

# Transcription

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Michelle: Hello everyone and welcome. Welcome to today's webinar, Engaging Online: Using Social Media to Increase Awareness, Attendance, and Action.

I'm Michelle Vadewaro [SP], and I'm on the EPIC Center's training and technical assistance team. I'll be monitoring...excuse me, I'll be moderating today's webinar. We have approximately 90 minutes set aside for today's webinar, and the webinar is being recorded. The recording, along with the transcript and slides, will be posted to the EPIC Center website following the webinar. So anyone who is unable to participate today can access it at his or her convenience on the Healthy Start website.

Before I introduce your great speakers for today, I wanted to let you know that we do want your participation during this activity. So if at any point you have questions or comments, please go ahead and chat them in in the bottom left corner of your screen. We're only going to be taking questions via chat, and we'll be breaking for questions twice. If we don't get to them by the end of the webinar, we will try to do so in the future. This webinar will focus on social media engagement strategies and tracking common social media metrics. The Healthy Start benchmarks that are aligned with this webinar include well woman visits, safe sleep, initiating breastfeeding, sustaining breastfeeding, smoking abstinence, birth spacing, well child visits, and quality improvement evaluations.

And the only other housekeeping reminder that I want to make is that you'll be asked to complete an evaluation survey at the end of the webinar. It's going to pop up on your screen immediately after we finish, and we appreciate your feedback, so please do take a moment to complete it. So now let me introduce your three fabulous speakers for today, we have Aisha Moore, Bret Tupplets [SP], and Allison Cobb, and all three are from the EPIC Center online technology team. So without further ado, I believe Aisha will be starting.

Aisha: Thank you, Michelle. So I want to welcome everyone to today's webinar. Just looking at the participants list, I see some familiar faces. We've got the East Coast, the West Coast, the South, we've got everyone, and I'm glad everyone's here because the social media is something that everyone can use regardless of the type of program you have and where you are located.

So just to go over the objectives for this webinar, I first want us to understand one social media engagement strategy. So I am going to

present lots of them, right? And you have to figure out which one is feasible for you and which one fits what you're doing. So don't feel overwhelmed by all the strategies that I'm going to present today. You can always come back to this webinar and the slides at any time if you want to learn more about one of the strategies. So today is just really kind of, let them all sort of seep in a little bit, but then after the webinar, just try one.

The next is to be able to add at least one social media activity to the program activities. So I know many of you have activities such as baby buggy walks, you have conferences, and I really want you to try out adding social media to at least one thing that you do there, whether it's before, during, or after. And then we'll talk about tracking some common social media metrics and how that plays into the objectives that you track or you're trying to get to for your program.

Around this time last year actually, August of last year, we did our first webinar on social media. And then at the convention, we did an in person presentation. So at that point I would probably say that most of you are in the crawl stage, right? And so I really hope that over the course of the five year grant that as we continue to do more social media trainings, as we do more conventions, and as you try things out more, you'll start to go from the crawl, to the walk, to the run, and to the fly, right? So that's something, you know, you can even think of in terms of Healthy Start and the babies and the moms, you know? They start out crawling and then hopefully with your services, they start to fly. And so at the crawl stages, when you're just about to get ready with establishing an online presence, and then walking, you start to enrich your content, you start to do more things. And then running, that means our engaging, and then when you're flying, you're kind of doing everything in your well-oiled machine.

So this presentation is really gonna focus on sort of like the walk/run area. So I know some people are still at the crawl area, but this will help you know where to go next after that. So let's do a little polling. So I want to know, based on what you saw on the slide, do you consider your programs to be at the crawl, walk, run, or the fly stages? So just go ahead and put in your answers.

So I see some responses coming in here now. Just waiting for a few more people to go ahead and select which one you want and then press submit. So we won't get your answer unless you press the submit button.

Okay. So it looks like the majority of you consider yourselves at the crawl stage. But we do have some people who are walkers and runners, so you probably see some of their work in this presentation because I went snooping around on your social media channels to see what Healthy Start was doing so I could make sure that the examples were relevant. So, you know, definitely note the people that are highlighted in this presentation. And if you're not highlighted and you're a walker, you're a runner, you have something great, just, you know, I found what I found, so it's not that you weren't great too, I just, you know, had to pull a few examples, but people are doing some lovely things. And there's also examples in our past presentations that I pulled as well. So I'm not using the same example this time. So make sure you go back to the August 2015 webinar and look at those examples and the November 2015 convention social media presentation. That has other examples, okay? So there's tons of examples so you know that this is working for other Healthy Start programs.

So what really is the point of social media? Social media, the point really is about engagement, right? So we have traditional communications, which are a lot of the one way communications, you have radio, right? The radio talks to you but you don't get to talk back to it and give it feedback, you know, unless it's like a call-in show. But normally, you know, there's a PSA on the radio, you have to hear it, and if you miss what you heard, you don't always get to go back to it, right? Same thing with television, same thing with the newspaper, it's not a two-way conversation, right? There's like a little bit of that, you could go back and write an op-ed, but that doesn't happen very often, right?

So definitely the person who's writing is in control, it's a one way message, it's usually the same message repeated. So like for instance again, traditional communications, when we do our...a lot of us do bus stop ads, billboard ads, or in the bus, you know, it's the same message that's repeated over, and over, and over, right? So you don't get to tweak it, right? It's for educating and informing, and again, we control the content. But with social media, it's sort of like this two way thing, right? So your audience really influences the conversation so you try one thing, doesn't get a lot of reaction, you can try another thing tomorrow or the next week, you're not like, you know, locked in stone with that thing.

So if you put up a bus stop ad and it doesn't resonate, it's just up there right? You can't change it, so with social media you can change it. And then the keyword again is social, right? So it's a two way conversation.

So you put something up and people can react to it, they can make a comment on it, they can ask you a question. So that's what's important about it. Again, adapting the message and, you know, you're able to segment things for different audiences so you can have different messages going and different spaces and different times, that kind of thing. So that's really what it is about at the end of the day, it's about engagement.

So social media explained. If you've been to one of my presentations, you've seen the slides before. Social media, you can talk about just about anything, right? But if you take one subject, it's sort of like every social media channel has a different spin on it, right? So In this example, we're talking about a doughnut, right? So that's the subject, right? And so on Twitter, you talk about doughnuts one way about, you know, what you're doing eating doughnuts. On Facebook you talk about what you like. Foursquare is now a thing called Swarm, but I haven't found an updated version of this slide, and it's about location based, Instagram, it's photos. So it's the same subject, right? But on every social media, you tweak it a little bit for that audience. So that's one thing you need to know about social media and you need to know about the audience, right?

So for instance, let's think about...I'm trying to think of an example on the fly. Let's think about just like different stores, right, when you go shopping for clothes, you don't get the same thing at Macy's as you get at Kmart as you get at Target, right? They're all selling shirts and pants, right, but it's a different style, right, so it's the same thing but different style, and that's the same thing with social media. You can talk about your Healthy Start program or Healthy Start event, but you might have to tweak it a little bit for each social media account. And if you wanna learn more about what works best on Twitter, what works best on Facebook, see the August 2015 webinar recording because that's where we go...you know, that was the crawl stage, right? So we went really in depth on what works best for each of these things.

So today we're really gonna talk about how to integrate social media into like the work that you're already doing, right? So a lot of the things that we do, we do events, we talk about the different awareness months. And so this is work that you're already doing, we just wanna add a little sprinkles on top by adding some social media. So this slide's a little hard to see here in ReadyTalk, but if you go to the [healthystartepic.org](http://healthystartepic.org) website, under the project management hub, you can get this particular sheet. And what it is is listing the awareness months that are health

related and really related to the work you're doing in Healthy Start, right? Because there's a observance for everything, so like one of the observances here in the month of June is men's health week and men's health month. So if you go to the homepage of [healthystartepic.org](http://healthystartepic.org), you'll see a lot of resources around men's health month, right?

And so it's like if you're already doing stuff for these months, like infant mortality month, immunization, like let's add a social media component to it. And so one way to plan how to do that is to look at these awareness months and sort of plan your social media based on these months. I'll tell you exactly why you would want to do that in a second. So the secret sauce of social media is that people don't just want information, they want to be involved. So again it is that two-way street that we're trying to put together because sometimes we're like, "What do our participants want?" or, "What would resonate with them?" Social media can ask them directly. You can just ask them a question they will answer, or you can ask them by posting different types of content and see which content does better, and that's how you know what they want.

So let's talk about some of the benefits of incorporating social media into your events specifically. So the first thing is to build the buzz about your event, right? So before the event happens, you know, where you hand out flyers or you send out emails, but you can also do a social media component to that to start to build buzz about your event. You get to use multiple media formats so it doesn't have to just be, you know, something on paper, it can be a short video, it could be all kinds of things, and we'll show some examples, right? And then it's to extend the reach of your event beyond your network, right?

So your program has an email list or you have partners, and so you know who those people are and you can get it out there. And then maybe, you know, you do some flyering thing depending on what kind of event it is. But with social media, you can put something out there that people who are interested in your topic will see even if you don't know them, and that's to me part of the beauty of it. So sometimes, you know, we do workshops, and you look in the room and you're like, "How did these people find out about it?" You know, when you use social media, you get all these people that you don't even know but were interested in your topic, but they're there for you, right?

And you get to engage in a public conversation, so it's an open conversation, and then you have this opportunity to create collateral through purpose throughout the year, and we'll talk about that. And

there's also a way to do some engagement after that.

All right, so let's talk about what engagement really means on social media, right? So it's getting your fans, or friends, or followers to do something in response to what you post, right? So the basic things they can do is like, comment, they can open the picture, they can click on a link, they can share it, they can watch the video. So, yes, you know, if you have let's just say 500 followers on Facebook, that's really great to know that people probably saw it, but it's even better to know that they interacted with it. They took that next step, right? And especially shares are really important because when people share it, that means they're sharing it to people that you probably don't know that are in their network. They're being the champion for you, they're giving it some validation. So it's important to also think about how people engage with it and track that as a metric.

So now we're gonna go a little deeper into like the steps and some of the strategies you can actually use to put social media into your event. And the key thing with events, the first thing you need to do, is create a hashtag, and I know you guys are all saying, half of you are like, "What is this hashtag thing, Aisha? It's so annoying when I see it. I don't get it." I'm gonna break it down, and I think you'll get it.

So many of us remember a time before Google, and at that time we had to go to this thing called a library, and we had to be able to find things that we were looking for. And in order to do that, we had to go to these like big brown boxes with drawers in them called card catalogs, right? And inside the card catalog was a little card. And so you went to the library and you said, you know, "I want to know about breastfeeding," right? And so she was like, "Okay, let's go to the card catalog, we'll look up breastfeeding," and then it would show you all the books about breastfeeding because they were categorized in one category, right? So that's exactly what a hashtag is a subject, it's your category, right?

So let's look at this card catalog card here on the screen, right? So at the top it says, "Organized crime fiction," right? And so when you translate that into a hashtag, like organized crime, #organizedcrime is the hashtag that you would use for this if you were gonna talk about this book on social media, right? But then there are some other ways it's categorized down here. So, you know, organized crime was the way that most people talk about it, but it also has sort of a sub category down towards the bottom that said, "Government investigators," right? So that would be your hashtag, government investigators. Well, that's probably

something people might look for to find this book, right?

Also you can go very broad, right? So you can go with fiction. So not only are you gonna get this book, you're gonna get every fiction book that people are talking about on social media. Or maybe people wanna know about this author, right? So if you're talking about a specific person, you might wanna hashtag their name, so this one's John Grisham. So if you were to look up hashtag #JohnGrisham on one of the social media channels, then you might find books, all the books that John Grisham wrote or people talking about John Grisham, right? And then another more general thing is that this is published by Doubleday, right? So if we did #Doubleday, then we'd find all the books that were published by Doubleday. So it is something that you are very familiar with, you just have to shift a little bit from the way we used to think about organizing information in terms of the card catalog to how we organize information online.

Okay, so the first reason why you wanna use a hashtag is, one, you want to, you know, have everything that you're talking about be searchable by that category, right? And so another thing I'll say is that, you know, then you'll often see other ways people use hashtags, and we'll get to that in a second. So from a reach standpoint, so tweets are for Twitter. Tweets with hashtags receive two times more engagement, so remember a few slides back, engagement was comments, likes, shares, right? So they're gonna see two times more engagement. And then tweets with 1 or 2 hashtags have a 21% higher engagement than those with 3 or more hashtags, right? So you don't wanna go hashtag crazy. You wanna stick with one or two that are useful. And tweets that use more than 2 hashtags show a drop in engagement by 17%, right?

So we wanna use them, because you're gonna get two times the engagement, but we don't wanna use them too much, right? So let's just go back to the other slide. So here, for this one particular card catalog, I was able to come up with what I thought might be five relevant hashtags. But I don't want to use them all, I want to use the ones that I think will get the most...be the most interesting to people that people might use. So like fiction is probably one I wouldn't use because it's way too broad, I'm gonna get all the fiction. And maybe not government investigators, right? So you have to think about like what's gonna...who are the people that you're looking for, what would they be searching for, and you wanna hashtag that thing that they might be searching for.

So which of the platforms use hashtags? Twitter, Facebook, Pinterest,

Tumblr, YouTube, Flickr, and Instagram. And again, if you wanna know more about each of these more in depth, go back to the past social media trainings. But I would say that some of them use them more than others, so if I had to highlight the ones that really use hashtags and it's sort of accepted in the culture of that platform, because even these social media platforms have culture, I would put a star by Twitter, I would definitely put a star by Instagram. Instagram, it seems to be acceptable to use a lot of hashtags, that's what people do around there. But also, you know, Facebook, not as much. Pinterest, yes, Tumblr, YouTube. It just helps people really find things that they're looking for. So again, it's like your search subjects.

So we're talking about your events, right? So now you have decided like, "Yeah, Aisha, I get it, we got it. Use a hashtag for our event," right? But how do I know which hashtag to use, right? So in sometimes hashtags are really obvious, so like on the card catalog, John Grisham, that's his name, so that's an obvious hash tag you would use, right? But for your events, you need to be a little more specific. So there's a couple of things you wanna check for before you just think of a random hashtag for your event. You want to use a hashtag not used by other events or campaigns.

Specifically for Healthy Start, if you go on any social media platform and you do #HealthyStart, you're gonna get stuff about breakfast, you're gonna get stuff about waking up in the morning. So unfortunately the Healthy Start hashtag isn't quite that unique, but in your cases, you might be able to add something to it to make it unique. You might be able to do Healthy Start NYC, Healthy Start LC for low country or, you know, BH for Bootheel. So there may be some ways, you know, you can use your acronyms next to Healthy Start so that will help, that for sure that's only talking about, you know, your actual Healthy Start program, right? And especially in months where multiple Healthy Starts are going to be using, probably using the Healthy Start hashtag, like Infant Mortality Month, you know, there's sometimes when you wanna be in the full conversation, and there's other times for like an event that you wanna make sure it's just yours, right?

So you wanna be clear what it's a form, and you also want it to be clear what it's referring to. So when people read the hashtag, that it's kind of sorta like, "Okay, this makes sense to me." It's not like, "Wait what is this hashtag for?" It's not memorable, you wanna, you know, make it easy to remember. Not associated with undesirable things. So sometimes, like for instance, let me just give a recent example. There's a campaign that

one of the feds are doing, and every time I search it, I forget to, you know, add the word HIV behind it, and it's something that's very undesirable that comes up, you know, with it. So you wanna check the hashtag to make sure other people are not using it for things that you don't wanna be associated with you.

Try to make it thematic. So again, like, you know, if it's Infant Mortality Month, you know, Infant Mortality Month is probably the hashtag you wanna use, and we have a toolkit that Bret will talk about later that will help you along with some of the common hashtags you wanna use for some of these months. And sometimes your hashtag can be a call to action, right? Let's see, you know, for like breastfeeding, it could be #getpumping or #startpumping or, you know, #startfeeding. Sometimes your, you know, #getinsurance, #stayhealthy. Sometimes your hashtag can be a call to action. So when you're doing an event, you kind of wanna make it very specific so that way everything about your event is together. If you're just trying to be in charge of a larger conversation, you definitely wanna check to see what hashtag other people are using, what's the most common one so that you can be a part of the larger conversation.

Okay, so how does this work, right? So I want to go back and see what did people talk about during the Healthy Start convention in 2015, right? So this hashtag, you know, it's pretty good, it's okay. So we have HS for Healthy Start, Con for convention, 15 for 2015, right? So, you know, we could have done #hscon15, we could have done #healthystart15, we could have done a bunch of things. But we tried to make it, you know, easy enough to remember and short enough so that we didn't use all the character spaces up in Twitter, because with Twitter, you only get 140 characters inclusive of your hashtag, right?

But, okay, so this screen shot came from Saturday when I put this presentation together, and so almost six, seven months later, I can go back by using this hashtag and see what was talked about at the convention. So anybody who was posting on Twitter, Instagram, wherever they were posting during the convention, I can go back and see what they were saying because there was a hashtag that I knew of that I could go back. So at any time, I'm like, "Oh, there was a presentation about this person I don't remember," I know the hashtag. I can go back, I can look for it, right? And then also because it was unique to us and it wasn't just saying Healthy Start, right, I can definitely see that, you know, with this hashtag I can find everything about the convention specifically and not just about infant mortality, not just about,

you know, breastfeeding or pregnant and new moms. I was able to find things specifically about that particular event. So that's why you wanna make sure that the hashtag is specific to your event.

And because this, you know, social media lives on forever, right? So I can go back at any time and find out what was shared during the conference. Or I could back and say, "You know what? You know, let me see who else was tweeting. Let me follow these people because these are obviously people who are interested in the same topic I'm interested in." So that's another way you can use it, you can go look at the hashtag for other people's events who are doing things similar to you and find people to follow because now you can find people who are into what you're into who are gonna help support your program goals.

Okay, so just here's some little advice about hashtags, so this person says they use hashtags to monitor topics or events that they have an interest in, right? So that's essentially what they use it for. And the next person's like, "Right on. Only for events and the occasional big news story," so that's what they use hashtags for. So you can in both of these, people were talking about events.

So, like I talked about earlier, you don't wanna go overboard with the hashtags, we don't want hashtags gone wild, so I thought this was a pretty funny one. Hashtags are essential to most tweets, but too many...like #hashtags are essential to pound two and two, what would that get you? If you clicked on the two, you'd get very tweet that said two, like that's gonna be almost every tweet, right? You don't want that. But too many, right? Exactly, so you know, the only one that's probably really relevant here may be Twitter Tips, right? The rest, putting a hashtag in front of everything doesn't make any sense, and so that might be what's causing some of the confusion around hashtags because people will hashtag just about anything, and that's really not what it's for. It's cute, it's cheeky when people do that, but the real point is to bring conversations together.

So where should you use hashtags, right? So you have your hashtags online, but if you're doing an event, you have to tell people offline that you're gonna have this hashtag, right? So you wanna put it in your newsletter, on your flyers, your posters. You wanna put it at the bottom of your emails. You know, your staff, if you're gonna do t-shirts for an event, and you want everybody to be tweeting or posting Instagram photos, you know, put it on the back of your t-shirts, right? Whatever the hashtag is. Put it on your giveaways, put it on your website, in the

invitation. Like put it everywhere so that people know going in like, "Okay, I need to probably use this hashtag thing." And if the person is a person who doesn't use social media, one of the things you can do before your event is find a blog or send them to one of my presentations so they can figure out how to sign up for these things, how to use it. So you're providing them some capacity building to get their voices out there.

Okay, so now that I've hashtagged you to death, but it was a lot of the presentation because it's so important for events like having hashtags is so important for events. Let's talk about some of the ways that you can bring social media into your event. So first we're gonna start with awareness, right? So I'm gonna talk about this in two ways. I'm gonna talk about just awareness in general of your Healthy Start program, and the issue, but also awareness of your event specifically.

So back in May, we had National Women's Health Week, right? And so that is they had lots of materials online that you could use that you could repurpose on your own social media. There was a hashtag, right? So that's a way to join the national conversation because that's something that's going on across the country that everyone's talking about National Women's Health Week, right? And one of our Healthy Start benchmarks is to improve...approaches is to improve women's health, right? So you can just jump on that conversation, right? And you can, you know, like, share comment what other people are doing, and when you join some of these national conversations, you don't necessarily have to like create a lot of your own stuff, right? You can use stuff that you used before, so you can share local facts, like this one from, I believe this is from... Missouri Bootheel. Yeah, right, it says right there. That is where it's from. So you can throw your local facts into this, and you can just add the hashtag for National Women's Health Week to that.

This one's about babies so we would...you know, for Infant Mortality Week, you would add the... It's something that they already have on their website. They could just share it online and add the hashtag Infant Mortality Awareness Month, Infant Mortality...I know another one for Infant Mortality Month is like Day 366, because then they're one year, one day. So you don't have to like create all this new stuff for social media, use what's already out there. So this is how you create awareness in terms of getting yourself into the national conversation and getting your specifics about your program into a larger conversation. And so the point of this is that, you know, maybe someone who could be a partner, who could be a funder, you know, they may a person who is

more prone to use social media, and they might see there, whereas they're not on your email list, they're not walking by your clinic, they're not in your catchment area. So it was just a way to broaden the conversation.

So the second way...a couple of other strategies in terms of awareness is promote stories that your engaged followers can share, right? So social media might not be your thing, right, but you have to meet people where they are, so if it's something that your partners, your donors, your participants are using, then you want to be there at least a little bit, right? So if you've done a video for some other reason, take that video, put it on YouTube, and maybe you did the video a year or two ago, but if it's still relevant, when that awareness day comes up, share it again. Share it like three times during that month. You know, definitely make sure you reuse what you have and get involved in those months, and again what are we gonna do? We're going to hashtag it, right?

So this video is about a Safe Sleep campaign, right? And so during Safe Sleep Month, I don't know what month that is, but Safe Sleep Month, you can hashtag it #safesleep. Send it out, right? But then during Infant Mortality Awareness Month, you can hashtag it #infantmortality and send it out again because safe sleep is still about infant mortality, right? So you didn't create something new, you just changed the hashtag, right? And it's still relevant because, you know, on any given day like one person could see it, and then the next day someone else could see it that wasn't there, and three months later it definitely might not be the same people who are seeing it. So don't feel like you have to create all this stuff. You guys have got stuff, you just need to get it out there.

So then the next thing is to, if you're having an event, promote your speakers and your sponsors, right? So typically we might make one flyer and it says, you know, everybody who's gonna be there, but with social media, you wanna do a little different. You wanna make it bite sized, right? So if you have three speakers and you have three weeks to your event, maybe four weeks to your event, so the first week, you know, you share the entire flyer so everybody knows who it is. The second week, one day you share the entire flyer, one day you share the opening speaker. Next week, share the entire flyer again, and then do a more in depth spot light with a bio on the second speaker, right? So break it up. But you started with the whole flyer, you had the whole flyer, right, so it wasn't like you created anything new, you're just breaking it down to bite size chunks.

So now it's time for some tool time. So I promised in the objectives that we would talk about some tools that you can use. And so the other ones are things that are more straight forward and these things that might more in your, you know, in your like runner stage, right, a little bit between walking and running. So we're gonna have some tool time, so if anybody remembers Tim Allen and his show, Home Improvement, the name of his show that he had there was called Tool Time, so we're gonna have a couple of tool times during this presentation.

So the first tool I wanna talk about in terms of awareness and getting engaged is Twitter chats. Because these are happening a lot for awareness months, so you wanna get involved in Twitter chats. So what it is is a scheduled online conversation on a specific topic, right? So like in your traditional media, you've got Oprah sitting up there talking to that one person and you're just watching it, and you're like, "Ooh, I really wanna ask Will Smith a question," and you can't because you're not Oprah, you're not up there. But with a Twitter chat, everyone can be Oprah, everyone can ask a question. So this Twitter chat just happened an hour ago and it was about Zika, and so even though we weren't there live for the chat, we can still go search the Zika hashtag and see what happened even after. But if we were live on this Twitter chat, we would have known that on June 23, at 2 p.m., there was going to be a Twitter chat.

So you log in to Twitter, so that's the first thing you're gonna do. You're gonna go on Twitter, you're gonna log in, and then you're gonna search for the hashtag. So you're gonna type in #stopzika. Press enter into the search bar. Then it's gonna show you all the tweets that have #stopzika, right? So if you're doing the Twitter chat live, the first thing you wanna do is, after that, okay you've gotten there, you've decided, you know, you found the #stopzika folks. You're gonna write a tweet so say, "Hi, I'm Aisha Moore from the EPIC center," and then you have to put the stopzika hashtag in there, right? You have to type that in there, so I'm in part of the conversation. So then the next person that searches for #stopzika, they'll find my tweets, right? So that's how I'm in the conversation that every single tweet that I write during the Twitter chat time needs to say #stopzika because that's how I'm in the conversation.

So you wanna introduce yourself, and then you just keep... And then it'll just... So it'll automatically update on your screen. You'll see the tweets coming in. And so you can read information and questions from the organizers and other people in the chat. Usually the organizers will have some preplanned questions that they're asking people, and you'll

respond to them. So you might share some resources, answer some questions, promote your event, and then people see you. So a lot of times for some of the projects I work on, this is how I find new resources. Because people often want to promote their newest-greatest, latest-greatest, or their most enduring resources during Twitter chats, right? So you're gonna share resources, you're gonna promote your event, right, and then you're gonna retweet other people's resources, right, because you want to be a friend. You want to share other people's things.

So even though we missed this Twitter chat, we may not be able to go talk in it right now, but once you get off this phone line, go to Twitter, type in #stopzika, and see if there is something that you wanna retweet or you wanna share, right? So, so far I know that CDC was there, Office of Minority Health was there, March of Dimes was there. So I know like at least three reputable sources were there. So I'm sure there's gonna be some good stuff if you go and search this hashtag on Twitter and find some Zika resources. Because I know summer's coming and we're getting close to the time where we really need to be, you know, learning more about this emerging infectious disease.

All right, so one of the pro tips around using social media before your event is to find your champions online, right? So again, you might not be the person, you're Healthy Start social media might not be its thing, but go on social media and find out who in your area might be talking about this stuff. So sometimes I notice like radio DJs, right, they may have a cause that they're really into, and their cause could be babies and mothers, right? And maybe they tweet a lot, right? So instead of you worrying about, you know, doing...you know, trying to get it all out there, send stuff to them, right? So let them know your hashtag and give them some tweets, and some Facebook posts, and some images, and have them tweet them out because they probably have a larger following, number one, and two, they're already there, this is what they're doing. It's no sweat off their back, and they would love to promote you, right? So if nothing else, go onto these spaces and figure out who's into what you're into, and maybe you can have a partnership with them so they can be like your social media ambassador, right?

Same thing could be your participants or people in your camp. Social media might be their thing, let them take over your account if that is possible. Or give them the content.

Okay. Let's pause for a second, take that in. You've had about like five

strategies there. And now we're gonna move on to step 2. Some ways to attract attendees to your awareness event, so we've told them what's happening, we're like, "Get there." But like, you know, what's really gonna entice them to come?

So there's a couple things that you can do. First one is a video invitation. So I did not find any Healthy Start video invitations for events, so here's a challenge to everyone. For these upcoming awareness days, make a video. Use your tablet, use your cell phone. If you have video camera equipment, you can do that too, but it doesn't have to be all high tech. One minute, why should I come to your event, where is it, what's the hashtag? So I wanna just challenge folks to try that out. But it puts a face with it, you know? It gives them...it shows like, you know, what's really gonna go on there. You know, you can do a call to action with someone who's really a champion for your cause instead of it just being a paper flyer, right? So that's one way to get your attendance up using social media.

The other way is to post photos from your past events. Okay, so no, you didn't use social media last time. That's okay, you probably used your cell phone to take your pictures, or you had them on your digital camera, right? Get those pictures and upload them, right? And so one way cute way that people do is every Thursday there's a hashtag that's TBT called Throwback Thursday, right? And that just gives you permission to post old photos, right, because sometimes you're like, "Well, that's not the latest photo, social media has to be all up to date." Well, on Thursdays it's okay, you can post old photos for Throwback Thursday, so in advance of your event. And every, you know, Monday you're posting the flyer, remember, Tuesday you're saying something about your speaker. I don't know what we're doing on Wednesday, but on Thursday we're posting an old photo and we're hashtagging it Throwback Thursday, so that's something that you can do. But you can post the old photos any other time, it doesn't matter. It could be that Wednesday, it's not a big deal what day, but let people know what they're gonna get.

So okay, hold on, had a delay. The other thing is using the videos, use videos and photo slideshows of previous events. So we've got Healthy Start Baltimore did one, and we had another Healthy Start who did one, you know, these were their baby buggy walks. I know you all do baby buggy walks or something of that form. The balloon releases, right? So you took the video, pictures, you can turn it into a short video. You know, three minutes or less is really good. Slides show that people can

see what to do with it. Throw it up on YouTube, share it on social media, embed it into your e-newsletters, you know, that whole thing. So you definitely want to again use the video options to show people what happened, so you're taking video at your event, and now you're using it the next year. You know, you're using this video to entice people for the 2016 baby buggy walk.

All right, so it's time for some tool time again. This time we're gonna look at Facebook groups, right? So people in, I'm speaking broadly, in our age range tend to be the higher users of Facebook, right? And so we have our personal page, but then you also have a page for your Healthy Start program, and then there's another thing called groups. So what is a group? A group is a page created for an organization or business to promote activities. Users can join the group and post their thoughts on a wall and interact through discussion threads, right? So when you have like your organization's Facebook page, you're the only one posting there, but when you have a group page, people can go back and forth. So for instance, like you might want your CAN to have a Facebook group where all the different CAN members are able to post their events and flyers or, you know, ask for help, what have you. Or you guys are gonna plan something together during this Facebook group. But the other thing you can do with this Facebook group is post about your events in Facebook groups, right? So if you're already a part of Facebook groups, you can post there, right? But then you can use the search function and you can look for public groups, right?

So I know where the Healthy Starts are, so I just typed in like different cities in Breastfeeding, and different city in Parents, and different cities in, you know, Babies, right? So, you know, mommy and me groups, right? So I found like Chicago Parents public, it's a public group, right? So if it's a public group, anyone can join it. And then there, you can post about your event, but I would say don't stop with just posting about your event. If you realize that the people in this group are people that you either want to be partners, champions, donors, Healthy Start participants, stay in the group and post stuff there, right? It doesn't hurt you to do that, but this is one way to get your message out to people that you might not know. So posts and a Facebook group. And, you know, you can share that information weekly. Just kind of pay attention to how busy the group is. If the group isn't that busy, then weekly might not be the best thing because your thing will still be at the top. But if you go there the next week and there's been like a hundred other posts since yours, post it again, it's not a big deal.

And then you might also find some articles that you want to share, and you get a lot of information like what are parents in Chicago really concerned about? This is just another way to use these groups. But in terms of your event, you can find these public Facebook groups to post stuff in.

Okay, so the step three is using social media at live events, and so this is... We're talking about, like so we've... Step one, we let people know there's an event. Two, we've done some things to entice them to get there, and now they've shown up, right? And so the social media can continue there. So again, couple things, both of these examples are from the 2015 Healthy Start EPIC convention, and the first thing you can do is live tweet, right? So if you have like, especially if you have a well-known speaker that people wanna hear about but everybody can't get there, you can designate a staff person to basically sort of give a transcript of what's happening, but not like a closed caption person. You're really trying to capture like those big quotes that will resonate with people and would end up being floating all over social media anyway, right?

So in this case we did live tweeting when Paul Schmitz spoke. So if anybody who was there at the convention, you guys will remember Paul Schmitz, right? And so we used our hashtag, right, but then he was speaking on collective impact, so we also used the collective impact hashtag because that is a very popular hashtag. Let me tell you, you're gonna get a lot of visibility if you start posting about collective impact using the collective impact hashtag, right? So we had a photo of him, we had a quote from him, and so people who weren't at the convention, if they weren't paying attention, they could go back and really see what Paul Schmitz was talking about.

So another way I use this personally is that, you know, I'm very active in my local community, but I can't get to every community meeting. But some of the younger people who go to the community meetings, they'll live tweet like city council, they'll live tweet like their local community organizations meetings. So if I couldn't get there, I could go back later and look at their accounts or look at the hashtags from the meeting and see what happened. I'm like, "Okay, now I know why the water was shut off in my community last week," or, you know, "Why there was this construction that's happening," you know? Just, you know, things about the city. That's just another way to use live tweeting, and I think it's, you know, I find those people who do that to be very valuable resources in my community because we all can't be everywhere, so that's another

thing, you know, if you wanna live tweet your CAN meetings, possibility.

If it's something, if it's a public topic, you know, then people can't make it to your CAN meetings, they can they can go back if they're into social media. And so another thing you can do at your live events is a photo booth, so we see this happen a lot, you're already taking photos. But make sure you put those photos up on social media, right? Because not only can you use them the day of and, you know, sort of be posting them as you go along, a whole year later you can go back and post them again for your Throwback Thursday. Or just, you know, to fill in your social media content you can use the photos that were taken at the photo booth. And then if you do the kind where you have signs, you can also like take whatever was on the sign and, you know, it's information, it's data, so okay what is it that resonates with people in my community around infant mortality, and babies, and mothers, and fathers, and families?

Okay, so time for another tool time. So a tool that you probably haven't used yet is live streaming video. So this is kind of a newish thing that's happening. And actually if you were paying attention yesterday, and this is a completely nonpartisan statement, but yesterday in the sit in that happened in Congress, like a lot of people were live streaming. So, you know, there was an example of last night where anyone could whip out their phone and they could live stream the event that was happening, right? It's something that's really relevant and is happening a lot more now because live streaming is in the palm of your hand, and it's no longer this big thing that you need another outside company to help you do.

So live streaming video, couple ways you can do it, right? So the live streaming video is taken on a device that's a phone or a tablet, and you have to have a particular app to do that. So you can't just like record video on your phone and then try to like figure out how to stream it. That's not how it works, you need an app. So if it's gonna be at an event, you wanna let your followers know in advance to tune in for live video from the event. Because you're having an event and the mayor's coming, and he or she is gonna be speaking at your immunization event in August, right? And she's gonna speak at 9:10, so you're gonna tell everybody, "Tune in at 9:10," and I'll tell you where, "Tune in at 9:10 to watch a live stream of the mayor," right? So, you know, you got the people who came to the event, but you can reach so many people who can't make the event, right? And so during the event, the lecture is gonna take place one of two places primarily, on Facebook, and that's

what you're seeing in the right photo, that's Facebook Live. So normally on Facebook when you're on your phone, you're like, "Okay, I wanna write a status message, and I wanna attach a photo." When you press it now, it will give you a couple of options. It will be like photo, video, or live, right?

So you can go live, and then you give the live stream a title, so you would say, "Mayor, Aisha Moore, speaking at a Healthy Start immunization event," right? And then you just go, you press record and it goes, right? So as it's going, as you're recording it, you're also seeing comments from people. People are commenting at the bottom, the little blue things are thumbs up for likes, and you'll see hearts go up. So people are interacting with your live stream as it goes, right? And so you open... Uh-oh, sorry about that. So you open the app, you live stream the event. It could be any activity, it could be speeches, it could be testimonial. But the good thing is that after the live stream, you can save it, right? So it's gonna save it to your phone, right? It's gonna save it to your tablet. And then you upload it to YouTube or some other type of video service that you have. Or you can just take the file and put it on your website, it doesn't actually have to be on YouTube, you have a video file now. And you can use that forever, you can use it for your next event, right, to say this is what happened last year. Use it for your next event.

So live streaming is a new thing, so that's something that you might wanna test out if you haven't done it before, you know, try a live stream from a smaller event or something smaller, maybe you don't tell everybody that you're live streaming, you just wanna test it out to see how it works. And then get ready to live stream a portion of your next event. So because it's gonna be hard to live stream like a two, three hour event, so pick a piece of an event to stream.

Okay, almost there. We're rounding the home stretch, guys. Step four is using social media to inspire action, right? So you've got them at the event, they're really excited. But it's not just that you want them at an event, you want them to do something, you want them to come in your program, you know, you want them to do something. So while your initial social media strategy was focusing on building that audience and getting people to receive your message, you want people to do something after they're exposed to your message, right? It's not just about likes, comments, and shares, you want them to do something more. So you wanna make sure there's some kind of conversion, right? So you want people to go to your website, you know, in this case attend the event,

share the event information, write a favorable view of your event or a testimonial to engage with you somehow, whether it's through, you know, services or on the CAN, new partners, new donors. So while the media metrics you can pick up are likes, comments, shares, things like that, ultimately it's about the conversion. You're doing all this so you can expose people to your program so they can help your program in some way, support your program in some way, or receive valuable services.

So let's just talk about a couple of things for action. So one thing you can do is raise funds, and so just a little plug here, you know, as you know, with your federal Healthy Start dollars, a lot...you know, depending on what it is, most of the time we can't give out collateral or incentives and things like that, and you have to go to another source. So one thing you can do is what's called crowd funding, and one of the major places you can do that now is called GoFundMe. And so the Hamilton Healthy Start just released a GoFundMe for raising money for the infant mortality awareness event. Excuse me. And Hamilton Healthy Start, you check them out on social media, they do lots of things, they have lots of good examples. But that's something that you can do for action, right, because sometimes you need donations, so you can use social media for that.

Another thing you wanna do is collect email addresses, so this one's also hard to see, and I didn't actually find a lot of these newsletter signup on your websites, so I need you guys to, you know, let's step that up and put some more newsletter signups. I saw a lot of archives, like, "See our newsletter from the month before and the month before," and that's great so that people can see it, but how do people sign up for your newsletter? I didn't see a lot of newsletter signups, so I want everybody to do the newsletter signups because if someone takes the step of giving you their email, you know how precious email is because none of us want any more emails. But if someone's saying to you, "I want to give you my email to get more information," you want to give them that opportunity. So that's an action people can take as a result of your event. So maybe you write a social media post once a week saying, "Sign up for the Healthy Start newsletter." And when your newsletter comes out, make sure you post a link to go find the newsletter. So if you're having a slow news day, "Hey, here's our archive of our newsletters," so that's an action that you want people to take is to get their emails, because to have their personal email is very, very important. It's almost as good as like cash.

So let's talk about another tool that you may or may not have used. We

mentioned it last year, but I wanted to bring it up again. It's called Thunderclap, and Thunderclap is what they call crowd speaking. So we've got crowd funding, we've got crowd sourcing, and now we have a new one, it is crowd speaking, right? So what this platform does, it helps people be heard by saying something together, right? So we can push out the same social media message at different times here and there. But if a lot of people say the same thing at the same time, it has the potential to become trending where people start to pay attention to it like, "Oh, wow, like half my followers, half the people I'm following have tweeted the same message today. It must be important. There must be something going on here. Let me perk up and see what this is about."

So what it does is allows a single message to be mass shared, like sort of like a flash mob. So how it works is that it can happen on Facebook, Twitter, or Tumblr. Those are the three platforms. And if someone who's running a campaign, they go into [thunderclap.com](http://thunderclap.com), and they decide what message they wanna share. So June 27, next week is National HIV Testing Day, so this is a Thunderclap that you could join right now. And so the CDC National Prevention Information Network, CDC NPIN, they are running this Thunderclap. And so this is a message that they want to go out in mass. It's National HIV Testing Day, get tested, everyone is doing it. Find a testing site today. And by the way, earlier when I said I kept Googling something and getting like bad things doing it with the hashtag? That's what I was looking for, make sure you're doing it in HIV if you're gonna Google this, right?

Because doing it is one of their campaigns, so that is why that is there. That's their hashtag. So find a testing site today and then they have a link, right? So that's the message that everyone, that's gonna go out. On either your Facebook, Twitter, or Tumblr. So they told them the Thunderclap platform, they said, "Okay." We have to set a number of supporters, so if we get 100 supporters, and right now, as of this morning, they had 95 out of 100 supporters. If we get 100 supporters, then we're gonna send all...the message is gonna go out for everyone on June 27 at 1 p.m. It's hard to see it on the bottom, but that is the day that it's gonna go out, right? So you decide, "Okay, I like this message. I think my followers will wanna hear this. They need to know about National HIV Testing Day, right? And so I am a big Facebook user, so I'm gonna say support with Facebook because that's where I have the most followers and most friends. And so I would become person number 96, and once they get to 100, on June 27 at 1 p.m. Eastern Daylight Time, everyone would get this.

So you can see that there's a social reach of almost two and a half million, right? So what that is is that the 95 supporters that they have so far, if you add up all of the followers that these 95 supporters have, they reach 2.5 million. That's powerful that once they get to 100, and I believe they will. They have four days. And if you guys go sign up, they'll get to the 100 easily. That 2.5 million people on social media will see the same message all at the same time. That's pretty powerful. So when you're really trying to raise visibility to an event, Thunderclap is a good way. And so for instance, some of you have really small followings, but if you know some people with big followings, call them up and say, "Support my Thunderclap."

Or as a region, you guys can do a regional Thunderclap, right? Because that's more power to you together. You know, and if one of you guys is one of those people who are the flyers in terms of social media for Healthy Start, maybe one of you wanna get all the Healthy Starts together to do a Thunderclap for Infant Mortality Awareness Month. That would be beautiful to see one of you guys take the lead to make that happen. You know, 2.5 million, to me, that is just an amazing amount of reach.

Okay, so the event's over, right? And now we're done with social media. No. Not true. We need to continue our social media after the event. So what do we have? Video and slideshows of events, right? So we talked about these same things before. We used them before to entice people to get to the event because they saw what happened the year before, but right after, you want to put together this video or slideshow as a follow up. Send it out to people who were there, "Thank you for coming, share this video." "You couldn't make it, share this video." Two months later another awareness day comes, and if the video's relevant, share it then, so you wanna follow up with videos and slideshows. And if you did a photo booth, you wanna be pushing those photos out. Even if it's not a photo booth, even if you just took photos at the event, it doesn't have to be a photo booth, you wanna push those photos out.

And here's another thing you can do is SlideShare, so often in our presentations, we do slides, right? And people are like, "Oh, can I have a copy of the slides?" Right? So sometimes we put them up on our websites, like Healthy Start EPIC, you know, that's what we do. We do webinars, so we have a whole place dedicated for that. But you may not have a place dedicated for your slides, right? So you can use this thing called SlideShare, so you go to [slideshare.com](https://www.slideshare.com) and create an account. So Healthy Start Coalition of Sarasota County, they have an account,

and they post their slides there, right? And anyone can see the slides, they're right there for you to click through. So you just click through these 37 slides, right? And so it's another place to house your slides if that's not something that your website, something that you normally do, or something that, you know, your website doesn't have that functionality to be able to post slides. You can start a SlideShare account, and you can just, you know, have a link to your SlideShare page where it shows all of your slides that you have, or you can link directly to one particular set of slides. So just another tool to use.

So now we have our last two tool times. So digital storytelling is something that can be very, very powerful. So a lot of you do videos and post them online, but you can also use all your social media to tell a story. So we're gonna talk a little bit about how you can do this. So about four years ago, I went to this conference and a friend of mine was doing a panel at a conference. He's like, "Aisha, you've gotta come to my panel, my inspiration session." And he kept saying "Inspiration session," but I didn't really get what it was. But I just went because, it's 8:00 in the morning, but it was my friend, so I'm gonna go. It was literally a session about how you stay inspired, right? And so people were tweeting, they were Instagramming, they were doing everything there. And I just was like, "How do I remember this moment?" Like it was so inspirational of a session that I was crying in this session, and I just didn't wanna lose that feeling, right? And so I was familiar with this digital storytelling tool that I had seen other people use, but I had never used it, and it's called Storify, right?

So Storify is a social network service that lets you create stories using social media. So you can pull in all different types of social media, and then you save it, and you can share it as a story. So in that session, we were actually trending that morning. There were probably like hundreds of thousands of tweets, so I don't wanna keep scrolling to be inspired. I don't wanna scroll through the hundreds of thousands of tweets. I wanted to pull out the things that I wanted to remember. So with Storify, what you do is you create a story, so I gave it a title "Inspiration Session at the CDC Health Communication Marketing and Media Conference," and I wrote a little bit about what it was. The date, you know, who it was, you know, that kind of thing. So I just wanted to be back in that moment. So I gave it a title, gave it a description, and then I was able to get going. So what I was able to do is search for the hashtag, again, this is how I was able to find the memories, right? Search for the hashtag in Storify, and then it gave me a whole list of...it gave me...it pulled from... And I told it I wanted to pull from Facebook, Twitter, wherever, LinkedIn,

and it gave me all of the things that were said with that hashtag. And so I basically went through and pulled in the tweets and photos that were important to me. And so I basically told the story.

So if you saw this entire Storify, first I said, you know, I gave the what it was about, then I said, "These are the speakers." So I went and pulled the LinkedIn profiles of all the five speakers that were there. The first speaker, I pulled like five good quotes for the first speaker, and the second speaker, I pulled five good quotes. But that third speaker, that was the one that made everybody cry. She was talking about her father and his battle with MS, and the room was crying. And so that's when I was able to put, "Okay, emotions soared," so I started to put the reaction. And so you can take your event and summarize it using something like Storify. So you can say, "This is what happened at the event." There may have been hundreds of thousands of tweets, you know, hundreds or thousands of tweets there, but this is the good stuff. And you can break it up and say, "In the morning this happened, and then we had this fabulous interactive thing, and then we had lunch, and then we had this, you know, a balloon thing." And you can break it up into a story. And I think total, mine might have ended up being like 25 pieces of like social media information instead of like again going back a year later and having to scroll through the hundreds just so I can go back into that moment that was so special for me. I put it into a story, but then I shared it with other people. So that's the good thing with Storify, you can share it with other people. So, you know, we always like to do event recaps, so it's a very good way to do an event recap.

All right, so right now we'll take some questions. I know that those were a lot of tools, but I just wanted the slide deck to be robust so you can go back later and sort of look at one or two of the tools and go, "Hmm, maybe I'll use that, maybe do some more research. Maybe I'll put in a tier request. Maybe I'll email the online technologies team because I wanna learn a little bit more about that."

So we can get started with some questions.

Michelle: So just a reminder to please chat your questions into the chat box. All of our questions will be taken by chat. I'll just give you a second to type. Oh, we have one. "Do hashtags ever go away?"

Aisha: No they do not ever go away. So that is a good and a bad thing, right? So one, the hashtag that you use, you'll always be able to find it, right? And that's why you'll always be able to go back and find it, but

that's why you want it to be specific. So like for instance, for the Healthy Start convention, we use #hscom15, because we wanted to like make sure that we separated the tweets out from '14, '15, '16, '17, and so on. Otherwise next year, if we used the exact same hashtag again, then it would all be mixed up with the other ones. I mean granted, it's still in like chronological order, but it's nice to be able to do some comparisons to say, "Well, how many times..." There's different tools online you could say, "How many times was the hashtag used last year? And then how many times was it used this year?" So that's the good thing about differentiating.

Michelle: Okay, and then on that hashtag topic, "Is there a database of commonly used hashtags that we could pull from?"

Aisha: Yes, there is a database for healthcare, it's called the Healthcare Hashtag Project, and it's Symplur, so that's...okay I'll give you a moment. Get your pens out, S-Y-M-P-L-U-R. I'm not sure if it's a dot-com or a dot-org, but it's S-Y-M-P-L-U-R, and it's a database. But the other thing you can do is you can also submit your hashtag to the Symplur database, right? And it'll track metrics on your hashtag, it'll tell you how many times it was used, who were the people using it the most? So definitely check out the Symplur, S-Y-M-P-L-U-R, Healthcare Hashtag Project.

Michelle: Great, thanks, and then one more. "With Thunderclap, do posts automatically go on all supporter's platforms, or are you relying on them to actively post at the designated time?"

Aisha: It is automatic, so when you say, "I support it," if they reach their supporter goal, it will go out automatically on your platform. So you're giving it permission to post on your behalf, one time at that time.

Michelle: Great. Well, that's all the questions I see, and so I think... If you have others, feel free to chat them in. We're gonna also take questions at the end. Oh, one more. Right under the wire. "When should hashtags be consistent across social media platforms, and when should they be different?"

Aisha: Okay. So I would say they should be consistent across social media platforms. The only time they should be different is if you're like running a campaign on a specific platform. So if you're doing, you know, if there's like one event you're doing, it should be consistent across platforms. But if you're doing a special... It usually happens with like

special photo campaigns where there might be another hashtag you might want to use, like more of a call to action sort of thing. You know, baby and me photos, or my day 366, you know, some kinda storytelling, that might be a reason to use a different one. But in general you want to use the same hashtag across platforms. Because if you use different ones, then you have to communicate that there were different ones, and that's gonna be very hard to communicate which ones are being used.

Michelle: Great. Okay thanks. All right, so if you have questions throughout the rest of this time, go ahead and chat them in. We're gonna take questions at the end. But we're gonna move on right now to our next presenter.

Bret: All right, so now we're gonna talk about how you can use social media during health awareness month, and see how you can take advantage of some of the things that we learned here using hashtags, and also take advantage of the fact that during these months there's gonna be a lot of hyper-awareness people looking for these kind of content. And a lot of people are gonna be having conversation about it. This is the way you can get yourself involved in that conversation. And so I know you guys might be a little overwhelmed with a lot of the tools that Aisha brought in, but we actually tried to help you out by creating a toolkit that you can use that has a lot of content and has a lot of tips for how you can use social media during these months.

And so what we actually did was we created prepopulated content that you could use during the three important awareness themes happening in August and September. So again, there's awareness...as Aisha showed you the calendar for, there was all sorts of awareness events during various months throughout the year, but not all of them are particularly relevant to Healthy Start. This current month I believe is National Lobster Month, but we didn't really talk about that. We're gonna focus a little bit more on in August the ones that we want you to focus on are National Breastfeeding Month, and then there's National Immunization Awareness Month and Week. And then in September, a big one for Healthy Start is Infant Mortality Awareness Month. A lot of our work focuses on that.

And so we created a toolkit. The link to that is at the bottom there, but it's also available on our website. So if you go to the calendar event, you know, on the training calendar on the Healthy Start EPIC site, and you go to the event for today's webinar, we actually posted the toolkit there for you, along with a lot of the images that you will use, some of the e-

postcards. So part of this toolkit there's, you know, a lot of different aspects. There's the tips, but we also created a lot of content that you can use. Some of them are sample social media posts that you can use, so we created sample tweets, sample Facebook posts, and then we accompanied those with an e-postcard which is essentially an image that you can, you know, use on Twitter, or Facebook, or your website, other social media platforms. And again, it's something that you can...you can copy and paste it, you can use our photo and share it on your own accounts, or you can modify it and adjust it to suit your needs.

But in addition to the sample content, we also provide links to resources. Organizations like the CDC, they create social media toolkits, kind of like we did here, but they do it for various events and various months. Other organizations are a little bit more specific, you know, like Men's Health Month, there's a specific website that includes a toolkit there. For breastfeeding, which we'll get into, they have a specific site. We included links to some of those resources and the aspects of those that might be of interest to you. And we also included certain organizations that you might like to follow. Certain ones that are going to be active in those conversations and would share good content, things that might be worth retweeting or using some of their resources to share yourself. And I saw people were interested, and Aisha talks a lot about hashtags. It can be very difficult to kind of sort out which are the inappropriate hashtags, which are the ones that people are talking about the most, and the ones that are the most high yield. And so we created a curated list of those hashtags that are gonna be most popular during these months that you can use.

And again, the link is down here. You can also find it on the Healthy Start website. Oh, it looks like we shared that link with everyone. So, you get those in the chat bar. And so just to give you a sample of some of the content that we have here, on the left, you can see this is a snapshot from the Infant Mortality Awareness Month toolkit. You see resources on the list, you know, the name of the resource, the link where you can find it so you can, you know, play around in there yourself and find any content that you might wanna use. And then we also try to give you a little brief synopsis of the resources that you might find that might be of use to you. So we have a list of resources there. If you go a little further down towards the bottom, you see our curated list of hashtags and the organizations that you might be interested in following.

On the right, you'll see these are kind of snapshots of the content that

you might want to use. So the one on the top right there, we just have one post that could be used for Twitter or Facebook, you know, it's short enough that it meets the character limits for both, and you can use that. And there is the, you know, accompanying e-postcard, which is again just a suggestion. You're welcome to use, you know, both of those. You could use them together. But then you see on the bottom, you see sometimes the post isn't specific to just one medium, for example Twitter if you want to use a handle. So in this case, we tweeted @CDC. You can, you know, drop in your organization or your partners in there.

For the Facebook ones, you know, you wouldn't be using handles, or you might need to have a longer message with more information. And that's just another sample there with [inaudible 01:11:10] that you could use with that. And so why would you wanna use this toolkit? Again, we talked about all these different aspects of social media, why, you know, throw the toolkit on top of it? And the reason we tried to create it for you is that it's fast and it's easy. It can take a lot of time to come up with this content, you know, sift through all the noise and the irrelevant articles, ones that aren't as, you know, reliable. And, you know, finding the hashtags that most people are talking about, and it takes a lot of time to, you know, go through websites and find the content that you wanna post. So we tried to put together content that you can use and save you that time. It's also timely and relevant. These are gonna be tools you can use and content you can share during these specific months which is when a lot of people are talking about it. It is a great way to get yourself involved in that conversation. It is a great way to get yourself recognized when these organizations are talking about it, and so this is, you know, the right content at the right time which is really important.

Social media is very important to kind of be, you know, have your finger on the pulse. Something that's trending tomorrow might not even exist today. And so you wanna always be updated, you wanna keep up with it so you can increase your engagement by staying on the most relevant topics. So again, we mentioned already that it's curated. We try to get content that's gonna be useful to you, resources that are gonna be the most relevant at that moment in time, and so we tried to save you a little bit of time.

It's also visual, not everyone has a graphics department, or a social media team, or the time or the resources to go and create, you know, images like these. It's not an easy thing, it's not a quick thing most of the time. And so this way you can add the social media, you can add this, it helps get you more attention, it catches people's eyes and gets you

more engagement. And also very important is that it's customizable, which we'll get into right here. The reason this is important, we want you to modify it as appropriate. You're welcome to copy and paste the tweets or the posts we share with you, you can use the images as you see fit, but also, you on the ground know what's most applicable to your community. One of the advantages but also challenges of social media is having to be, you know, tailored to the individuals in the community and the people that are gonna be following your account. And so it's important that you make it your own. And so that's why, you know, in some of the suggested content we created for you, you can drop in the name of your program, you can put in the link to your website, you can tweet at your specific partners, and you can add your own kind of twist and style to it. And you're also welcome, you can pair the tweets and the e-postcards that we created for you, or you can mix and match, you can use one and use your own tweet. You can use our content and add your own picture. It's yours to make your own and add your own style.

These toolkits are gonna be released quarterly, so every couple months we'll have a new toolkit for you in which we'll have more sample content and resources available for the upcoming social media awareness months. And so you can keep an eye out for those. And given that it's always evolving and we still are creating them, your feedback and suggestions for content that you think we can add to these toolkits is always welcome and appreciated. And again, we're creating some of this content, you know, releasing it to you today for content that is, you know, Infant Mortality Month is in September. So things can change, and so you can always keep an eye out for updates, and if you think there's something we can do on something we missed or something that you think is a new unique feature that we can add, we're always welcome to that, and we would love to get your feedback.

And so with that, we'll see if you have any questions. Feel free to chat those in.

Michelle: Okay, just a reminder, go ahead and chat in any questions that you have for Bret or Aisha. Okay. I see one. "What about confidentiality and consent on social media?"

Aisha: I'll take that question, Michelle. So like with anything, if you are going to be using photos of people, or if you're gonna be using, you know, them in videos, you wanna make sure that they sign a release form. And as with all things, you wanna, you know, keep things general, you don't want to say like...on social media, like tweet at somebody,

"Thanks for coming to the, you know, depression workshop yesterday. That was a really great comment you made." Like you wouldn't want to out people in that way. But there's definitely ways to have conversations about the topics more generally without talking specifically about clients and their interactions. And definitely, you know, you can talk to your partners on social media as well, but you don't... You wanna stay away from like, you know, giving medical advice and things like that. So if someone asks you a medically related question, you know, you wanna give them a general scientific answer that can be found publically on the Web, so you can educate. But if they happen to be specific with their specific question they have about themselves, then you want to steer them to call you or come in to get those questions answered. So you definitely want to stay away from giving specific personal advice, but you can do more health education type stuff on social media.

Michelle: Great thank you. Any others? You can go ahead and chat them in. Okay, while we wait to see if there are any other questions, I would just like to remind everyone and make you aware of the June 29 webinar that the EPIC center will be holding on the Zika virus. It's gonna be What Healthy Start Grantees Need to Know about the Zika Virus. That's gonna be on June 29, and you can get the registration information for this webinar and any others in the future, as well as the latest EPIC Center training alert by visiting the EPIC Center website. And seeing no additional questions, I'd like to again thank Aisha and Bret for giving us such a wonderful presentation today. And this concludes our webinar. Thank you all for your participation, and I hope everyone has a great day.