Using Social Media as a Tool for Youth-Led Programs

Kate Pellegrini
@km_pellegrini
About Me

• Born and raised in Cincinnati, OH
• Rising Senior at Ohio University
• Ohio University Voinovich Scholar
• Communications Assistant at PreventionFIRST!
Today’s Objectives

1. Participants will learn how to use different social media strategies to market the work of their youth-led program.
2. Participants will learn what social media networks are most effective for connecting with youth and their community.
3. Participants will learn how to integrate social media with social networking to network and engage with youth-led programs and community organizations.
Today’s Agenda

- INTRODUCTION
- FACEBOOK
- TWITTER
- INSTAGRAM
- ACTIVITY
- TIPS & TOOLS
- CLOSING Q&A

* Use of your mobile device is encouraged during this workshop!
How Familiar are YOU?
Social Media

Social media is the media content that you upload. You own the content and have to produce (write/record/create) the media yourself.

i.e. blog, video, slideshow, podcast or a newsletter.

Social Networking

Social networking is the platform you use to engage and connect with your audience (i.e. Facebook, Twitter, Instagram, Snapchat YouTube, Google+, etc.) Using these platforms you can connect with your prospective audience using multiple outlets (i.e. links, videos, photo sharing, blogs).
Teens (ages 13-17)

- 92% of teens report going online daily.
- 24% of teens go online “almost constantly”.
- 73% of teens have access to a smart phone (includes African American teens & Hispanic teens).
- Most teens are using more than one social network site.
- Smartphones have facilitated the shift in teens’ communication landscape.

**Most Popular and frequently used social media sites among teens:**

1. Facebook
2. Instagram
3. Snapchat
4. Twitter
Adults

- 65% of adults now use social networking sites (10x as many in the past decade).
- Young adults (18-29) are the most likely to use social media.
- There are not notable differences by racial or ethnic group for adults utilizing social media.
- Rural, suburban and urban residential adults are using social media at a similar rate.

Most popular and frequently used social media sites among adults:

1. Facebook
2. Twitter
3. Instagram
4. Pinterest
Facebook for Youth

- Youth create their own personal Facebook account where they develop a personal profile and choose to add friends as a way to build their own virtual online community.
- Youth will engage with organizations that they identify with and find interest in. (i.e. religion, hobbies, interests)
- Facebook is the primary online communication medium for the majority of youth in high school.
- The majority of youth who have email accounts do not regularly check their inboxes.
- Most youth do not use email at all, preferring to use only Facebook for online communication.
- Students are using iMessage, Facebook Messenger, and Twitter to exchange messages.
What's on your mind?

This article is a must read!

Prevention also starts with modeling low-risk substance use behavior in your own family, including alcohol guidelines, taking medicines as directed,
This article is a must read!

"Prevention also starts with modeling low-risk substance use behavior in your own family, including alcohol guidelines, taking medicines as directed, managing stress and practicing alternative methods to manage pain. It's about practicing healthy substance use behaviors every day, leading by example and setting clear boundaries and expectations for your child's behavior when it comes to alcohol, tobacco and other drugs."

Time to double down on drug prevention
20 years after PreventionFirst began, the harsh reality is that we need drug prevention now more than ever.

CINCINNATI.COM
Ohio University’s Voinovich School of Leadership and Public Affairs
June 21 at 1:56pm

This week on our Twitter profile (@VoinovichSchool), we’ll be sharing tributes from across the world with the hashtag #LivingLegacy on Senator Voinovich and...

See More

George Voinovich’s unquenchable spirit: Sullivan’s morning musings
The vitality, the determination to effect change, the ideas... these were George

See More
Facebook for Organizations

• Create your page (if you don’t have one already!)
• Share your page!
• “Like” other community pages and tag them in posts that are relevant to them.
• Engage with your “fans” to keep them coming back to your page.
• Use a #hashtag.
• Post quality content regularly. This means sharing updates that are relevant to your audience multiple times a week.
• Keep your updates timely, and respond directly to comments and private messages. Create a dialogue with your followers to encourage them to engage with your posts in the future.
• Use this page to market your organization’s events, connect with community partners and to post updates related to your organization frequently.
• Getting youth involved in helping develop and manage your Facebook page will give them a sense of responsibility. (EMPOWERMENT!!!)
Behavioral health is essential to health. Prevention works. Treatment is effective. People Recover.
There are many reasons to host #CommunitiesTalk: Town Hall Meetings to Prevent Underage Drinking in your community.

What’s yours?
SAMHSA

June 26 at 12:15pm - 

Do your part to prevent underage alcohol use. Host a Communities Talk Town Hall Meeting to Prevent Underage Drinking in your community! Ready to get started? Visit https://www.stopalcoholabuse.gov/townhallmeetings/faq.aspx... for information on applying for a $500 planning stipend.
LGBT youth who are accepted by their families are more than 8 times less likely to attempt suicide. Learn more. http://1.usa.gov/1spXPbs #PrideMonth

SUPPORT SAVES LIVES. #PrideMonth

LGBT Pride Month
Advancing opportunities for recovery
STORE.SAMHSA.GOV
Twitter
Twitter for Youth

- Twitter is another social networking site that creates a “virtual reality” for teens where they can develop their own profile and online community.
- Youth choose to follow, retweet, and react to accounts that interest them and catch their attention.
- Frequently posted content will keep youth engaged in future posts.
- Keep content short, sweet and to the point.
- Tag youth in “tweets” to catch their attention and to keep them engaged.
- Run a Twitter campaign to get youth involved and to give them a sense of responsibility. (i.e. #selfiesforacause)
• Your Twitter account and profile are the foundation of your Twitter experience.

• **Tell your story to the Twitter community** in 140 characters or less!

• Give your Twitter presence the same look and feel as your other online social networking sites. This helps people identify your organization and builds trust. **Choose an account name and images consistent with your other online presences and your brand.**

• When you follow another Twitter user, you subscribe to read what they share. So **be selective about whom you follow**, especially at first. (i.e. Adult Allies twitter account attracts inappropriate online figures)

• Don’t keep your account private or others cannot follow you directly.

• Follow community partners, youth, peers, community businesses, your professional network, professional organizations, etc.
How to Develop Twitter Content

- I’ll show you!
- Adult Allies Twitter Demo (featuring OPEC)
- Twitter is happening in “real time” so the posts must be quick and up to speed with current events.
- Trending topics survive for about 24 hours, you can’t be late to the game.
- 140 characters or less
- Use a #hashtag
- Tag other accounts in your tweets
- https://twitter.com/YL_AdultAllies
Instagram
Similar to Twitter & Facebook, youth create their own personal Instagram account to capture photos to share with their friends in another online “virtual reality”.

- Follow friends just like you do on Twitter.
- Instagram is driven by photos with short, creative captions.
- Tagging youth in photos grabs their attention.
- Give youth the responsibility of managing your organizations Instagram account.
Instagram for Organizations

- Create an account that matches the brand of your Facebook and Twitter accounts.
- Take photos EVERYWHERE you go! Capture the moments that define your organization and that are most important to display your mission. (i.e. include people, specific professions, places etc.)
- Follow community organizations, friends, peers, local neighborhood businesses, etc.
- Tag locations and people in your photos.
- Integrate Facebook and Twitter with your Instagram account.
- Photos are visually appealing to the eye.
- Have fun with your photos! Use the tools available to you and get creative.
CADCA is the nation's leading substance abuse prevention organization, representing the interests of more than 5,000 community anti-drug coalitions.

1.usa.gov/1GT16Cm

160 posts  682 followers  323 following
cadcacoalitions Early Birds save $100! Tomorrow is the deadline to save for #CADCAMidYear in Las Vegas. http://bit.ly/1TM33Fx
lifeskills_training See you there! ☀️
cadcacoalitions CADCA's Coalition Advisory Committee is here at our headquarters today and tomorrow and we couldn't be happier to host them! Thanks for doing what you do, CAC!
Attendees in Milwaukee are gaining insights on the opioid landscape & learning localized strategies to solve the epidemic. #DEA360Strategy
You are recruiting youth to be a part of your youth-led program. Create 3 posts: 1 for Facebook, 1 for Twitter, and 1 for Instagram, all geared towards recruiting and engaging youth to be a part of your youth-led program.
Create a Plan for Communication

- Your social media plan is only a small part of your overall communications plan. Have a communications plan developed before developing your social media plan.
- Assign tasks
- Develop a timeline
- How much does it cost?
  1. Assess your current situation
  2. Set communications goals and objectives
  3. Identify intended audiences
  4. Develop and plan messages
  5. Select channels, activities, materials & partnerships
  6. Develop action plan
  7. Develop and pretest materials
  8. Implement, evaluate, & modify plan
Managing Content

• When developing messages for social media it is key to have a content management system in place.
• Adapt your message to the networking site that you are using.
• Content involved may be images, video, audio and multimedia as well as text.

1. Creation
2. Editing
3. Publishing (make content available to users)
4. Oversight
5. Removal
Managing social media is time consuming. Hootesuite makes it less of a job, and more of a manageable task.

- Monitor multiple streams in one platform.
- Have a team managing your social media content (i.e. youth).
- Review posts before they are published.
- Post on multiple networks at the same time & cross networks.
- Automatically schedule for posts to go out at an automated or specific time.
- Shrink long links.
Ohio University @ohiou
3 mins ago

#SummerisOHIO

OHIO eCampus @OHIOeCampus
PHOTO CONTEST: Have a good study break spot? Take a pic & post it with #SummerStudyBreak to win an @ohiou shirt!

#SummerStudyBreak

Start Talking! @StartTalkingOH
44 mins ago

If you're at the @OhioMHAS @OPECConference at @ohiou today, don't forget to pick up some #StartTalkingOhio resources

Chris Cugini @cugini09
2 hours ago

Learning all about photovoice from Dr. Basta @OPECConference #OPEC16

OPEC Conference @OPECConference
37 mins ago

Come to the Baker Ballroom for #TacoTuesday! #OPEC16
Closing Q & A
Email: kp563412@ohio.edu or katiepell16@gmail.com

Twitter: @km_pellegrini

Twitter: @OPECConference

Twitter: @YL_AdultAllies