Effective Communication & Dissemination for Inclusive Health

Use of Social Media Platforms

Allison Tubbs, National Center on Health, Physical Activity and Disability
Today's Topics

• Management Tools/Analytics
• Inclusive Communication and Messaging
• Engagement Strategies and Activities
• Specific Platforms
• Communication Planning
Social Media + PSE Change

Policy change doesn't start with legislators. It starts years before - with a clear, objective, focused strategy, and succeeds one step at a time.
Social Media

If you build it, will they come?
Groundswell

The collision of three forces:

PEOPLE + TECHNOLOGY + ECONOMICS

Groundswell Thinking
POST Method

What is it?

• A four step planning process.

• POST is the foundation of groundswell thinking (a systematic framework for assembling your plan).

• POST Method

T = Technology
S = Strategy
O = Objectives
P = People
GOALS

Community health indicators, such as disability and non-disability service providers in the community, are tracked and monitored through surveys and other data collection methods. The goal is to improve these indicators by developing a comprehensive training program that educates community members on how to improve their health and well-being.

MISSION

Our mission is to create a more equitable and inclusive community health system that addresses the needs of all residents, regardless of age, gender, or ability. We strive to foster excellence in promoting health and reducing health disparities through community involvement and participatory decision-making.

COMMUNICATION STRATEGIES - THE POST METHOD

Who is NCHPAD trying to reach?

What is NCHPAD trying to accomplish?

GOALS

1. Developing a comprehensive training program that educates community members on how to improve their health and well-being.
2. Promoting community and individual behavioral change through an expanded array of web-based materials.
3. Providing individualized information, referral, and consultation services to our target audience.
4. Developing leadership through the formation of local partnerships that enable us to reach our target audience.

MISSION

Our mission is to create a more equitable and inclusive community health system that addresses the needs of all residents, regardless of age, gender, or ability. We strive to foster excellence in promoting health and reducing health disparities through community involvement and participatory decision-making.

COMMUNICATION STRATEGIES - THE POST METHOD

Who is NCHPAD trying to reach?

What is NCHPAD trying to accomplish?
Support NCHPAD’s objectives?

How do new and traditional media

Strategies

What are the most appropriate
tools to use?

Technology
| Partners       | Meetings with Federal & Community
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td><a href="http://www.pinterest.com/NCHPAD">www.pinterest.com/NCHPAD</a></td>
<td>Conferences, Trainings, In-person meetings</td>
</tr>
<tr>
<td><a href="http://www.youtube.com/nchpad">www.youtube.com/nchpad</a></td>
<td>Facebook.com/NCHPAD</td>
</tr>
<tr>
<td><a href="http://www.twitter.com/NCHPAD">www.twitter.com/NCHPAD</a></td>
<td>Monthly e-news, Inclusive Health connection</td>
</tr>
<tr>
<td>Email listserv</td>
<td>Blog: blog.nchpad.org</td>
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</tbody>
</table>

**Communication Channel**

- **Website**: www.nchpad.org
- **Blog**: blog.nchpad.org

**How We Use It**

- **Provide Information**: about internal and external resources
- **Highlight NCHPAD**: news and events
- **Provide trainings**: and educational resources
- **Listen, Learn, and Engage**: with our members, partners, and community
- **Promote our community health inclusion**
Communication Goal Setting

• Branding & messaging
• Define target audiences
• Identify key messages
• Community partnerships
• Influencer Engagement
• Digital Influence
<table>
<thead>
<tr>
<th>STRATEGIES</th>
<th>TACTICS</th>
<th>OBJECTIVES</th>
<th>PEOPLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>How will we promote the campaign? What other channels will we use?</td>
<td>What tools and tactics will we use?</td>
<td>How will we measure success?</td>
<td>Who are we trying to engage? Supporters? Volunteers? Donors?</td>
</tr>
<tr>
<td>How do they purchase? What do they talk about?</td>
<td></td>
<td></td>
<td>Where do they hangout?</td>
</tr>
<tr>
<td>Campaign name:</td>
<td></td>
<td></td>
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</tbody>
</table>
Strength in numbers.

Almost 1 billion people around the world are on Facebook.

Americans spend more time on Facebook per day than they spend on their pets.

Strength in numbers.

Facebook
1. Polish your Facebook Business Page

2. Grow your audience

3. Actively engage with your audience

4. Plan your content

Facebook 101
Anatomy of the Timeline for Facebook Business Pages

Profile Picture
A square business logo image. Use to add extra information and apps to your page. Reflects your brand and should not contain any promotional or call to action information.

Like Button
Used by visitors to endorse your page.

Message Button
Allows visitors to message your business. A great way to add calls to action.

See Your Friends
See which of your friends like this page.

Facebook Timeline Updates
This adds social credibility.

Custom Icons
Up to 12 icons allowed! A great way to add calls to action.

Status Update, giving updates about your business.

Pin it! An update to the top of your pinned, Timeline update allows you to pin an update to the top of your page.

14
Facebook Tips

- Always post with digital media (link, video, photo) – 75% more engagement
- 40-character Facebook posts receive 86% more engagement over others
- Ask questions to spark dialogue
- Post at least twice a day
- Use tags (@PageUsername) for additional reach
- Leverage trends and hashtags (only 1-2 per post)
- Educate & entertain

Facebook Tips
Facebook Accessibility

- Include descriptive text when you post a photo
- Facebook adds machine-generated alt text automatically
- Add a caption file, or use YouTube's captioning services for Facebook videos
- Avoid using acronyms in your posts
- Like Facebook's Accessibility page for updates on new accessibility features
• 200 million active users

• Predominately public space

• Micro-blogging at 280 characters

• Open forum with access to anyone

@ is where its at
Twitter Terms

• Username or handle (@NCHPAD)
• Tweet
• Retweet (RT) or Modified Tweet (MT)
• Reply
• Direct Message (private)
• Follow
• Hashtag (#)
• URL Shorteners (https://bitly.com/)
• Username or handle (@NCHPAD)
Twitter Tips

• Complete your Twitter bio including website and branded profile picture and header
• Use hashtags wisely
• Interact with those who interact with you
• Vary your updates (1 in 5 about you)
• Use 280 limit strategically – less is still more!
• Use Hootsuite, Buffer to schedule tweets
• Add value, not noise.

Tips: Twitter Tips
• Go into your settings and turn on alternative text for images.
• Navigate to Settings > Display and sound > Accessibility > and turn on alternate text for images.
• Use a URL shortener to minimize the number of characters in the hyperlink.
• Capitalize the first letter of each word in a hashtag, (which is called camelbacking; the difference between #screenreaderdemo and #ScreenReaderDemo).
• Put mentions and hashtags at the end of your tweets.
• Avoid using acronyms in your posts.

Twitter Accessibility
It leads to [AUDIO], [PIC], or [VIDEO].

When you tweet a hyperlink, indicate whether...

Twitter Accessibility Continued...
Instagram

• 400 million users, over 80 million posts per day, 93% growth month to month

• 93% growth month to month

• Social networking app

• Emphasis on mobile use and visual sharing

• Instagram stories – more casual and frequent

• Gone in 24 hours – similar to Snapchat
Anatomy of Instagram

- Image
- Bio
- Story
- Rebrandly
- Timing
- HashTags
- Tags
- DMS
Instagram Tips

- Consistent, regular posts
- Beautiful photos (use edit tools)
- Recognizable @Username or Handle
- On-brand profile photo (circle)
- Delightful, Actionable, Informative Bio with website link (can change)

Public profile – business
• Use the post description area to add alternative text to images and to caption video posts.
• Use the zoom-in feature to look at photos more closely by "pinching" the image with your fingers.
• Use the post description area to add alternative text to images and to caption video posts.

No character limit – be descriptive, but clear and concise.
Engagement strategies and activities

• Use partners to amplify message and reach
• Join existing campaigns or start your own
• Be strategic about timing
• Create promotional packages
• Use influencers
• Use partnerships to amplify message and reach

Target audiences (paid)
Partners

- Create or use dissemination lists to identify potential partners
- Tag them (@) in your posts
- Submit ready-to-go content / promotional package
- Partners
Toolkit

• Key messages
• Graphics
• Target audience videos
• Factsheets
• Social media activation
  • Safe Routes to School
  • Walking clubs
  • Walking meetings
  • Livable communities
  • Complete streets
• Factsheets

About You Speak the Way Rethink

#HowIWALK
WellnessWins

- National campaign
- Twitter Chats
- Key message graphics
- Social media promotion
- USDA Final Rule on School Wellness Plans
- National campaign

#WellnessWins
Try to have a conversation and not just share new followers. Fast-paced, but build great exposure & attract what time. Let your followers know you are chatting & at create or follow the specific hashtag. Use twitterchat.com to follow hashtag. Provide or get questions ahead of time.

Twitter Chats
NCHPAD Co-Host
Tuesday, Dec. 19, 1 pm ET
Disabilities Living With Healthy Equity for Latinos
TWEETCHAT
#SALUDTUES
https://salud-america.org/tweetchats/
Influencers

• Power to affect people – large following

• High-profile or identifiable to your brand or project – helps reach target audiences

• Relationship building asset

• Instagram Takeovers

• Facebook and IG Live at events

• Large following – power to affect people

High-profile or identifiable

Miles Challenge
Alabama
Select influencers by impact, not reach alone.

• Focus on authenticity and relevance to the target audience.

• Treat influencer relationships like a partnership.

• Ensure they have interest in the cause.

• Influencers must match the culture of your audience.

• Authentic amplification (ensure your influencers will post and talk about the campaign/message).

• Find real stories to connect with influencers.
More Social Media Tips

- Focus on engagement with content
- Don’t always talk about yourself
- 80% of social media posts should contain non-self-promoted, entertainment value content
- 1 out of 5 posts can be brand or project specific
- Map out a content strategy with a consistent tone of voice, look and feel, frequency of posting
- Do provide value: make people laugh, cry, angry, think, inspired, smarter, relate
- Focus on engagement with content

More Social Media Tips
Engage on social media like a human being:

- Don’t talk to ourselves (self-centered health promotion approach).
- Focus on lifestyle over facts (values-based messaging).
- Embrace the conversation (not yelling information) — counter negative conversation.
- Social media is about engagement and having a conversation, not yelling information.
- Embrace the conversation — counter negative.
CDC's Social Media Toolkit
Modelled for Inclusion From
http://www.nchpad.org/ICHIP/9
Inclusion & Accessibility in Messaging

• Main focus on considering individuals with disability when crafting messaging campaigns
• Ensure that communicated messages and images related to disability have an impact on all recipients
• How/where to include messages and campaigns with disability

Inclusion & Accessibility in Messaging

1 in 6 recommendation
Management Tools and Analytics

• Hootsuite and Buffer – 1 user up to 3 profiles free
• Benefits = schedule posts, manage all in one place, link shorteners built in, analytics, queue, saves time
Measuring Social Media Impact

• **Impressions**: Total number of times your content is displayed.

• **Engagement**: The number of times people have engaged with your posts through likes, comments, shares and more.

• **Reach**: The number of people who had any content from your Page or about your Page enter their screen.
Instagram Insights
Facebook Insights

Page Summary Last 28 days

Results from Feb 27, 2018 - Mar 26, 2018
Note: Does not include today’s data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Actions on Page
February 26 - March 25
3
Total Actions on Page ▼ 40%

Page Views
February 26 - March 25
506
Total Page Views ▲ 5%

Page Previews
February 26 - March 25
68
Page Previews ▼ 42%
# Facebook Post Insights

## All Posts Published

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
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<tbody>
<tr>
<td>03/27/2018 9:01 am</td>
<td>We are excited to announce the State Disability and Health awardees</td>
<td></td>
<td></td>
<td>97</td>
<td>5</td>
</tr>
<tr>
<td>03/26/2018 5:49 pm</td>
<td>Check out why principals and superintendents value active school env</td>
<td></td>
<td></td>
<td>173</td>
<td>3</td>
</tr>
<tr>
<td>03/26/2018 11:30 am</td>
<td>Talk a walk with Matthew in the new pedestrian stories campaign from</td>
<td></td>
<td></td>
<td>302</td>
<td>4</td>
</tr>
<tr>
<td>03/26/2018 10:26 am</td>
<td>Apple wants emojis to better represent people with disabilities. &quot;Diver&quot;</td>
<td></td>
<td></td>
<td>776</td>
<td>33</td>
</tr>
<tr>
<td>03/22/2018 2:53 pm</td>
<td>Announcing the Launch of Rx for Exercise: Pediatrics! Rx for Exercise</td>
<td></td>
<td></td>
<td>566</td>
<td>25</td>
</tr>
<tr>
<td>03/21/2018 11:30 am</td>
<td>Need to choose a venue to host your inclusive health promotion class</td>
<td></td>
<td></td>
<td>468</td>
<td>17</td>
</tr>
<tr>
<td>03/21/2018 10:26 am</td>
<td>Are you trying to recruit or create a welcoming health program for peo</td>
<td></td>
<td></td>
<td>326</td>
<td>16</td>
</tr>
</tbody>
</table>
Twitter Analytics
Tweet activity

Your Tweets earned 8.7K impressions over this 7 day period

YOUR TWEETS
During this 7 day period, you earned 1.3K impressions per day.

Grow your audience

Engagements
Showing 7 days with daily frequency

NCHPAD @NCHPAD · 2h
We are excited to announce the State Disability and Health awardees that have been selected to collaboratively build inclusive, healthy communities. Read about our 2018 awardees at nchpad.org/foa. pic.twitter.com/dijn38RtM
email@nchpad.org
allison@lakeshore.org

Thank you!!