

# Welcome!

Please introduce yourself and your respective agency in the chat!

## Reminder:

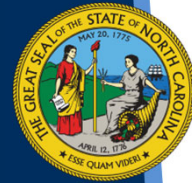
- Keep your audio muted except for when you intend to speak
- Use Zoom's Gallery View to see more participants
- Adjust the layout of the windows on the computer so you can see the chat, Zoom screen, and other participants
- Rename yourself and add pronouns if you choose
- Find the "Raise Hand" and other reactions icons.
- Type in the Zoom chat box if you need help

NCDHHS, DPH, Women, Infant, and Community  
Wellness Section, Reproductive Health Branch

## Social Media: Connecting to Your Family Planning Community

Averyl Edwards, MPH, MSW  
Family Planning Medicaid Program Manager

Naisha Coley, MPH  
Reproductive Health Program Consultant



Welcome to part one of the Reproductive Health Branch's Annual Rockstar Training on "Social Media: Connecting to Your Family Planning Community."

My name is Naisha Coley and I am the Reproductive Health Program Consultant, co-hosting with Averyl Edwards, the Family Planning Medicaid Program Manager. And Courteney O'Neal is our moderator today.

## Learning Objectives

By the end of Session #1  
webinar participants will be  
able to:

- Understand the importance of brand voice and goal-setting in social media outreach
- Understand a specific priority audience's knowledge, attitudes, and behaviors
- Develop effective messaging and engaging social media content



Let's go over some learning objectives:

By the end of the webinar participants will be able to:

- Understand the importance of brand voice and goal-setting in social media outreach
- Understand a specific priority audience's knowledge, attitudes, and behaviors
- Develop effective messaging and engaging social media content



## Agenda

- What can Social Media do for you?
- Building a foundation of project promotion activities
- Understand and gather information about your priority audience
- Assessing capacity and context
- Developing Promotional Content
- Breakout Scenarios
- Canva Tutorial

So, let's discuss today's agenda, which Part 1 of this webinar. We will discuss" What social media can do for your agency, and we then do some background work on how to build a foundation of your social media activities which entails understanding and gathering information about your priority audience, assessing your agency's capacity and then lastly developing the actual social media content.

We will get some real life practice during the **Breakout Scenarios** which you will work on developing a social media campaign based on one of three scenarios: raising awareness of recently extended service hours, promoting the value of family planning for anyone's reproductive life plan, and raising youth awareness of your services. You can choose the scenario that is most applicable to your agency. Towards the end of our session today, you'll have time in breakout groups to start fleshing out what that campaign could look like, and you'll have some time in the next session to work on it in groups some more. If anyone is interested in designing a post before our second session, you can email it to us and have the option to get private feedback on it or submit it for a friendly competition with prizes.

## Why spend a whole training focused on social media?

- **People are on social media... all the time**
  - 71% of Facebook users check the app every day.
- **People regularly encounter health information on social media**
  - Peers (friends, groups)
  - Marketing (paid ads)
  - Parasocial relationships (influencers)
- **People want access to trustworthy, reliable information**



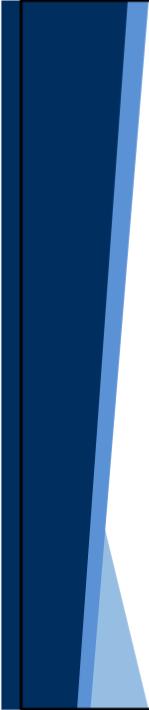
So, why are we spending a whole training focused on social media?

Well, people are on social media, all the time. A 2021 Pew Research Center survey found that 71% of Facebook users check the app every day, and half of all Facebook users check it multiple times a day.

Not only are many people on social media, but people regularly encounter health information on social media, and not all of it is medically accurate. It can come from your friends or groups you're a part of, paid ads, and parasocial relationships, which is a fancy term for the way we feel close with influencers because we see them as a person we know and can trust.

We also know from a study described in Forbes that people want access to trustworthy, reliable information and support in making sense of their own health.

([Forbes, 2021](#))



**Poll 1: When was the last time you checked a personal social media account?**

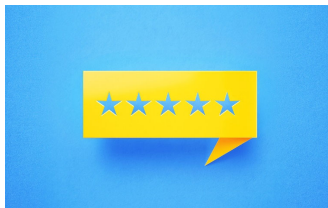
- Within the past year
- Within the last month
- Within the last week
- Last night
- Today
- Since joining this call (not judging!)



**How does your agency  
use Social Media?**

### How can I use Social Media?

- Navigating digital media to share health information
- Promote awareness about services
- Advertise for clinics and events
- Solicit feedback from your community
- Engage your target populations
- Inspire youth and community
- Empower people



Many community members of all ages are **navigating digital media spaces** to learn about health information.

Your agency can utilize social media to **promote awareness about services** as well as advertise about your agency's events.

**Solicit feedback** from your community by using a digital survey. A digital survey can be helpful tool; you collecting information to help with your programing planning or county health assessment data.

**Engage with your target populations** and **inspire your community**, especially youth who use digital spaces to engage and interact with peers, Lastly, you can empower your community with information to guide their behaviors, examples of this could be information about healthy relationships and contraceptive use.



**"Social media, in my opinion,  
is about creating a dialogue and  
really destigmatizing some of  
these issues like sexual and  
reproductive health"**

*– Leslie Pritchard, Communications Manager, Missouri Family Health Council, Inc.*

**"Social media, in my opinion, is about creating a dialogue and really destigmatizing some of these issues like sexual and reproductive health"**

This quote summarizes that a strategic communication plan and robust social media presence are key to connecting with the community and potential clients.

**Social Media and Title X Requirements**

Using social media to promote reproductive health helps family planning agencies meet the Title X requirement to provide opportunities for community education, engagement, and Quality Improvement (CEQ); and to inform the community of the availability of their services

RESOURCE  
Workbook Resource Alert

The slide features a teal circle with 'TITLE X' in the top right corner and a purple circle with a play icon and the word 'RESOURCE' in the bottom left corner. A pink banner with the text 'Workbook Resource Alert' is positioned next to the purple circle. The background has a dark blue vertical bar on the right side.

We know that many of you here today are from agencies that are funded through Title X Family Planning. We've occasionally included information to here to support folks who are implementing Title X, but acknowledge that that does not describe everyone in the room. Look for the little **teal Title X circle** on this slide for pointers that help fulfill Title X requirements. We also will use this **purple circle** to flag resources that you can find in your Training Workbook under each session's summary.

Social media is a powerful tool for engaging current and potential clients, and connecting them with health information and resources.

**This feedback can help to ensure that the materials are relevant for the community, appropriate for the specific audience, and useful for clients.**

## How are *you* using Social Media?



- In the most recent Title X RFA Applications, agencies mentioned using social media for:

- Sharing clinic services
- Recruiting participants & Patient feedback surveys
- Recruiting media review committee members
- Appointment availability
- Promoting youth-friendly services
- Introducing new team members & recruiting open positions
- Sharing general health information

Let's look at some examples...

In preparing for this presentation, we also went back and looked at your 2022 Title X RFA applications to see what you shared about social media use there. These were some themes that y'all shared:

- Posting about what services your clinic offers
- Recruiting participants for community and patient feedback surveys
- Recruiting media review committee members
- Sharing when you have appointment availabilities, especially in high-cancellation times like over spring break.
- Promoting youth friendly services through video tours of the clinic or teen-specific Instagram pages
- Introducing new team members so that people can recognize a familiar face when they come in, and also advertising about position vacancies

## Health Information/ Action Slide



Here's an example of a post with general health information from Durham County's Department of Public Health. The graphic is simple, the colorful condoms on the clothesline feels very playful, and the heart makes it feel casual and non-judgmental. They use hashtags to connect the post to the larger social media trends of National Condom Week and Valentine's Day, which means anyone looking at those hashtags will see this post. The post also directs people to a resource to learn more.

Post location:

<https://www.facebook.com/share/p/Ro8DAexxiZ3NDnYk/?mibextid=WC7FNe>

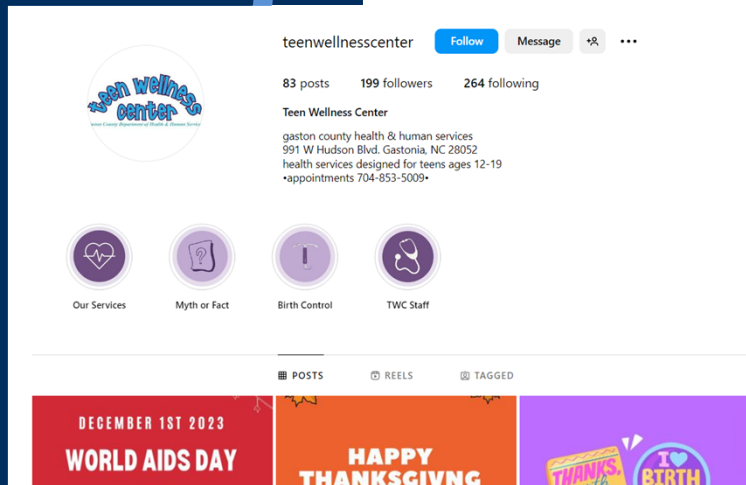
## Language Access



We also want to highlight that Cabarrus Health Alliance has created a companion Facebook page for posts in Spanish. This can be a great way to avoid some of the formatting issues that come from posting English and Spanish graphics side by side, where the graphics get partially cut off.

Location: <https://www.facebook.com/cabarrushealthlatino?mibextid=LQQJ4d>

## Youth-Targeted Marketing (feat. Pinned Posts)



Gaston County Health and Human Services has its own Teen Wellness Center Instagram account. In the account bio, they have the address, basic information, and phone number to call and schedule an appointment. They also made great use of pinned posts at the top of the page for things that they don't want teens to miss when they first start following, which includes the teen-friendly services available, some myths vs. facts, information about different types of birth control, and the chance to meet the clinic staff. Then you can also see that some of their posts were for health observances and awareness campaigns, which are a great way to keep content posting regularly and make sure that different things are on people's radars.

Location:

<https://www.instagram.com/teenwellnesscenter?igsh=MXZvazFkOTdwbmJsMA==>

## Recruit New Staff



Here's a post from Albemarle Regional Health Services to highlight that they were hiring new staff. Not every graphic has to be super elaborately designed - this is something you could get from a quick Google search- but it makes the post all that more engaging. They also include the link so that it's easy for people to take the next step and check out those open positions.

Post location:

<https://www.facebook.com/share/o8rs7msX81K7zRyp/?mibextid=WC7FNe>

## Services Available



Here's an Instagram video post from Onslow County Public Health that highlights the Family Planning services they offer. The animation is really simple – just slowly appearing/scrolling bullet points– but the motion makes it more engaging to look at. There is more information provided in the description, including the phone number to schedule an appointment.

Post location:

<https://www.instagram.com/reel/CxvCIWRtBup/?igsh=bWU4MG42dTY2MHZi>

## Share Testimonials

I was looking for a local place for a mammogram since breast cancer runs in my family. TRH was very accommodating and quickly helped me make an appointment. It was easy, quick, and everyone was very kind.

MARINA BROWN

toeriverhealth • Follow

toeriverhealth Studies at the National Library of Medicine show that women who get mammograms have a 33 percent lower risk of dying from breast cancer.

If you're 40 or older, you need to get a mammogram once a year. According to The American College of Obstetrics and Gynecology, 1 in 8 women will develop breast cancer by 75, so a regular screening can help find cancer when it's at a curable state.

If you are uninsured or have a very high deductible with your insurance, you may qualify for a free mammogram at TRHD.

Call our Avery or Mitchell County department to schedule an appointment for any of our women's services today!

TRHD Avery County: (828) 733-6031  
TRHD Mitchell County: (828) 688-2371

#healthtips #toeriverhealth #toeriverhealthdistrict #averycounty #mitchellcounty #healthdistrict #healthresources #healthservices #breastcancerawareness #mammograms



1 like

December 29, 2022



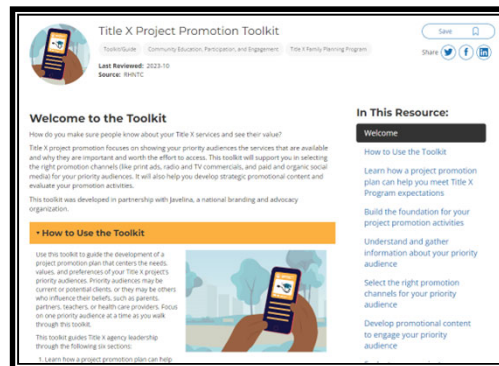
Add a comment...

Post

Toe River Health has done a lot of work to coordinate the branding of their social media posts- they're all really artistically designed graphics using the same color scheme seen here. This testimonial post is a great example of what you can do with the information you collect from patient satisfaction surveys, if you ask people for their consent to share their stories or anonymize their names. It both encourages people to seek care and also reassures them of the positive experience they can expect from their visit.

Post location: <https://www.instagram.com/p/CmwLO2WsT-b/?igsh=dXU0a2dmZGI4cndl>

## How To Get Started? Live Walkthrough Using RHNTC Program Promotion Guide



RESOURCE

[Title X Project Promotion Toolkit](#)

Now that we've seen some examples of how your agency can use social media to promote your program, let's walk through how we get there. For this, we're going to use the program promotion toolkit available for free on the Reproductive Health National Training Center website. They have a really incredible collection of resources that help you think through every step of program promotion, from identifying your program's key strengths and brand voice to selecting the right channel to promote your material. Today, we're going to give you a sampling of some of the information they share, and an example of how I used this resource to plan a social media campaign I hope to share soon for Family Planning Medicaid.

### Take time to establish your “why”

- What does your agency do and why? What would it look like for your agency to “succeed” at its mission?
- What activities do you do?
- What values or principles are at the heart of your agency’s work?
- What are the 5-7 key messages people should know about your agency?
- What is your “brand voice”?



[Agency Brand Worksheet](#)

To start off, it’s important to step back and take time to establish your “why.” This step can be tempting to skip but you can tell when agencies have put the time in to reflect on this – there’s a level of clarity and consistency in messaging that can be really helpful for building a long-term relationship with your community.

Ask yourself, what does your agency do and why? What would it look like for your agency to “succeed” at its mission? In other words, what is your agency’s mission and vision? What activities do you do? How does your agency work toward that vision? What values or principles are at the heart of your agency’s work? What are the 5-7 key messages people should know about your agency? And then lastly, what is your “brand voice” – when your organization speaks publicly, what does it sound like?

### Example: Geico

- What does Geico do?
- What are some key messages of their outreach campaigns?
- What do they want us to understand about their organization?
- How would you describe their brand voice?

So let's look at an example of an organization that has clearly taken the time to answer the questions on the previous slide and maintains incredible brand consistency throughout its marketing campaigns over the years. And that organization is... Geico!

So if you all could post in the chat or unmute, tell me, what does Geico do? [sells car insurance]

And what are some key messages in their marketing campaigns?

[15 minutes can save you 15% or more on car insurance]

[switching to Geico is so easy a caveman could do it]

[switching to Geico makes our customers happier than a camel on hump day]

Etc.

So from those messages, what do they want us to understand about their organization?

[that it's easy to sign up]

[that we can save money]

[that we'll be happier]

Etc.

How would you describe their brand voice?

[blunt, playful, Australian, controlled- not overly enthusiastic, etc.]

Obviously, we're not necessarily advocating for you to use the same voice as Geico for your program promotion, but having that consistency in voice and message helps to build a long-term trust with the general public.

## Foundation of Project Promotion Activities

- **Identify The Goal – SMARTIE**
  - Specific
  - Measurable
  - Achievable
  - Realistic
  - Time-Bound
  - Inclusive
  - Equitable
- **Determine Priority Audience**
- **Set clear, measurable objectives**

RESOURCE



[Setting Your Project Promotion: Goal, Priority Audience, and Objectives Worksheet](#)

So now that we've established some core information about your program, let's talk about your specific promotion plan. What is the goal of your plan? If your promotion plan succeeds, how will you know? You all may be familiar with the term "SMART" goals, but now they encourage using SMARTIE goals- that is, making sure your goal is Specific, Measurable, Achievable, Realistic, Time-Bound, Inclusive, and Equitable.

You also want to determine your priority audience based on where you see gaps in your program. This can be broad, like folks in your community who have a need for family planning services, or it may be more specific based on gaps you've identified in your needs assessments, such as Latina youth, for instance. The more specific you are with your priority audience, the better you'll be able to hone your message and increase its effectiveness.

Then, you want to come up with objectives for your program promotion – the strategies and steps you'll take to meet that big goal. These can also help serve as a foundation for your evaluation plan.

## Foundation of Project Promotion Activities

- **Identify The Goal – SMARTIE**

- Increase the number of unique enrollees billing an annual exam to Family Planning Medicaid to 2,600 by December 2024.

- **Determine Priority Audience**

- North Carolinians aged 19-44 who are enrolled in/eligible for Family Planning Medicaid.

- **Objectives (abridged)**

1. Develop social media content and accompanying toolkit to be posted on FP Medicaid and WICWS websites
2. At least 20 LHDs post material from toolkit to their social media platforms
3. At least 10 consumer-facing non-profits post ... “ “
4. At least 10 County DSSs post ... “ “
5. At least 5 advocacy/policy organizations post ... “ “
6. FPM PM post at least 3 times on LinkedIn and get 5+ reposts each time

So let's take a look at my Family Planning Medicaid example. I decided the goal of my outreach campaign was to increase the number of unique enrollees billing an annual exam up to 2,600 by the end of the year. You can see that it's specific, measurable, I will know when I've completed it, I did an analysis of current utilization to make sure that goal was ambitious but realistic, and I prioritized equity and inclusion by making sure it was focused on access to care over specific method choices such as LARC utilization.

I have a pretty broad audience for this campaign – North Carolinians aged 19-44 who are enrolled in or eligible for Family Planning Medicaid.

And in my abridged objectives, I broke down the steps and outcomes I'd like to see from this effort, including both the development of the materials and also the signs of a successful campaign.

## Understand and gather information about your priority audience.

- The better you know your audience, the more effective your messaging will be.
- What is your *primary call to action*? What smaller steps do you want them to take?
- What do/don't you know about your priority audience?  
Consider:
  - Demographics
  - Psychographics
  - Communication Style
  - Specific motivators, demotivators, and needs
- What concerns do you have about reaching your priority audience?

RESOURCE



[Your Priority Audience: What you Know and What You Need to Learn Worksheet](#)

The next step is to understand and gather information about your priority audience.

The better you know your audience, the more effective your messaging will be.

What is your primary call to action? What smaller steps do you want them to take?

For my Family Planning Medicaid campaign, my overarching goal is to increase the number of annual assessments, so my primary call to action is to schedule a family planning appointment, or apply for Family Planning Medicaid if they are not yet covered.

What do and don't you know about your priority audience? What do you need to do to find out?

Think about **demographics** – data like their age, race, gender, sexual orientation, geography.

For my campaign, I pulled the numbers of each of these demographics, and found that over 3 out of 5 enrollees are women, 58% are White and 38% are Black, and 10% identify as Hispanic or Latino. I also was interested to see that three quarters of Family Planning Medicaid enrollees live in the 10 most populous counties in North Carolina. This is helpful because if my outreach campaign goal was to maximize the number of people reached and I knew that most of the folks I wanted to reach were in a few specific areas, I could focus

my outreach efforts on those specific counties or use social media to show ads to people when their phones are connecting from within those counties.

Some other things to consider are **psychographics**, or how they make sense of the world? What is their worldview? What informs the way they see the world, such as religion, ideals, values, or shared experiences?

Then there's **communication style** – how do they get information? Who do they usually interact with? What do those interactions look like? What sort of things do they find funny?

And then what are their specific motivators, demotivators, and needs? What would motivate people to take the action you want them to take? What would discourage them from taking that action? What do they need in order to take that action?

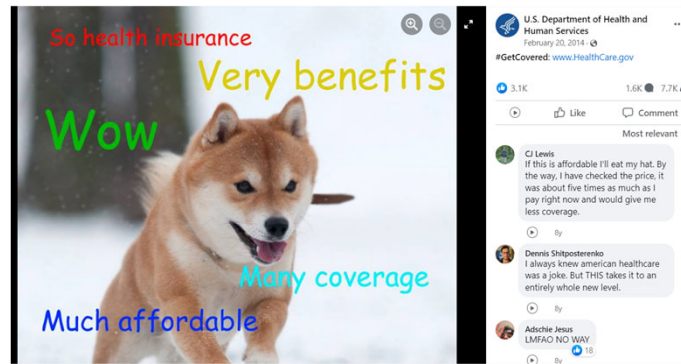
So when I approached these questions, one thing I was thinking about is since my priority population is 19-44 year olds, my audience by definition is mostly millennials. And while it's important to recognize that there is a huge amount of variation within people of a given generation, there are some larger trends that can be helpful to think about here. For instance, millennials tend to be more skeptical of systems and institutions than older generations. They also are internet natives who were first introduced to social media during their most social years, in their teens and 20s. Millennials want to be collaborative in their health decisions and are sensitive to being talked down to or disrespected. They crave authenticity and want to be given the information they need, because if they don't get it from you, they will look it up online and may or may not find a medically accurate answer.

And then the last question: What concerns do you have about reaching your priority audience? Where do you foresee challenges?

So for example, how do I make sure my messaging doesn't confuse people on the tails of the messaging around Medicaid Expansion?

One last thing to note as you think about these questions that it can be tempting to fall into stereotypes of what you think a certain population is like. If you yourself aren't a member of the population you're targeting, you're probably not able to answer these questions by yourself. And even if you are a member of this population, your experience still might differ from others based on other dimensions of identity that they have. That's where having ongoing relationships with community members, organizations, and clients can be really invaluable, because they can help you answer some of these questions and ensure that the messages you're using are effective and respectful.

### Example: U.S. DHHS “memejacking” fail



So I wanted to show you all an example of what can happen if you don't take the time to understand your audience before posting content on social media. This is a photo from the federal Department of Health and Human Services' Facebook account that was posted on February 21, 2014- shortly after the launch of the Affordable Care Act. The caption said #GetCovered and included the url to healthcare.gov. I'm curious to hear, what are y'all's reactions to this post?

[responses should get at the following:

What does the dog meme have to do with HealthCare?

This came from The Government??

It seems like a joke

I don't even care about healthcare.gov because I'm looking at this cute shiba inu]

Tl;dr – it correctly identified a popular meme at the time, but didn't understand that the tone/context of the meme did not match people's expectations of what kind of messaging they'd see coming from a federal agency. It came off as inappropriate and flippant about something that people see as very important.

Post location:

<https://www.facebook.com/HHS/photos/a.577318915631772/711923322171330/?type=3>

## Determine Your Internal Capacity

- **Budget**: What is your budget for this effort?
- **Staff**: What relevant expertise exists on your team? How many people and/or staff hours do you have to dedicate?
- **Other assets**: What partners, consultants, or other resources do you have access to that will help?
- **Other constraints**: What internal constraints do you need to work around?

**FP Medicaid**: \$0 budget. Staff time from FPM PM and RHB staff, Communications Office for graphic design. Need partner agencies' help in spreading word and getting content posted.



[Selecting the Right Promotion Channels Worksheet](#)  
[Project Promotion Implementation Planning Worksheet](#)

Next, you want to take stock of your internal capacity for your outreach efforts. What kind of budget do you have? What are your staff resources? What relevant expertise exists on your team, and how many people or staff hours do you have to dedicate to the effort? What other assets, such as partners or consultants do you have access to that will help? What internal constraints do you need to work around?

So for my outreach campaign with Family Planning Medicaid, we are not allocating any budget to this project, but it will involve working time from a number of folks on our team and in Communications for the graphic design. Then, after the content is designed, I will dedicate time to reaching out to partner agencies to get their help with posting the materials.


**Internal Capacity: Organizational Considerations**

- **Consult with your agency's Communications Director for approval**
- **Social Media Policy/Internal Guidelines**
- **Ongoing Engagement**
- **Branding**

**RESOURCE**

[Sample Social Media Policy: Cleveland Clinic](#)

You also want to make sure you understand your agency's policies around social media. This may require giving advance notice to certain individuals such as your Communications Director or reviewing your agency's social media policies. If your agency does not have a social media policy, you can find an example in the Session 1 resources section of your workbook. A good social media policy should be clear about what type of content can be shared and when, who can access social media accounts, and who should respond to social media comments and engagement. It's important to have somebody designated to manage your social media page on a day-to-day basis who can be responsive to needs as they come up. It is also important to make sure you understand your agency's branding guidelines. Does your agency always use a specific font or color scheme? For example, at the state Department of Health and Human Services, most of our formal communications use the color scheme at the top of this slide, and Arial font. We made this presentation from a required template so that all of our public-facing content has consistent branding.



Assets	Challenges
<ul style="list-style-type: none"> <li>• What issues in the news or community could you leverage?</li> <li>• What social trends could you use to create momentum?</li> <li>• What current media trends or themes can you draw on?</li> </ul>	<ul style="list-style-type: none"> <li>• What rules or regulations might impact your outreach?</li> <li>• Does any stigma or taboo surround your services?</li> <li>• Is something else monopolizing your audience's attention?</li> <li>• Are you in competition with another entity?</li> </ul>

Then, you want to think through assets and challenges for your campaign. This is particularly important for making sure your materials are relevant and resonant with your content. Some questions to think through include – what issues in the news or community could you leverage? What social trends could you use to create momentum? What current media trends or themes can you draw on?

So when I was thinking through my Family Planning Medicaid campaign, I identified an asset as the fact that reproductive health issues are in the news more often lately, and people are talking and thinking about reproductive health needs more than they might otherwise be. Obviously that is not always helpful, but there is a higher level of baseline awareness. And along with it, it's much more common to see empowering messages related to reproductive health on social media. This also dovetails with a growing appreciation for authenticity and vulnerability in social media. So the social media moment is primed for messages around repro health focused on empowerment with an appetite to speak more directly about reproductive health services.

And then you also want to think through challenges- what rules or regulations might impact your outreach? Does any stigma or taboo surround your services? Obviously that is relevant in a number of ways when we're talking about reproductive health. And then is something else monopolizing your audience's attention? And are you in competition with

another entity?

Challenges include some recent trends in social media with distorted or inaccurate information about hormonal birth control. Also the ever-present politicization and stigma around sexual and reproductive health behaviors, both in the form of stigma around sexual activity itself and also stigma around things like wearing condoms, getting tested, etc. And then lastly, because Medicaid being a social safety net program, it can be harder to encourage folks to apply who may perceive stigma around receiving support from the state or its association with serving folks with lower incomes.

### Family Planning Medicaid Social Media Plan:

- **Goal:** Increase the number of quarterly enrollees billing an annual exam to Family Planning Medicaid to 2,600 by December 2024.
- **Objective:** Develop social media content and accompanying toolkit to be posted on FP Medicaid and WICWS websites
- **Promotion Strategy:** User-friendly guide with simple step-by-step instructions to make sharing/utilization easy.

Task	Timeline	Person Responsible	Indicator of Completion
Draft 8-10 key messages for each of 3 purposes: general awareness of FPM, enrollment outreach, and utilization outreach	Jan 26	Averyl Edwards, FPM PM	Document complete and sent for review to colleagues
Finalize social media campaign request to Communications office	Feb 10	Averyl Edwards, FPM PM	Submitted to Comms
Ctd....	...	...	...

Okay, now that we’ve done our background work, it’s time to put together a plan. Thinking back to that slide with our goal and objectives, we want to take each objective and connect them to a strategy, the tasks required to make them happen, a timeline for each task, the person responsible, and indicators of each task’s completion. Again, we’re building evaluation into our program plan.

So for Family Planning Medicaid, I used the first objective for an example: Develop social media content and accompanying toolkit to be posted on the Family Planning Medicaid and Women Infant and Community Wellness Section websites. My strategy is to make the social media toolkit as user-friendly as possible so that it’s easy for people to share the content on their social media platforms.

And then you can see I broke down the objective into specific tasks, timelines, assigned myself as the person responsible, and put in those completion indicators.

This may seem cumbersome, but the RHNTC guide has a really nice chart worksheet that makes it easy to just plug in this information, and it will pay off if you can think these through ahead of developing your content.

And with that, we’re going to pause and take a quick 5 minute break before we get into

actual content development!

## Developing Promotional Content

### Ask yourself...

- What do you want this content to do?
  - raise awareness about your agency in general
- How do you want your audience to engage with this content? What is the call to action?
  - like/share it, visit website
- What do you want your audience to do after seeing this content?
  - make an appointment, learn more about your agency/services
- What do you want your audience to remember?



[Developing Promotional Content Overview](#)

I hope you enjoyed your break. We will conclude to discuss the development of promotional content. Here are some questions your agency might ask themselves.

### **First, What do you want this content to do?**

For example, is it raise awareness about your agency in general, promote a type of service you offer, or do you want to engage in a discussion about a current social concern in your community.

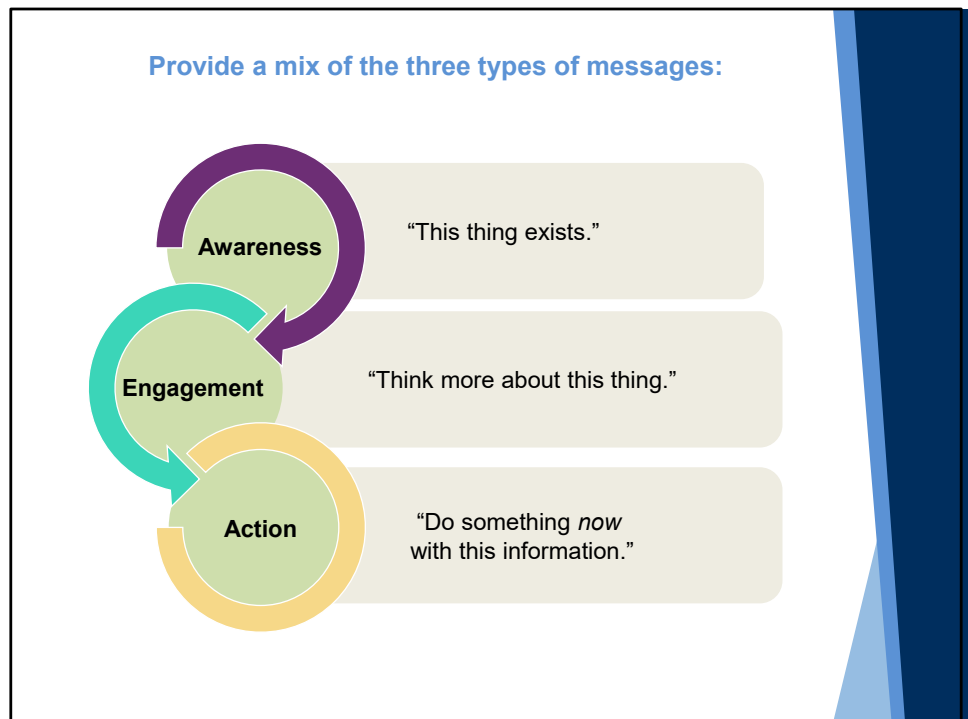
### **Second, How do you want your audience to engage with this content? What is the call to action?**

For example, like/share it, visit website, check out another piece of content

### **Third, What do you want your audience to do after seeing this content?**

For example, do you want current clients to make an appointment, learn more about your agency/services, get reproductive health information?

### **And Lastly What do you want your audience to remember?**

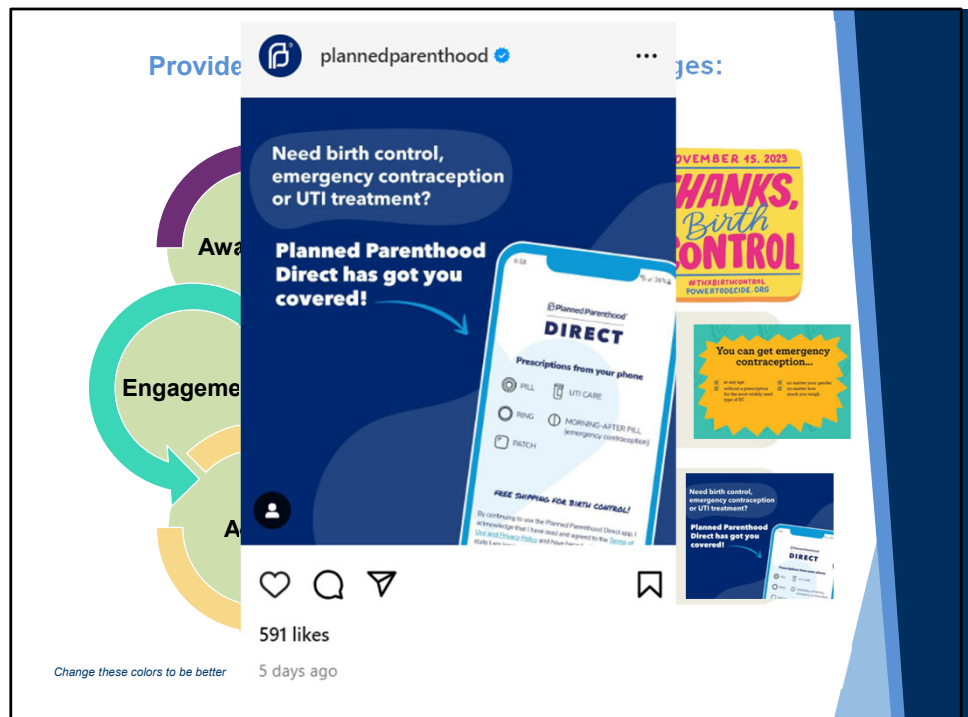


Most people are not ready to take action the first time they are exposed to information. Thinking back to the example with Geico- how likely are you to change your car insurance after seeing a single ad about it? Probably not very likely. It takes time and exposure to information for people to see value in taking action and to trust *you* enough to take the action that you are suggesting, such as scheduling an appointment. So it's important to mix up your marketing messages based on whether they are about awareness, engagement, or action. Awareness is making your audience aware or reminding them that a thing exists. It's usually a very simple message designed to be visually engaging and memorable.

Geico's "Hump Day" commercial fits perfectly into this – most of the ad is not telling you about their product at all, it's designed to be interesting and memorable, so that Geico is simply on your radar. Engagement is about getting your audience to think more deeply about the topic you're promoting, and try to remove future barriers to their taking action. For instance, a barrier that Geico needs to overcome is that it's kind of a pain to change your car insurance, so their engagement messages focus on how easy it is to change- "so easy a caveman could do it." Action messages, obviously, are about prompting your audience to take action now. It includes a direct, clear ask and gives the audience the resources they need to move forward with the action. This might look like a link or a phone number to book an appointment. It should be very specific, and you should only have one action message per post so that people don't get confused.

In this Geico ad, the action they want the audience to take is to “get a quote,” and the information helps them visualize what that step will look like- a 15 minute call. I’ll note that this phrase is also used as an engagement message – helping remove barriers to action in the form of the difficulty or cost concerns.

Let’s look at some examples related to reproductive health.



[this slide looks like a mess but it's because of the animations. Look at presenter mode to see what it should look like]

Let's look at some examples related to reproductive health.

[CLICK] A great example of awareness messages is Bedsider's Thanks Birth Control campaign. It's designed to reach a broad audience, and so its message is meant to be relatable to lots of people. The message Thanks Birth Control reminds people that birth control exists and that it can help you in ways that are worth being thankful for, but it leaves it up to individuals' thoughts as to what those reasons to be thankful are. [CLICK]

[CLICK] This Bedsider post is an example of an engagement message. It's not telling you what emergency contraception is, because it's for an audience that already has some awareness of EC. This message is about getting people to think more deeply about it and reduce informational barriers to accessing EC by clarifying possible misconceptions about who can use it. It also made use of simple animation by checking off each item one at a time, which encourages people to look at it for longer. [CLICK]

[CLICK] Lastly, here is a post that is a clear action message: go to Planned Parenthood Direct

to get birth control, emergency contraception, or UTI treatment. They also help you visualize taking this step, by showing you what it will look like on your phone when you get there. Another interesting thing about this graphic is the fact that they show how the website looks on a phone, not a desktop. They have almost certainly done research into what devices people are using to view their content, and know that most people are scrolling on their phones. It's a subtle decision, but one that makes the information they're sharing that much more relevant to their audience.

It's important to know that most people who encounter your posts on social media aren't going to be at the stage where they're ready to take action. Unlike sponsored ads that appear at the top of a Google search, the audience isn't necessarily thinking about your content before they come across it, and are most likely to just keep scrolling after they see it. But that's not a failure.

Thanks Birth Control original post:

<https://www.instagram.com/p/CyzQsEbrFtw/?igsh=azg2eHltMnRzN3E4>

Emergency Contraception original post:

<https://www.instagram.com/p/BylRoqylCFz/?igsh=cmwwaXNpa3VqNWZh>

Planned Parenthood original post:

<https://www.instagram.com/p/C0W0gbDLmyy/?igsh=MWd6Z3huMGI2NHJ3bQ%3D%3D>

## Best Practices with Content Development:

- **Be simple and concise.**
  - Videos: 1-3 minutes long
  - Paragraphs: 2-3 sentences long
  - Language: simple so that your audience will understand
- **Be relevant and memorable.**
  - Topic: Connects to your audience's interests, needs, or social context
  - Language: specific to your audience
  - Images: reflect and/or speak to your audience
- **Start with a lot of options and get colleague and community feedback to narrow down to the best.**



[Developing Promotional Content Overview](#)

Next, let's discuss a few best practices for developing your social media content.

If your agency has limited time to create a long length of social media post for every platform, focus on **simple and concise messages** that your audience can understand. Your videos should ideally be 1-3 minutes long and Paragraphs for information and/or posts should be 2-3 sentences.

Make sure your posts, pictures and content are **relevant, trendy and memorable**. Your want to be able to connect to your audience's interest, needs, or social context. If you want more likes, shares, video views, and comments (and what kind of monster doesn't?!), it's pivotal to nail the length of your message.

And finally, it's okay to get feedback. **Start with a lot of options and get colleague and community feedback to narrow down on the best.**

## Equity and Inclusion on Social Media

**Words Matter**

- trauma Informed, Inclusive

**Images Matter**

- reflective of community served
- enhance understanding with visuals

**The Client Is A Partner**

- phrase the action as suggestion or recommendation

**Input From Audience is Essential**

- Media Review
- Community Engagement, Education and Quality Improvement

**RESOURCE**

[Tips for Using a Trauma-Informed Lens to Develop or Select I&E Materials](#)

Diversity, equity and inclusion should be integrated into your social media strategy. Social media has been proven to be a powerful tool, and your agency has the ability to use it to reach many people of various ages, races, cultures and communities.

So, it is essential to be reminded of the following:

**Words Matter** Use plain language and avoid jargon and technical terms. If technical or medical terms are important to include, define them. When writing about people, use respectful, person-centered language. Use person-first, non-stigmatizing language that does not equate a person with their health status. For example, say “a person with diabetes” rather than “a diabetic,” and say “a person with a substance use disorder” rather than “a drug user”

**Images Matter-** Images have the power to engage the reader or to push them away; they can help the client decide whether the material is relevant to them. Images can also help to explain and reinforce key points. Materials that are too text heavy can feel intimidating. To make materials easier to read, incorporate ample white space, larger font size, and good contrast between text, images, and background.

**The Client is A Partner-** recognizing the client as a person with strengths and agency, and as

a partner in their health decisions and care. Clearly, but gently, explain what the client can do. Many I&E materials will include a “call to action”—steps the reader can take to access services, prepare for visits, help prevent illness, or support their treatment plan. Phrase the action as a suggestion or recommendation rather than a command. Acknowledge external factors that may get in the way of the recommended action.

And then for our Title X agencies or any agency for that matter- **Input from the audience is essential.** Survey your community on whether the material feels trustworthy, accessible, respectful, and inclusive, and is easy to understand.



### Let's Get Critical!

- Now we're going to look at some Family Planning posts with a critical eye.
- For each post, let's discuss:
  - What type of message? Awareness, Engagement, or Action
  - What is effective about it?
  - What would you change, and why?

Now we're going to look at some Family Planning posts with a critical eye. These were random posts taken off the internet, not from any of our health departments.

- For each post, let's discuss:
  - What type of message? Awareness, Engagement, or Action
  - What is effective about it?
  - What would you change, and why?

What type of message:  
**Awareness,  
Engagement, or  
Action?**

What is effective?

What would you  
change?

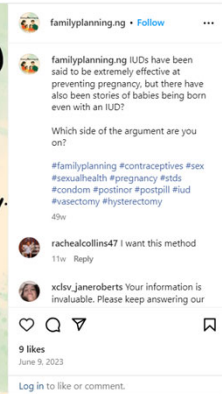
Method: **Intrauterine device (IUD)**

Gender: **Female**

Description: **An IUD is a small, often T-shaped birth control device that is inserted into the uterus to prevent pregnancy.**

Side effects: **Headache, acne, breast tenderness, irregular bleeding, mood changes, cramping or pelvic pain.**

Effectiveness: **99%**



Let's take a look at our second post, What type of message does this convey? Is it making the audience aware? Does this message post require the audience's engagement or action? Put your thoughts in the chat.

Awareness or Engagement

Color scheme is kind of off-putting

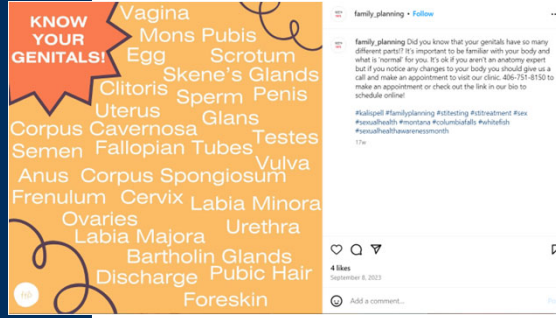
Weird that "female" is the biggest text on the slide; not necessarily needed

Post location: <https://www.instagram.com/p/CtSF3fxNY6Z/?igsh=eGEyMGI1ZW05YWp3>

What type of message:  
Awareness,  
Engagement, or  
Action?

What is effective?

What would you  
change?



Let's take a look at the third post, What type of message does this convey? Is it making the audience aware? Does this message post require the audience's engagement or action?

I'll read the text to get more context of the post. The post states " Did you know that your genitals have so many different parts? It's important to be familiar with your body what is "normal" for your? It's ok if you aren't an anatomy expert but if you notice any change to your body you should give us a call and make an appointment to visit your clinic. A number is available and an online scheduling link is available.

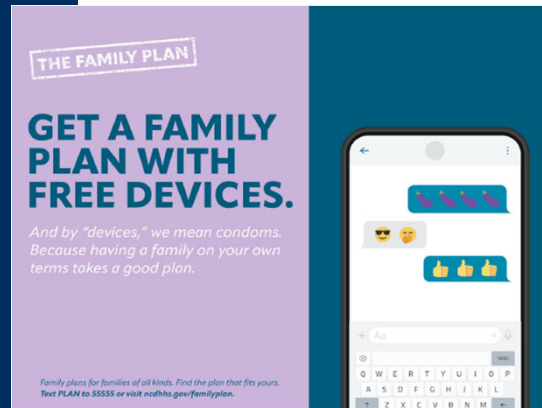
Image location:

[https://www.instagram.com/p/Cw75\\_yEOGcl/?igsh=MW84bjc5ZjJveGk3dQ%3D%3D](https://www.instagram.com/p/Cw75_yEOGcl/?igsh=MW84bjc5ZjJveGk3dQ%3D%3D)

**What type of message:  
Awareness,  
Engagement, or  
Action?**

**What is effective?**

**What would you  
change?**



Let's take a look at the fifth post, What type of message does this convey? Is it making the audience aware? Does this message post require the audience's engagement or some type of action?

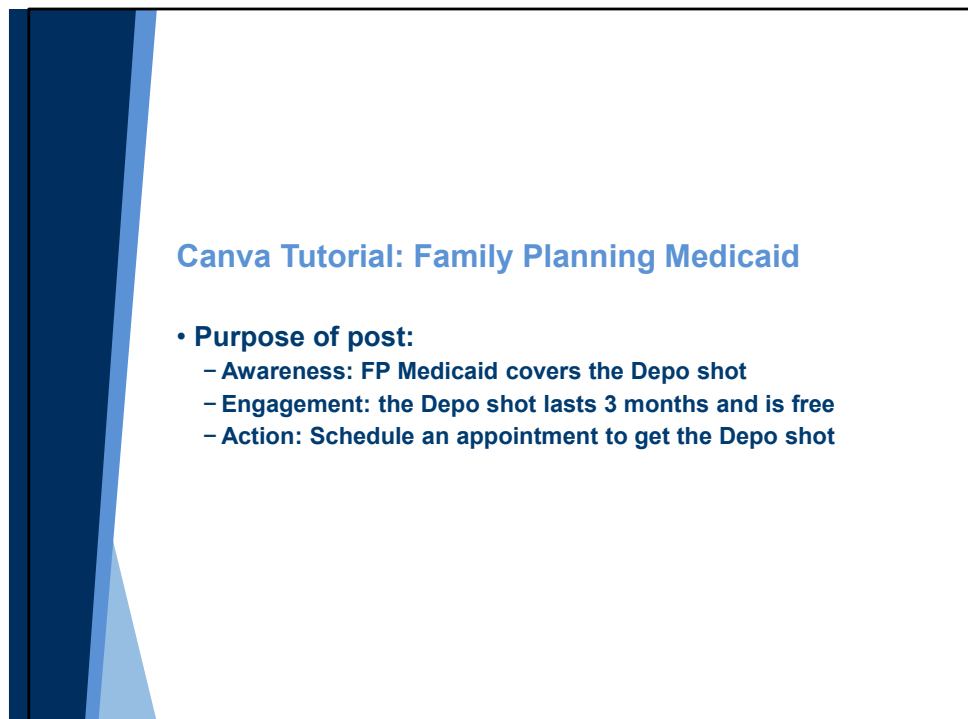
The post states, "Get A Family Plan With Free Devices", And by "devices," we mean condoms. Because having a family on your own terms takes a good plan. In small text, down below " Family Plans for Families Of All Kinds. Find the plan that fits yours". Text PLAN to 55555 or visit the agency's website.

### **Breakout Groups: Practice Scenarios**

- **Download a copy of the Workbook**
- **Pick a scenario to brainstorm a social media campaign:**
  - Increasing awareness of your extended service hours (p. 4)
  - Highlighting the importance of family planning for all people, regardless of their reproductive life plan (p. 5)
  - Increasing outreach to youth (p. 6)
- **In breakout groups, you will brainstorm answers to the questions listed under “Session 1”**
  - Take notes on what you discuss to refer back to it later

Now, let's take some time to apply all of this information in a practice scenario. If you haven't already, download the Workbook document and save it to your computer so that you can use it again next week. You will pick one of three possible scenarios to brainstorm a social media campaign: Increasing awareness of your agency's extended service hours on page 4 of your workbook, highlighting the importance of family planning for all people regardless of their reproductive life plan on page 5, or increasing outreach to youth on page 6. Choose the Zoom room for the scenario you prefer and work with your group to brainstorm some answers to the questions on your scenario's page. You'll only be answering the questions listed under Session 1. We recommend that you take notes on your document and save them so that you can refer back to them later.

10-15 mins in Breakout groups



For our last part of today's session, I'm going to walk you all through my process in developing a post for my campaign on Canva.

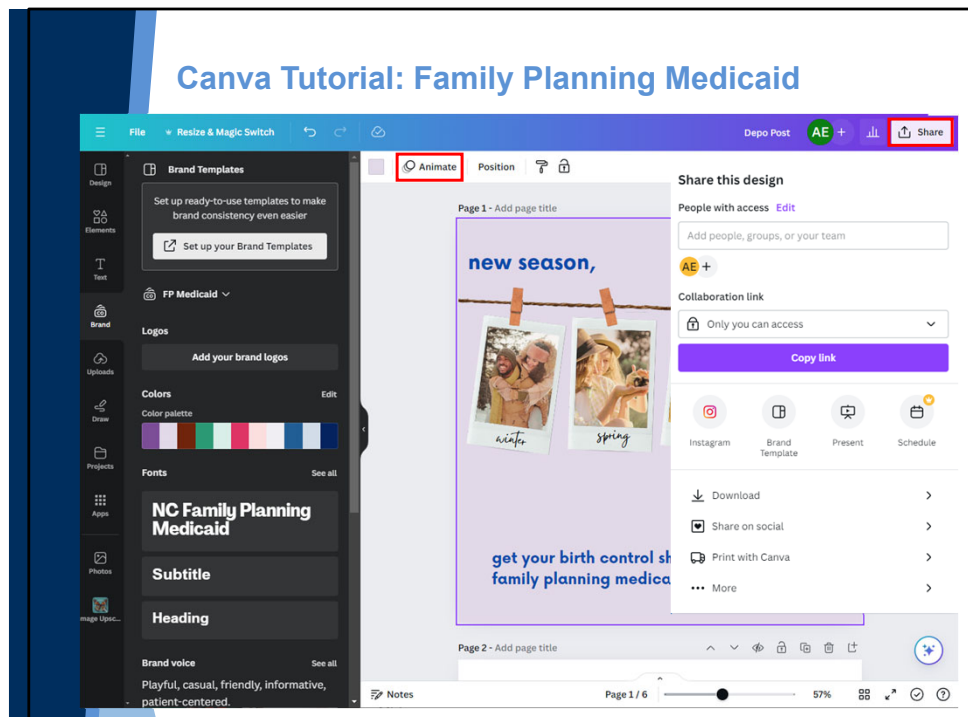
So before I started working on this, I made a list of 8-10 themes that I wanted to communicate through my social media campaign. I decided that I wanted several of my posts to focus on the most popular services covered by Family Planning Medicaid. I looked at my program data, and saw that the depo shot is by far the most frequently billed birth control method, so I decided to have a post that focuses specifically on Depo. Then I came up with some possible messages of each type. My awareness message was that Family Planning Medicaid covers the Depo shot. My engagement message was some information about Depo as a method- that it lasts 3 months, and that it is covered at no cost to beneficiaries. And my action message was to schedule an appointment to get the depo shot, for folks who are interested in that method.



[view as a “Slide Show” with animations for context and layers]

So, now let’s move over into Canva to turn this into a graphic. First, I want to show you the Canva home screen. Because I have Canva pro, which I believe is free for non-profits, I have access to their Brand tool (CLICK) which lets me save branding information for my agency. I’ve created a brand kit for DHHS communications, including our logos and brand colors, as well as for Family Planning Medicaid, where I’ve saved the colors of previous designs so that I can have consistent color schemes in my designs. If I had a logo for Family Planning Medicaid, I’d also upload that there. It also lets you save your agency’s brand fonts photos, and graphics. [CLICK]

But anyway, I decided to make my design be a square Instagram post, so I clicked on that to get started.



[view as a “Slide Show” with animations for context and layers]

So here is the design page. You can start off with a template from their incredibly large selection, or decide to build your design from scratch with “Elements,” which includes things like shapes and little graphics or images.

So before I started designing, I spent some time thinking about how I want to communicate my messages. One thought I had is that 3 months means four times a year, or every quarter. So, what’s a symbol or image I can use to easily visually convey something that happens 4 times a year? Seasons. I decided the text on my graphic would be something like “new season, new Depo shot” and added it in using the “text” tab”. [CLICK]

So then I thought how do I visually communicate seasons? A calendar? The passage of time? I spent some time on Getty images looking through their stock photos, and picked out some pictures that I liked for each season and copied and pasted them into my design. [CLICK] Before sharing this resource publicly, I’ll reach out to our Communications office and make sure we purchase the license to these images so that we’re using them legally.

Then I looked at my design and thought, wow these pictures make me feel kind of nostalgic. Let me run with this nostalgic theme. [CLICK] So I searched under the “elements” tab for photo frames shaped like Polaroids or Instax, which are the new vertical polaroids

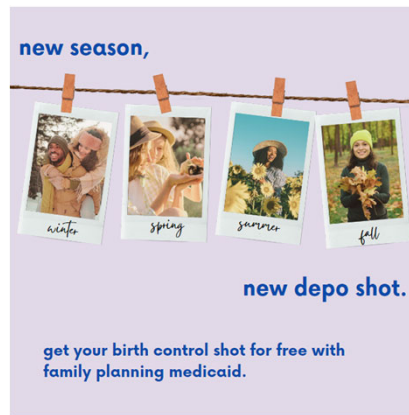
that young people use these days. You can just click on it to add it to your design, and then drag your photo into the little generic background to have it automatically fit. Then I used the rotation tool to make them look a little more natural, as if they were spread out on a table. [CLICK]

I also liked that under one of the graphics options, it showed a bunch of polaroids hanging on some twine with clothes lines- it felt like a trendy aesthetic that I could tap into- I've seen a lot of people do that with pictures of their friends in dorm rooms or places like that. So I found an "element" that was just a twine rope, and added it to my design, along with four clothes pins, to make it look like the pictures were hanging from the twine. I also added text onto the polaroids with a handwriting font, to make it look more like someone had hung this up on their wall.

I was pretty happy with how this was looking, so [CLICK] I decided to add a background color for contrast, using the colors in my Family Planning Medicaid brand kit.

This is where I stopped for this post, because I wanted to get feedback on it before finessing it too much, but there are a few more things that I want to highlight for y'all in Canva really quickly: [CLICK] You can see the "animate" button just above my design. That's where you can add in some movement to your posts. Like I could get each of my photos to wiggle a little bit in a sequence, to catch people's eyes. When you're done, you can click on the Share button in the top right corner [CLICK] and a menu pops up that lets you add coworkers to the design so that they can edit it, you can download your graphic as a specific file type you specify, you can "share on social" and schedule it as a post if you link your Canva account to your agency's page.

## Canva Tutorial: Family Planning Medicaid



**Caption:** The birth control shot, or Depo Provera, prevents pregnancies for 3 months at a time. Depo and most other birth control methods are covered by Family Planning Medicaid at no cost to you. #NCFamilyPlanningMedicaid

So here's my finished draft, with my caption: The birth control shot, or Depo Provera, prevents pregnancies for 3 months at a time. Depo and most other birth control methods are covered by Family Planning Medicaid at no cost to you. #NCFamilyPlanningMedicaid

But this post still needs a lot of revision before it gets posted. At the beginning of our next session, we'll discuss what to do with your content once you have a working draft like this.

### Next Session:

- **Between-Session Design Challenge (Optional)**
  - Create a draft post for your campaign
    - Must include an image and a caption
    - Intended platform
    - Must be mostly your own creation
    - You can create a graphic in Canva, PowerPoint, or wherever you feel most comfortable.
  - Email your submission to [Averyl.Edwards@dhhs.nc.gov](mailto:Averyl.Edwards@dhhs.nc.gov) by Tuesday at 9am.
    - You may request our private feedback on it and/ or enter it into the competition
  - We will pick our top three favorite posts for each scenario, and you all will vote on the winners at the beginning of Session 2.
  - The winners will receive repro health goody bags in the mail!

We are wrapping up today's session, but we will see you again at the same time next week. Before then, we would like to challenge you to come up with a draft post for the social media campaign you worked on in breakout groups. Your post must include an image and a caption, what platform or platforms it's intended for, and it must be mostly your own creation. Templates and free-to-use images are fine as long as you have adapted them yourself. Please don't use images that are copyrighted or for which you don't have the proper license. You can create your graphic with whatever software you prefer, as long as it's a file I can open without issues.

Please email your submission to me by Tuesday morning at 9am- that's the morning of Session 2. You have three options: you can ask that your post remain private and just request our private feedback on it, you can enter it into the design competition, or you can ask for private feedback *and* enter it into the competition. We'll select our three favorite designs for each of the three scenarios, for a total of 9 finalists, and then at the beginning of Session 2 we'll let you all vote on your favorite for each scenario. The three winners will receive a repro health goody bag in the mail from us!

If this makes you nervous because you haven't done much graphic design before, this is a great low-stakes opportunity for you to try it out! The only way to get better is to keep working at it!



### Next Session:

- **Next week, we'll cover:**
  - How to refine your social media messaging to center equity
  - Strategies to make the most of social media platforms and algorithms
  - How to evaluate the impact of your social media outreach efforts

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