

Welcome!

We are so glad you are here!

We will get started shortly.
In the meantime, we invite you to intentionally enter this space.



Silence your cell phone



Stretch



Close the door



Take a few deep breaths



Close browser windows



Emotionally release your to-do list



Check your audio and video



Take a bio break

Networking Café

Social Media and Content Creation Part 2

Tuesday, August 30, 2022 | 12-1 pm ET

NICHQ
National Institute for
Children's Health Quality

HEALTHY
start
TA & SUPPORT CENTER

Should I Dance? How and When to Leverage the Latest Social Media Apps and Trends

Networking Café:

Social Media and Content Creation

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NICHQ
National Institute for
Children's Health Quality

**HEALTHY
start**
TA & SUPPORT CENTER



Agenda

Housekeeping

Sharon Gutu
7 40 7 0 0
2 4 4 0 2

Welcome & Introduction

Sharon Gutu
0 2

Should I Dance?: How and When to Leverage the Latest Social Media Apps and Trends

Aisha Moore
9 7 , 8 2. 9 8

Wrap-up

Sharon Gutu





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Café Purpose



To provide a designated time and space for grantees to:

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- 02 824 8 4 8 0 2 4 0 8
- 70 4 0 3 740 74 4 4 8 4 0 6 74 101
6 0 44
- 38 2 0 4684 033 4 270 4 64 0 3
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Café Goal



1 8 6 64 74 7 40 7 0
6 0 **to have a discussion**
around how and when to leverage
the latest social media apps and
trends.

4 8 6 2 0 5 : 2 8 0 4 3 8 0 3 2 4 2 4 0 8
7 4 3 1 7 4 7 4 0 7 0 0 2 4 4 0 8 7

Café Guidelines



- Listen 34 0 3
- Focus 70 0 4
- Contribute 78 8 6
- Link & Connect 84 0
- Have fun!

Introductions

In the chat box, please share your

- 0 4
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Welcome & Introduction

Sharon Gutu

0 2

4 8 6 2 05 : 280 4380 0 3 2 4 2 40 8
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Should I Dance? How and When to Leverage the Latest Social Media Apps and Trends

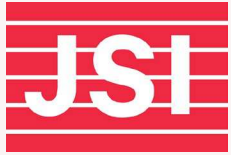
Aisha Moore

9 7 , 8 2 . 9 8

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Should I Dance?

How and When To Leverage The Latest Social
Media Apps and Trends



Networking Café | August 24, 2022

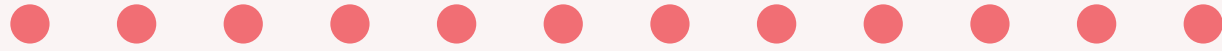
Your speaker



Aisha Moore, MPH
Senior Consultant

POST

Approach to communication



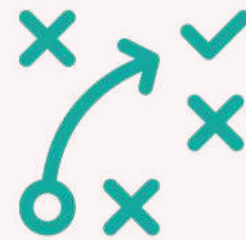
PEOPLE

Who are you trying to reach?



OBJECTIVES

What do you want to accomplish?



STRATEGY

How will you accomplish this?



TECHNOLOGY

What tools will we use?

Li, C. & Bernoff, J. (2011). *Groundswell, Expanded and Revised Edition: Winning in a World Transformed by Social Technologies*. Harvard Business Review Press.

People: Research



- Who are you trying to reach?
- What channels do they use?
- If you don't know, how can you find out?



People: Examples



For example:

- Women
- Women ages 21–26
- Women ages 21–26 who are pregnant
- Women ages 21–26 who are pregnant in Baltimore

Use of online platforms, apps varies – sometimes widely – by demographic group

% of U.S. adults in each demographic group who say they ever use ...



	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	TikTok	Reddit	Nextdoor
Total	81	69	40	31	28	25	23	23	21	18	13
Men	82	61	36	16	31	22	25	26	17	23	10
Women	80	77	44	46	26	28	22	21	24	12	16
White	79	67	35	34	29	23	22	16	18	17	15
Black	84	74	49	35	27	26	29	23	30	17	10
Hispanic	85	72	52	18	19	31	23	46	31	14	8
Ages 18-29	95	70	71	32	30	65	42	24	48	36	5
30-49	91	77	48	34	36	24	27	30	22	22	17
50-64	83	73	29	38	33	12	18	23	14	10	16
65+	49	50	13	18	11	2	7	10	4	3	8
<\$30K	75	70	35	21	12	25	12	23	22	10	6
\$30K-\$49,999	83	76	45	33	21	27	29	20	29	17	11
\$50K-\$74,999	79	61	39	29	21	29	22	19	20	20	12
\$75K+	90	70	47	40	50	28	34	29	20	26	20
HS or less	70	64	30	22	10	21	14	20	21	9	4
Some college	86	71	44	36	28	32	26	16	24	20	12
College+	89	73	49	37	51	23	33	33	19	26	24
Urban	84	70	45	30	30	28	27	28	24	18	17
Suburban	81	70	41	32	33	25	23	23	20	21	14
Rural	74	67	25	34	15	18	18	9	16	10	2

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	TikTok	Reddit	Nextdoor
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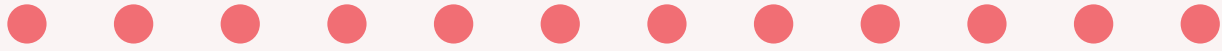
People: Listening



Listen to your audiences

- How will you listen?
- Who will you listen to?
- What will you listen about?
- How will you share what you learn?
- How will you use what you learn?

Objectives

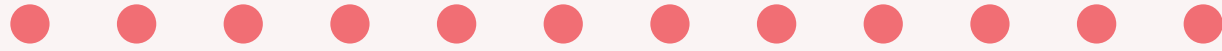


What do you want to achieve?

- What are you trying to communicate?
- What do you want your audience to do?
- Do your objectives differ by audience?



Objectives Examples

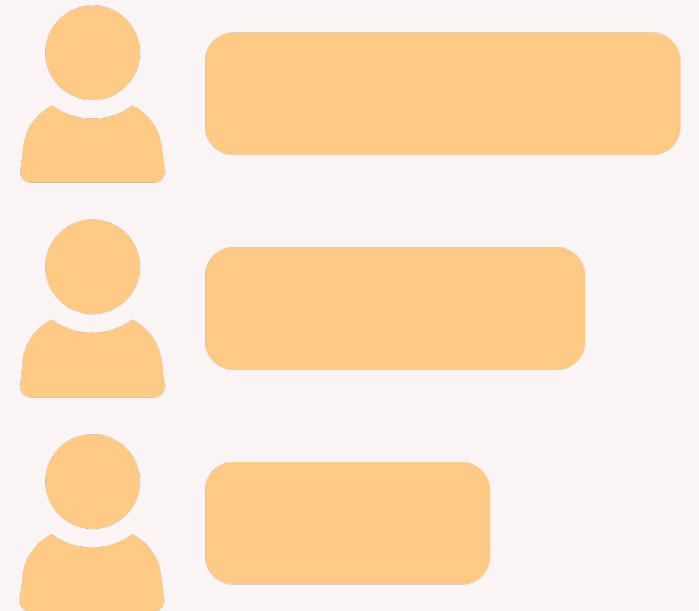


- Increase the number of potential partners that reach out for more information by 20%
- Link 10 new clients to referral services each month
- Recruit 5 Community Action Network Members
- Increase the number potential Healthy Start clients that contact an outreach staff member

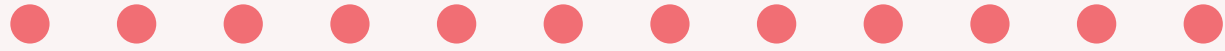
Share your responses!



Chat: What is the primary objective of your outreach?

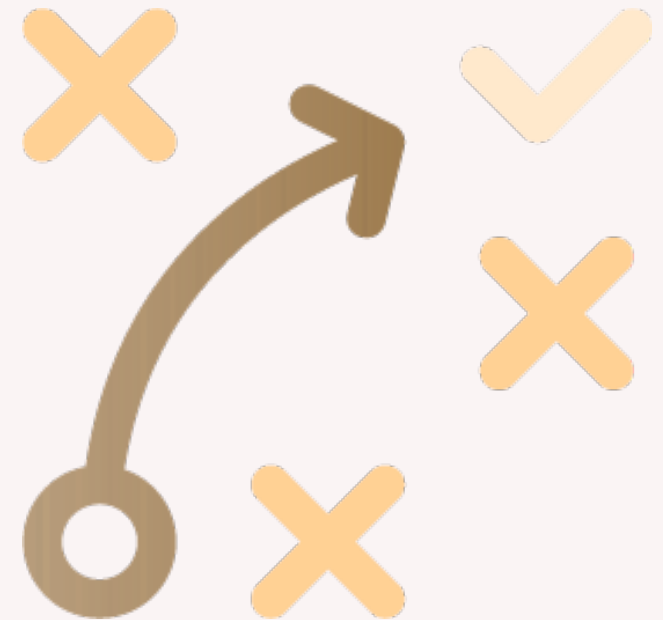


Strategy



How will you accomplish your objectives?

- What content can you create?
- How will you engage your audiences?
- What resources will you need?
- Who will do the work?
- How will you make it sustainable?



Strategy



Objective 1: Increase the number of potential partners that reach out for more information by 20%

Strategy 1: Post a weekly video or quote featuring testimonials from partners about our program's services

Objective 2: Link 10 new clients to referral services each month

Strategy 2: Feature one service from a partner on Monday and Wednesday

Strategy



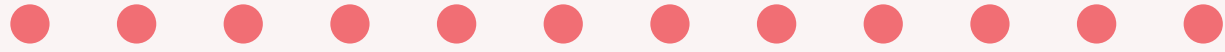
Objective 3: Increase the number potential Healthy Start clients that contact an outreach staff member

Strategy 3: Create an evergreen program 101 short video series

Objective 4: Recruit 5 Community Action Network Members

Strategy 4: Share CAN activity updates 2x week

Technology: The tools



What tools best **support your objectives and audiences' needs?**

And what is the most appropriate technology to reach your audience?



Technology — Objective 1



- **People:** Potential implementation partners
- **Objective 1:** Increase the number of potential partners that reach out for more information by 20%
- **Strategy 1:** Post a weekly video or quote featuring testimonials from partners about our program's services
- **Technology: Facebook**

Technology — Objective 2



- **People:** Current Healthy Start Clients
- **Objective:** Link 5 new clients to referral services each month
- **Strategy 2:** Feature a video from a partner on Monday and Wednesday talking about one service
- **Technology:** Instagram

Technology — Objective 3

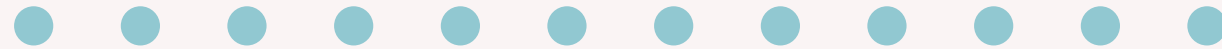
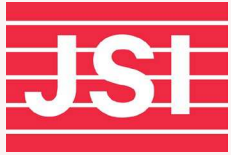


- **People:** Women ages 18-29
- **Objective 3:** Increase the number potential Healthy Start clients that contact an outreach staff member
- **Strategy 3:** Create an evergreen program 101 short video series
- **Technology:** TikTok

Technology — Objective 4



- **People:** Current Healthy Start Clients
- **Objective 4:** Recruit 5 Community Action Network Members
- **Strategy 4:** Share CAN activity updates 2x week
- **Technology:** Instagram Stories



THANK YOU!



Connect With Us



healthcommunication.jsi.com

@JSIHealth (FB, Twitter, IG)

Aish Moore | aisha_moore@jsi.com | @selfcarebyaisha

Satisfaction Survey

5443102 84 44 001403 874
4 4 55486 44 443

4 86205 : 280 438032 4 2408
7 431 747407 0 0 2440 827

Upcoming Deadlines & Events

Deadlines

September 15⁷ 4 3 -88 4 2
3 4

Events

Wednesday, September 7 from 3-4 pm ET:
- 7 2 7 8 3 4 1 2 88 0 2 2 8 4 4 1 8 0

Tuesday, September 13 from 3-4:30 pm ET:
5 0 7 4 7 3 0 4 3 0

Wednesday, September 21 from 12-1 pm ET:
4 8 6 2 0 5 : 0 5 5 4 2 8 4

Wednesday, September 28 from 3-4:30 pm
ET: 4 0 0 8 4 0 8 6 0 2 0 3 4 #1



Thank you

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7 431 747 40 7 0 0 24 4 0 37