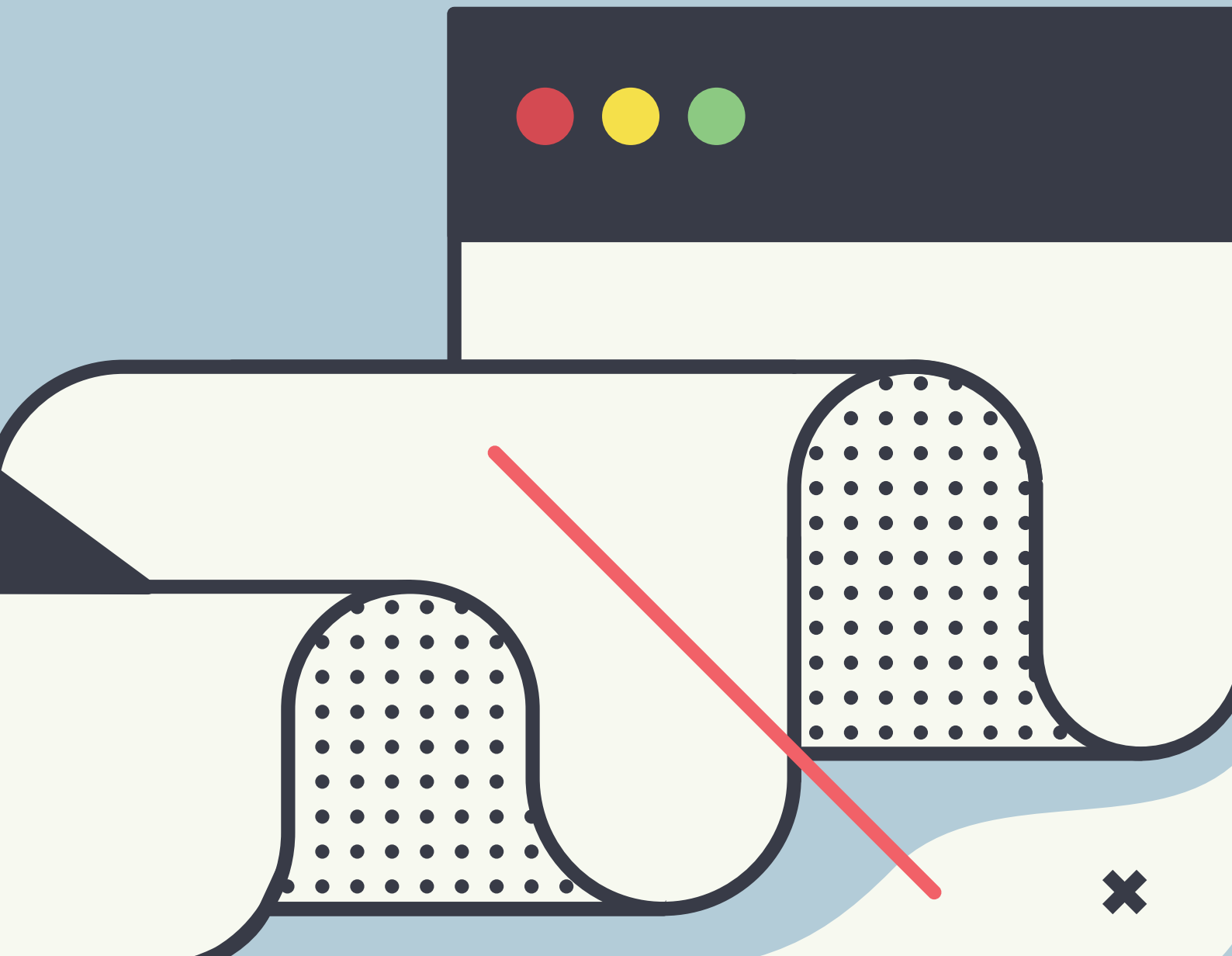


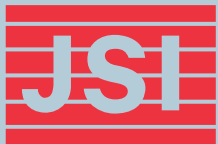
Appendix 4:

Facebook Pages vs. Facebook Groups

Facebook Pages and Groups serve different functions though they have many overlapping features. Either is a reasonable option; it just depends on what you are using it for. How do you decide what's best for you?

| Facebook Pages | Facebook Groups |
|--|---|
| <ul style="list-style-type: none">• Intended to allow organizations and businesses to engage with fans and customers.• Created and managed by authorized users from your organization.• Page information and posts are public and viewable by anyone on Facebook.• Anyone on Facebook can like your Page.• People who like your Page will see your updates in their News Feed. | <ul style="list-style-type: none">• Intended as a closed space for a group of people to communicate around a shared interest.• Allows for additional privacy settings for closed groups.• Group members must be approved or added by other group members.• Group members can participate in updating the Group page.• Mass messaging (sent using Facebook's email system) is possible if group is 5,000 people or less. |





JSI is a global non-profit public health organization dedicated to greater health equity and improving the health of individuals and communities.

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