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Naima: Hello, everyone and welcome to Incorporating Social Media Into Your Infant Mortality Awareness Month Activities: Ask the Expert webinar. I'm Naima Cozier with the Healthy Start EPIC Center and will serve as today's moderator. We have approximately 60 minutes set aside for this webinar. There will be a 45-minute presentation and 15 minutes for questions and answers. Questions are only to be submitted via chat on the bottom left corner of your screen. If we do not get to your question by the end of the webinar, we'll be sure to include them in the "Frequently Asked Questions" document.

This webinar is being recorded. The recording, transcript, FAQ document, and slides will all be posted to the EPIC Center website following the webinar. Before I introduce today's presenters, I would like to invite everyone's participation during the webinar. At any point, feel free to chat questions or comments in the bottom-left corner of your screen. Immediately following the webinar, you will receive an evaluation. We would greatly appreciate your feedback, all of which will be used to improve future webinars.

I would like to now introduce today's speakers. Aisha Moore is the Online Technology Coordinator for the Healthy Start EPIC Center. She has 15 years of public health experience and is a subject matter expert in adolescent, school, and sexual health. Her current work focuses on health communication, including social media.

Karyn Madore has over 17 years of experience providing consultation on a wide variety of domestic public health projects. Her areas of expertise include media, marketing and health communication strategies, key messaging, branding, social communication, and team building. Karen serves as a marketing and branding lead for the Healthy Start EPIC Center.

Then, finally, Allison Cobb. She's also a member of the online technology team for the Healthy Start EPIC Center and has six years of experience across a wide range of public health topics. These include working with local organizations to

plan for and implement successful social media strategies. So I would like to now pass it on to Karyn Madore.

Karyn: Great, thank you very much. So today, I wanted to do an overview of what we're hoping to teach you guys today. We have three learning objectives and they are that we hope that when we're done with our presentation, that you understand how to be a part of the national social media presence for Infant Mortality Awareness Month in September, that you'll understand how to add social media to your existing events, and that you'll understand how to submit events and photos to the Healthy Start EPIC Center for national promotion on social media. Now, I'm going to turn it over to Aisha.

Aisha: Thanks, Karyn. So before we start to dig into the options of what you can do for Infant Mortality Month in regards to social media, we wanted to just make sure we're all on the same page about what social media is and how it could be used. So this quote is from our President, Barack Obama, and it's part of the Digital Government Strategy and the Digital Government Strategy is what they're using to talk about how the government should engage with its citizens in a digital way.

And so, I often refer to this quote. It actually sits right above my desk and it says "I want us to ask ourselves every day how we are using technology to make a real difference in people's lives. Because there are so many ways that we can add technology to what we do, traditionally, to add more value to the people that we serve." And social media is one of them.

And so, most of you guys have probably heard about the Digital Divide and what the Digital Divide is, or shall I say was, is that some communities have less access to digital technology, such as broadband Internet access, computers, and things of that nature. And so, when it came to health communications and other types of communications, we couldn't always depend on the Internet and other technologies to reach the people we were serving because, often, Black Americans and Hispanic Americans did not have the same access.

Now, with the use of mobile phones and smartphones, that has changed a little bit. As you can see from this slide, the gap has closed between White Americans and Black Americans of those who use the Internet. There still is a little bit of a gap with Hispanic Americans, but what's really changing that is the mobile phone. And so, 56% of U.S. adults are on a smartphone, but as you can see, it's pretty close between White Americans, Black Americans, and Hispanic Americans, with Black Americans and Hispanic Americans actually using smartphones at a higher rate.

So while the Internet access is close, those rates are close, just remember that other folks are looking at their smartphone, and so, they're not going to have the same desktop experience as we might used to, those of us who have computers from 9:00 to 5:00. So while they are accessing the Internet, they're accessing it differently and one of those things that they are doing on their smartphones are using the social media technologies.

So, 7 in 10 Internet users have a profile on a social networking site. So that is a pretty high rate. I'm sure these stats, every year, are increasing. And it's kind of similar as to the social media presence of Healthy Start. So we went through all the Healthy Start websites that we have listed to see what type of social media you all were using. So, most people are using Facebook, Twitter, and YouTube; those are the three that are the most.

But what we did find is that many of you do not have social media profiles that are specific to your program. And if you do, please let us know because we were able to find the ones that were for your organization. So you might work at a health department. There might be a foundation, there might be a community health center, and those places have social media, but it wasn't specific to your Healthy Start program. So Allison will talk to you a little bit later about how you can take advantage of that, even if the Healthy Start program isn't the one who is running the social media.

So there are lots of different types of social media and the point of social media is to be able to get your message out in a way where people can interact with you. And so, you can talk about social media on any subject, but I always love this little picture that really explains how you take your message and you put it on each piece of social media and it really speaks to what each piece of social media is for.

So for Twitter, Twitter is for really short messages, 140 characters, and you can also use what's called a hashtag and Allison will break down later what a hashtag is and how it's used. But you talk about a certain topic and it's a really short message. Then Facebook, often, you're interacting with your friends, if it's your personal, or if it's a Facebook page for your brand or your organization or your Healthy Start program, you're telling people what you're interested in. You're telling people what you would like them to know about you, what you want to share.

The third one, Foursquare, is actually now gone and it's become a new company called Swarm and it works on location. So you're basically telling people where you are. And by virtue, people get to know what places you're interested in going and you'll start to see where the popular places are. So Foursquare is about location, but it's now called Swarm. Instagram is about pictures, so here's a photo of my doughnut and the cool thing about Instagram is that, even if you're not a really good photographer, it has filters that help you look like you are really awesome photographer.

YouTube is about videos. So here I am eating a doughnut. You can actually see what a person is doing. You can do some show and tell. LinkedIn, my skills include eating a doughnut. So I know a lot of us get LinkedIn requests and endorsements from our friends. So there, you want to talk about your Healthy Start project and that's what you're doing. Pinterest is a place that has a lot of how to's. So, one form of a "How to" is a doughnut recipe.

And so, then, Spotify is a music service, and so you can talk about listening to doughnuts, but it may be a Healthy Start example, maybe you might put up a delivery room playlist that you might think might be good for the folks that are in your program. And then, Google+ is one that everyone jokes about because not a lot of people use it, so it's always "I'm a Google employee who eats doughnuts" because the joke is that only Google employees are using Google+. So that is just a quick breakdown how you can see, you can take one particular subject and these are the different ways you can talk about that subject across the different social media platforms.

So let's look more specifically about who's using what platform, because it's very important to make sure that a platform that you decide to use is one that your people are using. So here are some of the statistics nationally from the Pew Research Center on the Internet and American life, but you can find out even more about what your population and the people you serve are using, just by asking them. So don't forget to, in your intake or doing your CAN [SP] meetings and things like that, if you're interested in social media, ask them which ones they're using. Ask them which one they would go on to hear about your Healthy Start program.

So as you can see here, 67% of Internet users say they use Facebook and the service is especially appealing to women and adults age 18 to 29. Twitter, that same group, adults ages 18 to 29, but it's also particularly popular with African-Americans and urban residents. So, if that's the population that you're trying to reach with your messages, Twitter might be a good one.

Pinterest is women mostly and adults under 50 who are white and with some college education and then Instagram, again, 18 to 29. Again, African-Americans, Latinos, women, and urban residents, so that one has a very broad reach but not as many people are using it. And then Tumblr, which we didn't talk about before, but it's a micro-blogging service that accepts texts, pictures, links, and videos and it's really popular with the folks here at age 18 to 29. And on Tumblr, there's a lot of different topics, it's very niche. So if you have a

particular population that you're reaching that might be very specific, Tumblr might be a good place to look into.

So now, I'm going to turn it over to Karyn and she's going to show you some examples of how Healthy Start programs have been using the top three social media sites. Karyn?

Karyn: Or the top four, actually. Thank you, Aisha. So, this first slide is around Facebook and it is how the Missouri Bootheel, I don't know if that's how you say it, Regional Consortium has used Facebook in two ways. So on the left, you can see that during breastfeeding week, which is one of the Healthy Start, breastfeeding is one of their performance measures. So that may be important to the audience. This consortium used Facebook to promote the proper techniques of breastfeeding and they provided a link and they had visuals and other websites to go to.

And so, on the right, you can see that they promoted their father/son fishing week as a way to get members of their community to consider donating to their clinic. They also promoted the key message which is that they strongly believe and support families spending quality time together and that will strengthen families. So, that's the whole purpose of their father/son fishing derby. But I thought it was really clever that they used also as a way to say "Hey, you can also donate to this and participate as well."

So, the next example is Twitter. And so, the top left, this is an example of the Office on Women's Health and how they use Twitter to promote National Women's Health Week. They used a hashtag, which again, Allison will talk about a little bit more. The hashtag here was #NWHW, which is National Women's Health Week and they also had a link to resources, and they put out some data about their supporters, their social reach, and the time left. And this, they also put this on Thunderclap, which Allison will explain more, too. It's like crowd-sourcing, but for messaging. So Allison will be talking about that a little bit. The Central Healthy Start, which is in the bottom left, utilized Twitter to

promote safe and proper installation of child safety seats, and, on the right, is an example of a live Twitter chat regarding National Health Day.

So this is YouTube and it's an example of Johns Hopkins promoting "Be More Baby-Faced" sleep campaign video. And, really, YouTube has moved to a way that you create your own channel. Anyone can create their own channel. They can promote it on their website just with a link, and it's a really great way if you have participants on film or if you film an event that you have related to, say, safe sleep or infant mortality. So, it's really a wonderful way to promote your program.

And then, Instagram. This is from a North Carolina Healthy Start program and they have an Instagram account. And these photos are promoting safe sleep and healthy babies. And I was on their site yesterday and they happen to use all four of these social media apps that I just mentioned: Facebook, Twitter, YouTube, and Instagram. And I think it might be a really useful tool for participants to go to their website and click on each of the apps and see how they're using it to promote their programs, because it feels like they're very deep into it. So, you may get some great ideas. So now, I'm going to pass it back to Aisha.

Aisha: So, signing up on all of these social media channels are free. But they're just about as free as a free puppy. This is my dog here, he was free. But as you can see, he's always getting into something. So with social media, we have to think about how we're going to manage it and what's our strategy for it. So I'm going to talk a little bit about that.

So, the first thing we need to do before you choose a social media channel is think about the people you're trying to reach. So, this worksheet is called a POST worksheet and it comes from the Forrester Research Company and we will be putting this worksheet up on the website. And POST stands for "People, Objectives, Strategy and Technology/Tools." So as you can see, the "T" is last; you pick your technology last. So the first thing you think about is who you're trying to reach and, based on that, you have to figure out "Are they using social

media? Do they want to hear from you on social media?" So you need to do a little research with the people that you are serving or the people that you're trying to reach. So it could be your participants or your social media could be about trying to reach your partners in your community, it could be about fundraising. So remember there's different things to think about. That goes into your objectives, so what are you trying to accomplish?

You might have a social media strategy for each of those audiences. So for your participants, your objective might be to keep them in your program for a specific amount of time or it could be for future participants. Or your partners, that's a different audience. It could be letting them know about your events and what you're doing and about your CAN meeting, so that's a different objective.

So then, what's your strategy? What would success look like? How would you get people to embrace the strategy unless you're planned? So are you going to have a blog every week or are you going to do that every month? Are you going to have an Instagram where you want to talk about safe sleep or you can have an Instagram that is just sharing all of your events in the community? So what exactly is the strategy that you're going to use?

And then, you figure out your technology. So your strategy needs to match your technology. So if you want to do longer, informational sort of articles, that would be a blog. But if you just want to do pictures, then that might be Facebook or Instagram. Or if you have videos, obviously, that would go to YouTube. So you really need to think about your strategy first and, especially if you work in a situation where people are not getting it, you're really gung ho and they're not getting it, having a strategy and presenting that to the powers that be that will unlock the social media doors for you, having a strategy is the best way to do that.

So then, we've decided we're going to have social media, but now we have to manage it. So one of the things you need to do is think about your calendar. So, given your staff resources, the amount of content you may be producing, you

might think about having an editorial calendar. So, this one is a little bit hard to see. But what it is is that for every month, this particular organization decided what topics they wanted to talk about and what day they were going to talk about those topics. So they sent it all out in advance. And you're like "Well, how do I know what's happening a month in advance?" Well, just think about the calendar of your organization. Maybe every February, you have a fundraiser. So then, in January, all of your social media that you're doing should be getting ready for that fundraiser.

So for instance, September, as we're going to talk about in a little bit, is Infant Mortality Awareness Month. So you already know, in September, all our social media postings might be about that. Or maybe there's a particular time where you want to do back to school, right? So maybe the month of September, everything is about back to school. So think about what's going on in the world largely, but also think about what might be going on in your program. So you may be having events, you may be recruiting for a new support group or something. Maybe you would talk about those things.

So the next thing with implementation when it comes to a calendar, there's all kinds of tools out there that will help you do this. This is just a screenshot of Google Docs where, in one of my other projects, we have a blog and we blog every day, so we have a blog calendar. So everyone knows what day they're supposed to blog, when they're supposed to turn things in and we write notes to each other. So we always store everything using Google so everyone has access to everything.

Then there's also different types of social media scheduling programs that you can use. There's a ton of them. There's Hootsuite, there's Sprout Social, there's TweetDeck. There's a lot and they all work across the different platforms, but what it allows you to do is that you don't have to worry about going on social media every single day and posting something. You can set aside an hour once a week to post everything.

So what I like to recommend people do is that, at your weekly staff meetings, set aside 10 or 15 minutes to talk about "What do we want to communicate this week and on what platform?" And if you just do it in your team meetings, then it's done and then that person who's going to post it, they can post for the entire week and be done. And then what you can do is just go onto the social media channel maybe once a day for five minutes, just to see if anybody has asked a question or if they want to thank people and engage with people. You can do all your scheduling at once and then do your engagement in very small chunks during the week. The only other step I would give is that if you do pre-scheduling, if any type of national event or disaster happens, you want to go check what you pre-scheduled. Because you want to make sure that what you have pre-scheduled may not be insensitive to any type of national tragedy or disaster.

The last message is "Repurpose, repurpose, repurpose." That's from one of my other projects, that's what we do. We write something in our newsletter, we go onto Facebook and say "Hey, we wrote this in our newsletter." And then we might have a video that was in our newsletter. So then, that video goes on YouTube. And then, we go onto Twitter to say our latest newsletter or our latest blog has come out.

So just there, that one subject of a single newsletter turns into five different things, so don't forget to repurpose. So the social media should be what you're already talking about. If you're advertising an event in your community and you make a flyer for it, but if you're on more than one social media channel, make sure you put it on all the channels. So it's very important that this is to reinforce what you're already doing and that social media is not to be a separate project from your regular program goals.

So the last thing is to think about your metrics. When you hear people talk about social media, often they talk about how many followers they have, how many re-tweets they have, that kind of thing. Those are very important engagement metrics, and you want to track your followers, how many comments or conversations. If their traffic is going to your website, are people

clicking your link? And then, also maybe some other things, if it's a specific event, you can ask your attendees if they heard about this event through social media or any type of evaluation that you're giving, you want to add a section to say "Do you like our social media presence? What don't you like? Should we do more?" That's just your metrics.

But then, you want to think about the outcome. So if you're deciding, for instance, that you want to post on your social media a lot about breastfeeding because that is an issue in your community and you're trying to address that particular performance measure, that's something that's more outcome-based, because it's not just about getting people to click. You're wanting to make sure you're spreading information about a performance measure or an issue that's important to your community.

Also, you can make sure people are satisfied. And then, if you want to make sure you're getting more volunteers, funding, partners, or more folks into your program, those are the important outcomes. And so, if you only have 20 followers, but those people are always sharing, they're always coming out to your events, then you're doing your job. So don't let the number become the only thing that you're concerned with. Make sure you're thinking about the outcome as well.

Now, I am going to turn it over to Allison Cobb to talk about, now that you know about social media, how you can take some immediate steps for Infant Mortality Awareness Month? Allison?

Allison: Thanks, Aisha. The National Healthy Start Association is the lead for Infant Mortality Awareness Month and has a great toolkit on their website with different ideas about activities and promotions. We know many of you are already using this toolkit and these ideas and are doing really great offline activities in your communities for Infant Mortality Awareness Month. But we wanted to talk a little bit more about how you can use social media to both strengthen your in-person events, as well as reach a broader audience to

promote the activities of your Healthy Start program and Healthy Start nationally.

The first step to joining the national conversation is to listen to what others are saying. The easiest way to do this is to search your topic of interest to assess what hashtags are being used to discuss the topic. A hashtag is a way of tagging individual tweets with the main topic of a message in order to organize the conversation around that specific topic. Another way to think about hashtags is by comparing them to the Dewey Decimal System in the library. Hashtags help you locate tweets on specific topics, like the Dewey Decimal System helps you locate a particular book in the library. Therefore, assessing the popular hashtags related to a topic is a key step in following the conversation.

For Infant Mortality Awareness Month, we looked back at the tweets from last September and found that the hashtag #InfantMortality, so that's the pound sign InfantMortality with no spaces, was the most commonly used hashtag. So that's what we recommend using as your primary hashtag during September. In addition, if you have extra characters available in your post, please include the #HealthyStart hashtag. So again, just pound sign HealthyStart, no spaces, to raise awareness of the work of Healthy Start programs around the issue of infant mortality.

Twitter can also be used to engage with both your local and national partners by hosting and participating in online events. Twitter Chats are live Twitter events that are usually focused around the specific topic. After the host advertises the chat opportunity, Twitter users from all over will participate in a moderated discussion around that topic. A specific hashtag is used in order to group together all the tweets related to the Twitter Chat. And Twitter Chats are a great way to brainstorm ideas for a wide range of opinions from different partners and share [inaudible 00:27:48].

Twitter views are organized similar to Twitter chats, but are focused on interviewing a specific public figure. And Thunderclap, which Karyn

mentioned earlier, is a free way to amplify your voice on social media. A good way to think about Thunderclap is as a combination between a crowd-funding site and an online flash mob. Supporters of your organization essentially donate their social media accounts to your cause. If you meet your goal in terms of supporters, say, 100 social media accounts dedicated to your message, then your message is simultaneously sent out via all donated social media accounts at a predetermined time. This is a great, easy, and free way to increase your social media reach, as well as engage your participants, supporters, and partners.

Besides hosting online events, social media is also a great tool to strengthen your offline events. The first step is to choose a hashtag for your event. Your hashtag should be short and easy to remember. Once you have a few ideas for what your hashtag should be, it's an important step to search your hashtag ideas on social media to make sure they're not being widely used from other topics or by another group. Next, you should promote your event hashtag in both online and offline event materials. You can also include others in the conversation about your event by including their handle or their Twitter username in your tweets. Twitter handles are short usernames that start with an @ sign that you can include in your tweets to get that person's attention.

Social media can be used before events for promotion and to build excitement, as well as during an event by the organizers and attendees by posting live photos or tweets updating followers on what's going on at the events. In addition, social media is a great tool for kind of your wrap-up after an event. You can thank those who attended or volunteered, as well as thank those who live-tweeted from your event and therefore helped you promote the event.

An example of using social media before and after an Infant Mortality Awareness Month activity is seen here from the Northeast Florida Healthy Start Coalition on Facebook. Before the event, they promoted the event on social media to build up attendance and, after the event, they posted pictures. Posting pictures from an event is often a popular way to continue to engage event attendees after the event has already passed.

So as we saw in the data Aisha presented earlier, while many of your organizations have social media accounts, the majority are not specific or exclusive to Healthy Start, which likely means that you will need to work with your organization's media office in order to get messages out for Infant Mortality Awareness Month. If you don't already have a relationship with your media office, the first step is to find your point person. Let them know what your social media goals are for Infant Mortality Awareness Month and ask them about the policies and procedures for your organization's social media accounts. They will likely ask you for the content you would like to be posted, so it's a good idea to have that ready. In addition, don't forget to ask them to monitor metrics around your Infant Mortality Awareness Month posts and to report them back to you after the month, so that you can evaluate your efforts and improve future social media messaging.

And before we take questions, we have a few recommended next steps for Infant Mortality Awareness Month. First of all, we are happy to announce that the Healthy Start EPIC Center has launched a Twitter account and we'd love for all of you to follow us @HSEpicCenter. Also, we would love to promote your local events through the EPIC Center's account, so feel free to direct message or mention us on Twitter to draw our attention to your efforts. If you're not on social media and would like us to promote your activities and events, you can e-mail them to us at HealthyStartEpic@JSI.com.

An Infant Mortality Awareness Month social media toolkit will be posted on the website next week, so check back on the event listings for this webinar to find the toolkit. The toolkit will include recommended national organizations to follow, sample messages, and ePostcards that you can use on social media throughout Infant Mortality Awareness Month. We also encourage you to use the hashtag #InfantMortality for your Infant Mortality Awareness Month-related tweets. In addition, if you have room, we also recommend that you use the hashtag #HealthyStart. We also encourage you to host or participate in an online event, such as a Twitter Chat.

Finally, we have set up a Healthy Start Thunderclap. Please consider joining with your personal and professional accounts to help amplify the mission of Healthy Start. You can sign up to participate in the Thunderclap and find that information in the toolkit and on our website. And I think we're now ready for questions.

Naima: Yep, thanks, Allison. So before we move forward with questions, again, we encourage you to enter your questions in the chat and one of the things, while we're waiting for questions, I'd just like to remind everyone that all of the information that Karyn, Aisha and Allison provided that was very in-depth and very helpful, but we would like to encourage those that are interested in moving forward with the development of a social media strategy, or would like one-on-one assistance with social media promotion of Infant Mortality Month to please go to the EPIC Center website and submit a TA request. This is an example of what we would like to help you with, in terms of social media and, of course, the EPIC Center is here for all of your one-on-one requests for assistance.

And at this time, it looks like we have not received any questions. But Aisha, I'd like to go back to the tool that you presented, the POST. And if you can talk a little bit more about your experience working with organizations and the difference of folks that have decided to run with and say "Oh, we're going to use Facebook" and their implementation of just choosing a tool, versus those that took the time to actually complete a strategy session for social media.

Aisha: Sure, Naima. So we actually see a big difference because what happens when people put together a strategy is that, one, you get organizational buy-in. So everyone knows what you're trying to do, who you're trying to reach, and that's very important that your team is on the same page about that. Then, it also helps you with your messaging. So if you know what your objectives are, then you know exactly what you need to talk about. So sometimes, I find people who don't have a strategy, they talk about various different things, they're reaching so many different people that their message kind of gets watered down. They're not really on-target with the message.

So the people who do this the best, in some ways, they almost sound like a broken record, but that's because you know exactly what they're about and you know "I want to follow this person because I know exactly what type of information they're going to be providing to me," as opposed to people who don't have a strategy might be a little bit all over the place. And then, a strategy also creates safety. So, besides just filling out this POST worksheet, there's a few other things that you need to do.

So you need to think about your engagement policy. Are you going to be able to respond to people and on what level? So sometimes, if you're working for a government agency, some government agencies don't respond at all. They have chosen not to engage. Then other types of agencies try to engage, but only lightly. They might say "Thank you." They might say "You're welcome" or things like that, "Thank you for sharing." But they don't have back and forth conversations. And then other places, they do choose to have back and forth conversations, even at the government level.

So if you've ever been on the, well, you probably haven't been, but on the Veterans Affairs website, there's tons of veterans in our country and they have a lot of questions and it's about how to get into service and things like that. And sometimes, there may not be a VA hospital or a VA drop-in center near them, so they've taken to Facebook and they have conversations and the folks from VA have decided to staff on Facebook and answer their questions there and not force them to call a 1-800 line. So I think it's really important to think about these types of policies, but if you do it all up front, when you decide to launch, then you have your road map right there and you're not sort of scrambling about what to do.

Naima: Thanks, Aisha. I do have a follow-up question related to POST. And this question is specifically looking at the objectives box here. So the question is, if an agency is objective and what they're trying to accomplish is recruitment of consumers, do you have any strategies or recommendations for what you've

seen in the field in terms of tools, the technology tools? They're interested to hear about recruitment strategies for those that are using Twitter, as well as Instagram. Do you have any recommendations? And we can open this up for Karyn and Allison as well. So, specifically looking at POST, the objective is recruitment. And then, they specifically wanted to see what those strategies were for Twitter and Instagram.

Aisha: Okay, well, I'll start off and then I'll let Karyn and Allison chime in, if you would. So specifically for Twitter and Instagram, both of those services use hashtags. So, you want to get into conversations that your audiences are talking about. So when we think about, let's say, we're treating women who may have just found out they're pregnant. They're not necessarily thinking about prenatal programs, first and foremost. They might be thinking about the cute outfit for their baby. They might be thinking about how to make their crib look the best. They might be thinking about healthy recipes.

So what you want to do in that situation, then, even when you maybe put up an advertisement or something like that about your program, make sure you put in hashtags for, especially in Instagram because you have unlimited amounts of room, Twitter is a little bit harder. Make sure that you are adding content or using hashtags on the topics that they are interested in. So you want them to get in your program, but they're thinking about something different. So you have to give them the content that they want, but make sure if it's a, let's say, an Instagram picture, maybe you can put some text on the bottom to advertise your program as well.

So really think about what they're searching for because they might not be searching for healthy pregnancy at the beginning. But think about what they might be searching for and might be excited about and make sure you add some content about that as well.

Naima: Thanks, Aisha. And I just wanted to verify, there was a question that came in on the availability of this POST strategy worksheet. And can you

remind everyone when that would be available and in what format, electronically, with the questions.

Aisha: Yes. So we will be posting the worksheet on the Healthy Start EPIC Center website on the calendar, where you find all the materials from all of our webinars there. So there will be a PDF posted there.

Naima: Great. And before we move to the next question, I just want to reiterate, we can help you. The EPIC Center can help you complete your social media strategy. As Aisha explained, this is the foundation of all of your promotion, of all of your awareness months. So you do want to be very thoughtful and take the time to complete this. We know that this was a very short webinar and we talked about a lot of different topic areas. But again, please feel free to reach out to the EPIC Center website and complete a TA request form. And you can just label it and just say you would like help with the development of a social media strategy.

Ilison, this next question is for you. I'm going to move to the slide on engagement with partners. And the question is could you speak a little bit more about how Thunderclap works and what exactly it is? When you were talking about it, it went by really fast and so, this person would just like a really quick summary, again, on Thunderclap.

Allison: Sure. I'm sorry, that went by a little fast. I'm actually going to switch back to a slide that Karyn presented. One of Karyn's slides actually had a screenshot of Thunderclap that I think might help. National Women's Health Week, the screenshot right up here at the top, this is actually a Thunderclap. You can see the link starts with Thunder. So pretty much what you do is you put up a message about something you're trying to promote and you try and get all of your online and offline supporters, partners, friends in your community and nationally to say that they support this message. So you can see here that the Office of Women's Healthy set a goal of having 250 supporters for this message. And what that meant is that, if they had over 250 people commit to

spread this message, that it would automatically get sent out from those people's social media accounts.

So you can have community partners as well as individuals, whether they're your participants or just other individuals that support your work in the community go on, say they support your message, and what they actually do is they log in to their social media account, it connects them to Thunderclap, and then they're saying that, if reaches the goal, so that's kind of how you have the crowd-funding aspect of it, that it's okay for Thunderclap to send out your message through their social media account.

So here, you can see the Office of Women's Health ended up getting 353 supporters for this message and under that, it says they had over a million people for their social reach. So that's looking at all of the followers and friends of all of those who went on and committed their social media accounts to this campaign. So those 353 people total had over a million people following them or who were friends with them.

So this is an easy way, maybe your organization only has a few hundred likes or followers on Twitter. But you can reach a million people by engaging those who support you in your community and get that message out to a much broader audience. And I hope that helps.

Aisha: And as you mentioned before, on August 26th, when our toolkit is released, there will be a link to join the Thunderclap. We will be promoting joining the Thunderclap on our Twitter account and on the website. So if you check back then, you'll be able to click on it and then you can support it and then you can also share it with others and ask them to support it. The way we're structuring our Thunderclap it is really to promote the Healthy Start program and the fact that it exists. And so, our message will be about the fact that Healthy Start works to decrease and address infant mortality and we will be linking to the map, so that anyone who sees this Thunderclap can then look for the Healthy Start program in their area. And so, that could be a participant, that

could be a partner, that could be a funder, that could be anyone. Because some people may not know that there's even a Healthy Start program in their community.

Naima: Thanks, Aisha. It looks like we have not received any more questions in the chat. But I would like to encourage everyone on the phone to please share what you're doing in terms of social media for Infant Mortality Month. We'd love to share your strategies with social media with the rest of the Healthy Start community and, hopefully, we can promote some innovative work via the website and our eNews. So just as a reminder, the website address is in the chat and we will also post, just posted the Healthy Start EPIC e-mail address for you to share some of the innovative things you'll be doing for Infant Mortality Month.

So I would like to go ahead and wrap up and, before we end, I just wanted to make some reminders on upcoming webinars. On August 21st, from 2:00 to 3:30, this is going to be a conversation with the division. Division staff will be providing updates in terms of the National Healthy Start Association, mentoring, what's the latest with the JSI EPIC Center, also, an update from the Healthy Start COIN and the upcoming convention in November. And then on September 15th, we will have another "Ask the Expert" that's going to be focused on Needs Assessments' Data Sources. And then, on September 24th, the division will be hosting what they're calling a Healthy Start 101 for front line staff. So we invite everyone to participate on these upcoming webinars.

As always, please register through the EPIC Center alerts that you receive via e-mail as well as directly on the website. I would like to make a big reminder. Immediately following this webinar, you will receive a webinar evaluation. We really look forward to your feedback and actually apply and improve our webinars based on what you suggest, as well as if you have any suggestions for future webinars, particularly if there was anything in this webinar that you'd like to hear more about, we'd love to hear what those items are.

So with that, this concludes our webinar. We thank everyone for your participation and we look forward to having you on our future webinars. Talk to you soon.