

Using Social Media to Grow Your Healthy Start Program



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Learning Objectives

- Understand how to be a part of the national social media presence for Infant Mortality Awareness Month
- Add social media to your existing events
- Understand how to submit events and photos to the HS EPIC Center for national promotion on social media

Digital Government Strategy

“I want us to ask ourselves every day, how are we using technology to make a real difference in people’s lives.”

-President Barack Obama

Mobile Changes Digital Divide

86% of adults in the US use the internet

- 86% of white Americans
- 85% of Black Americans
- 76% of Hispanics

56% of adults in the US own a smartphone

- 54% of white Americans
- 64% of Black Americans
- 60% of Hispanics

Social Media Use

7 in 10 internet users have a profile on a social networking site

Healthy Start Social Media Presence

69 Grantees

	Facebook	Twitter	YouTube	Pinterest	Flickr	Instagram	Linkedin	Google+	Tumblr	Blog	HS-Specific
# Grantees with	68	59	30	7	5	4	4	3	1	1	8
% of all Grantees	68%	59%	30%	7%	5%	4%	4%	3%	1%	1%	8%
% of Grantees using SM	99%	86%	43%	10%	7%	6%	6%	4%	1%	1%	12%

Social Media Explained

Twitter – I’m eating a #donut

Facebook – I like donuts

Foursquare – this is where I eat donuts

Instagram – here is a photo of my donut

YouTube – here I am eating a donut

LinkedIn – my skills include donut eating

Pinterest – here’s a donut recipe

Spotify – now listening to “donuts”

g+ - I’m a google employee who eats donuts



Who is Going Online?

	% of internet users who...	The service is especially appealing to...
Use any social networking site	67%	Adults ages 18-29, women
Use Facebook	67%	Women, adults ages 18-29
Use Twitter	16%	Adults ages 18-29, African-Americans, urban residents
Use Pinterest	15%	Women, adults under 50, whites, those with some college education
Use Instagram	13%	Adults ages 18-29, African-Americans, Latinos, women, urban residents
Use Tumblr	6%	Adults ages 18-29

Facebook



Missouri Bootheel Regional Consortium

August 7 at 9:57am · 🌐

In honor of World's Breastfeeding Week, below is a link to short lists of correct VS. incorrect signs of breastfeeding!!

<http://www.healthychildren.org/.../A-Breastfeeding-Checklist-...>



A Breastfeeding Checklist: Are You Nursing Correctly?

These common signs let mothers know whether or not they are nursing their baby correctly.

HEALTHYCHILDREN.ORG



Missouri Bootheel Regional Consortium

June 23 · Edited · 🌐

MBRC is kindly asking everyone in the community to consider donating to our 17th Annual Fishing Clinic that's taking place in August 22nd. Fishing clinic is a huge & meaningful event MBRC hosts annually to give families in the community a day filled with nothing but happiness & fun activities with their loved ones. We strongly believe & support families spending quality time will strengthen families. Our previous experience has allowed us to see many families attending this r... See More



Click here to support Father & Son Fishing Clinic by [any lin](#)

Missouri Bootheel Regional Consortium (MBRC) is a non-profit organization that works to improve & strengthen families in the Bootheel region in Southeast...

GOFUNDME.COM

Twitter

National Women's Health Week

by Office on Women's Health

category: **Health**

"Happy National Women's Health Week! Join us in supporting #NWHW.

<http://www.womenshealth.gov/nwhw>

<http://thndr.it/1gnZtg5>"



Office on Women's Health

EMBED
<>

SUPPORTERS

353 of **250**

141% of goal supported

SOCIAL REACH

1,029,045

People

TIME LEFT

Complete

Ends May 12, 12:00 PM EDT



Central Healthy Start @CHealthyStart · Aug 10

Installing Child Safety Seats | Child Passenger Safety | The USAA Educational Foundation fb.me/4indG833T

↩ ↻ ★ 1 ...

No comments

Live Twitter Chat February 12 at noon

FEBRUARY 11, 2014 HEALTHY START, RELATIONSHIPS

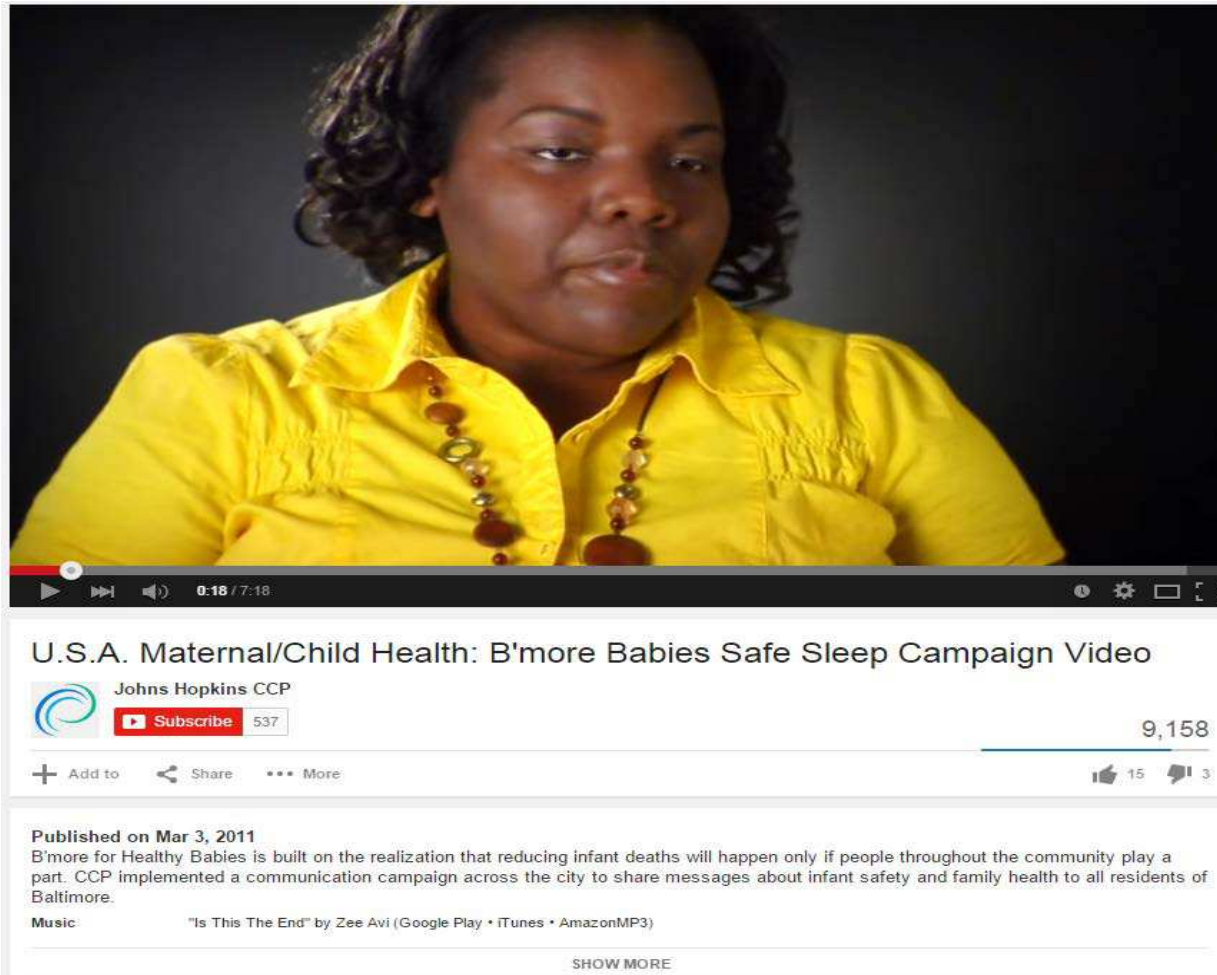
Work, Romance, Family, Friends, Doctors-Keeping Online Relationships Healthy Join HealthDay for #RelationshipChat TUESDAY, Feb. 11. (HealthDay News) – Have questions about online relationships? Join @HealthDayEditor on Twitter tomorrow, Wed. Feb 12, with HealthDay's Chief Medical Officer @DrCindyHaines and @MayoClinic when we co-host a conversation to discuss everything from netiquette to personal ...

CONTINUE READING

TAGGED HealthDay News, healthy start, Twitter, Twitter Chat, University of Alabama at Birmingham



YouTube



A screenshot of a YouTube video player. The video frame shows a woman with dark, curly hair wearing a bright yellow button-down shirt with a beaded necklace. The video player interface includes a progress bar at 0:18 / 7:18, a volume icon, and a settings icon. Below the video frame, the title "U.S.A. Maternal/Child Health: B'more Babies Safe Sleep Campaign Video" is displayed. The channel name "Johns Hopkins CCP" is shown with a "Subscribe" button and "537" subscribers. The view count "9,158" is on the right. Below the video frame, there are icons for "Add to", "Share", and "More". The video description includes the publication date "Published on Mar 3, 2011" and a paragraph about the "B'more for Healthy Babies" campaign. At the bottom, there is a "Music" section with the text "Is This The End" by Zee Avi and a "SHOW MORE" link.

U.S.A. Maternal/Child Health: B'more Babies Safe Sleep Campaign Video

Johns Hopkins CCP

Subscribe 537

9,158

+ Add to Share More

Published on Mar 3, 2011

B'more for Healthy Babies is built on the realization that reducing infant deaths will happen only if people throughout the community play a part. CCP implemented a communication campaign across the city to share messages about infant safety and family health to all residents of Baltimore.

Music "Is This The End" by Zee Avi (Google Play • iTunes • AmazonMP3)

SHOW MORE

Instagram



Follow

nchealthystart

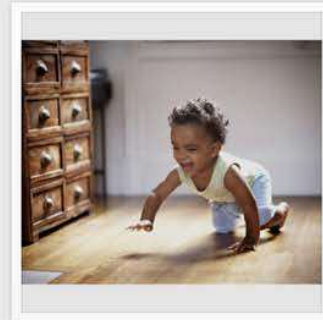
NC Healthy Start NC Healthy Start is a nationally recognized nonprofit organization dedicated to eliminating preventable infant death and illness in North Carolina.
<http://www.nchealthystart.org/>

73 posts

31 followers

19 following

December 2014



Social Media Is Free



SOCIAL MEDIA STRATEGY WORKSHEET

Project:

Goal:

P **People.** Who are you trying to reach? How are they using social media? Start a social media strategy by understanding your audience and their use of social media.

O **Objectives.** What are you trying to accomplish with social media? Decide on your objectives before you choose which tools to use.

S **Strategy.** How does social media support your objectives? What will success look like? How will you get your project to embrace a social media strategy? Create a plan for meeting your objectives that considers your organizational culture and resources.

T **Technology/Tool(s).** What tools best support your objectives and your audience's needs? How many hours do you need to allocate to using this tool? Select tools after considering your audience, objectives and strategy.

Implementation

Editorial Calendar

	Topic	Dates	Topic	Dates
September	8 Things To Do When Planning a Pregnancy.	05-Sep	Sexual Health Basics	20-Sep
	Know your numbers.	07-Sep	Tips for Conceiving Girl/Boy	27-Sep
	10 Questions to Ask Before You Have A Baby	12-Sep	Top Women's Health Threats	28-Sep
	The Importance of Prenatal Care	19-Sep		
October	Are you pregnant? Learn what you can do now to have a healthy baby.	03-Oct	Preventing Problems During Pregnancy.	17-Oct
	Week by Week Pregnancy Calendar	10-Oct	Doctor's tip for eating right during your pregnancy.	24-Oct
	Preparing for your first prenatal visit.	12-Oct	Dealing with pregnancy complications.	26-Oct
November			Your 1 st Trimester	31-Oct
	Why 39 weeks is good for your baby.	02-Nov	Your 2 nd Trimester	14-Nov
	How To Alleviate Morning Sickness.	07-Nov	Pre-birth preventive care.	16-Nov
	Keeping Your Children Healthy During the School Holidays.	09-Nov	5 Things to Think About Before Your Baby Arrives.	21-Nov
December			Tips for enjoyable holiday travel.	23-Nov
	Your 3 rd Trimester	05-Dec	Natural Pain Relief for Childbirth.	19-Dec
	How Will I Know I'm In Labour?	07-Dec	Preparing your children for a healthy school year.	21-Dec
	Understanding Cesarean Section.	12-Dec	Nutrition for your child's brain and memory.	26-Dec
January	Just In Case You Find Yourself Unexpectedly Giving Birth	14-Dec		
	What To Take With You To The Hospital.	02-Jan	4 Important Things After Your Baby Arrives.	16-Jan
	Cord Blood Storage.	04-Jan	All About Breastfeeding	23-Jan
February	The Finish Line – Labour and Delivery	09-Jan	Breastfeeding Tips for New Moms.	30-Jan
	Protecting your baby from flu.	01-Feb	Healing After Childbirth.	15-Feb
	Sleep and Your Baby	06-Feb	10 Tips for Losing Your Post-baby Belly.	20-Feb
	Confessions of First-time Moms.	13-Feb	Real Women, Real Stories – How to enjoy a pregnancy.	22-Feb
			Returning To The Bedroom After Childbirth.	27-Feb

Implementation

← SAVE Discard

NHAS Blog Post

10/12/2011 to 10/12/2011

All day Repeat...

Event details [Find a time](#)

Where

Calendar

Created by

Description

Attachment [Add attachment](#)

Event color

Reminders
[Add a reminder](#)

Show me as Available Busy

Privacy Default Public Private

[Learn more about private vs public events](#)

Select a file

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 - Aging Day Post - Needs Title Sep 1
 - michellescavnicky.png Sep 1
 - Update: National HIV/AIDS Strategy Implementation Dialogues Sep 1
 - 9/6 Dotgov initiative Aug 30
 - 9/5 30 Years of AIDS Aug 30
 - NHPC Social Media Lab Check-in Form Aug 17
- Documents
- Spreadsheets
- Presentations
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Cancel Select

Repurpose, Repurpose, Repurpose

FACING AIDS
for World AIDS Day, December 1, 2011

write why you are facing AIDS | snap a photo of you holding your sign | share your photo in the gallery

Download a sign | Register on camera | Add Photo | Sign to face

30 years

That's how long it has been since the first cases of AIDS were reported in the U.S. HIV is still a reality for more than 1.1 million Americans. One of every five people living with HIV in the U.S. doesn't know it.

December 1, World AIDS Day, is an opportunity to take action. Through Facing AIDS 2011, you and your community can help reduce stigma and promote HIV testing by putting a face to AIDS.

How to take action | **See how your community can participate**

blog.AIDS.gov

HOME ABOUT THIS BLOG POLICIES & PROGRAMS RESEARCH NEW MEDIA

Previous Post | Next Post

Ready to Join us in Facing AIDS for World AIDS Day 2011?

NEWS MEDIA | October 4, 2011 | Leave a comment

By **Jennie Anderson**, AIDS.gov Communications Advisor

Co-authored by Mindy Nichamin, AIDS.gov New Media Coordinator

Write. Snap. Share.

That's how easy it is to participate in AIDS.gov's Facing AIDS 2011 for World AIDS Day (December 1) photo initiative — back by popular demand!

Thousands of you have shared your powerful messages and photos over the past four years and we can't wait to see what you'll come up with this year. Whether you've

FACING AIDS
for World AIDS Day
December 1, 2011

write. snap. share.
facing.AIDS.gov

YouTube

Edit info | Edit video | Edit annotations | Edit captions/subtitles | AI

FINAL: Facing AIDS 2011

aids.gov 98 videos | Subscribe

FACING AIDS
for World AIDS Day
December 1, 2011

0:00 / 1:15

@AIDSgov
AIDS.gov

Ready to get involved for World AIDS Day 2012? The Facing AIDS photo initiative is back go.usa.gov/9qM #WAD2011

4 Oct via web

Retweeted by [HopeandHelpCtr](#) and 18 others

AIDS.gov

Write. Snap. Share. It's that easy. For the fourth year in a row we're Facing AIDS with you for World AIDS Day.

Ready to Join us in Facing AIDS for World AIDS Day 2011?
blog.aids.gov

Co-authored by Mindy Nichamin, AIDS.gov New Media Coordinator Write. Snap. Share. That's how easy it is to participate in AIDS.gov's Facing AIDS 2011 for World AIDS Day (December 1) photo initiative — back by popular demand!...

7,794 Impressions · 0.37% Feedback

Like · Comment · Share · October 4 at 5:33pm

28 people like this.

24 shares

Measure Success

Metrics Social

- Followers
- Comments/conversations
- Traffic
- Clicks
- Links
- Retweets

Traditional

- Attendees
- Evaluations

Outcomes

- Performance measures
- Satisfaction
- More volunteers
- More funding
- More partners

Infant Mortality Awareness Month



Joining The National Conversation

- Listen to what others are saying
- Search for your topic of interest
- Use a “#” or hashtag



Primary:

#infantmortality

Secondary:

#healthystart

Engage With Others

Find Online Events

- Twitter Chats
- Twitterviews
- Thunderclap

Adding Social Media to Your Event

Research and select a hashtag for your event

Include others using their handles (account name)

Promotion: Before, during, and after

- Promotional Materials
- Live photos or tweets
- Engage with thanks you

Baby Buggy Walk



Northeast Florida Healthy Start Coalition

September 2, 2014 · 🌐

Moms, dads, grandparents, community members and more: Come out on September 13 at 9am at 5300 N. Pearl St. for the Baby Buggy Walk in the Park! Show your support for this inaugural Jacksonville event in recognition of National Infant Mortality Awareness Month. #nimam #infantmortality #jaxbuggywalk



Northeast Florida Healthy Start Coalition shared their album.

November 3, 2014 · Jacksonville, FL · 🌐

Check out some of the great photos from the inaugural Baby Buggy Walk in the Park! Feel free to tag yourself!!



Working With Your Media Office

- Find your point person
- Let them know your social media goals
- Know policy and procedures for social media
- Have content to ready go
- Ask for metrics

6 Things to Do!

1. Follow [@hsepiccenter](https://twitter.com/hsepiccenter) on Twitter
2. Let us know about your events
 - On social media: Direct Message or Mention
 - Email: healthystartepic@jsi.com
3. Download Toolkit on 8/26
 - Sample messages
 - E-postcards
4. Use hashtags: #infantmortality #healthystart
5. Host and online event
6. Join the Healthy Start Thunderclap



Upcoming Webinars

Conversations with the Division

August 21, 2015 2:00 - 3:30 PM ET

FIMR, PRAMS and PPOR: How These Data Processes & Systems Can Help Inform Your Healthy Start Programmatic Decisions

September 15, 2015 3:00 - 4:30 PM ET

Healthy Start 101 for Frontline Staff

September 24, 2015 1:30 - 3:00 PM ET

