

We'll will Start at 10am PST. Talk soon!



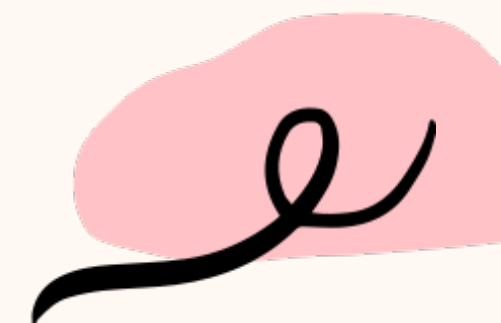
berry

nice

Social Media Platforms to Reach Youth,

July 8th, 2020





Social Media Platforms to Reach Youth



SEAL of
APPROVAL

GuestSpeakers: Celena McCray, Thomas Ghost Dog Jr., Roger Peterson, Paige Smith, Corey BeGay, Lael Tate, and Robert Foley



nice





**Welcome, Welcome,
Welcome!**



WHAT TO EXPECT?

- Part 1 - How to Use Social Media
- Part 2 - How to Create Content & Keep it Going!





PART 1 - HOW TO USE SOCIAL MEDIA



- Choosing Your Platform
- Communication 101
- Partnerships
- Scheduling
- Analytics
- Discussion



WHO'S ON THE LINE?

In the Chatbox, please type...

- Your Name & Role
- Email Address

What SM channels are you currently using?



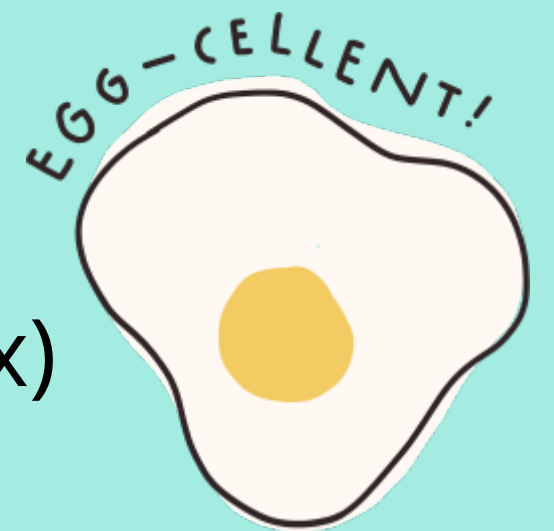
Choosing Your Platform



...with Thomas Ghost Dog Jr. (Burns Paiute/ Oglala Sioux)

We R Native Multimedia Specialist

Email: tghostdog@npaihb.org



YOUTH HEALTH TECH 2016

Thanks for your participation!!!



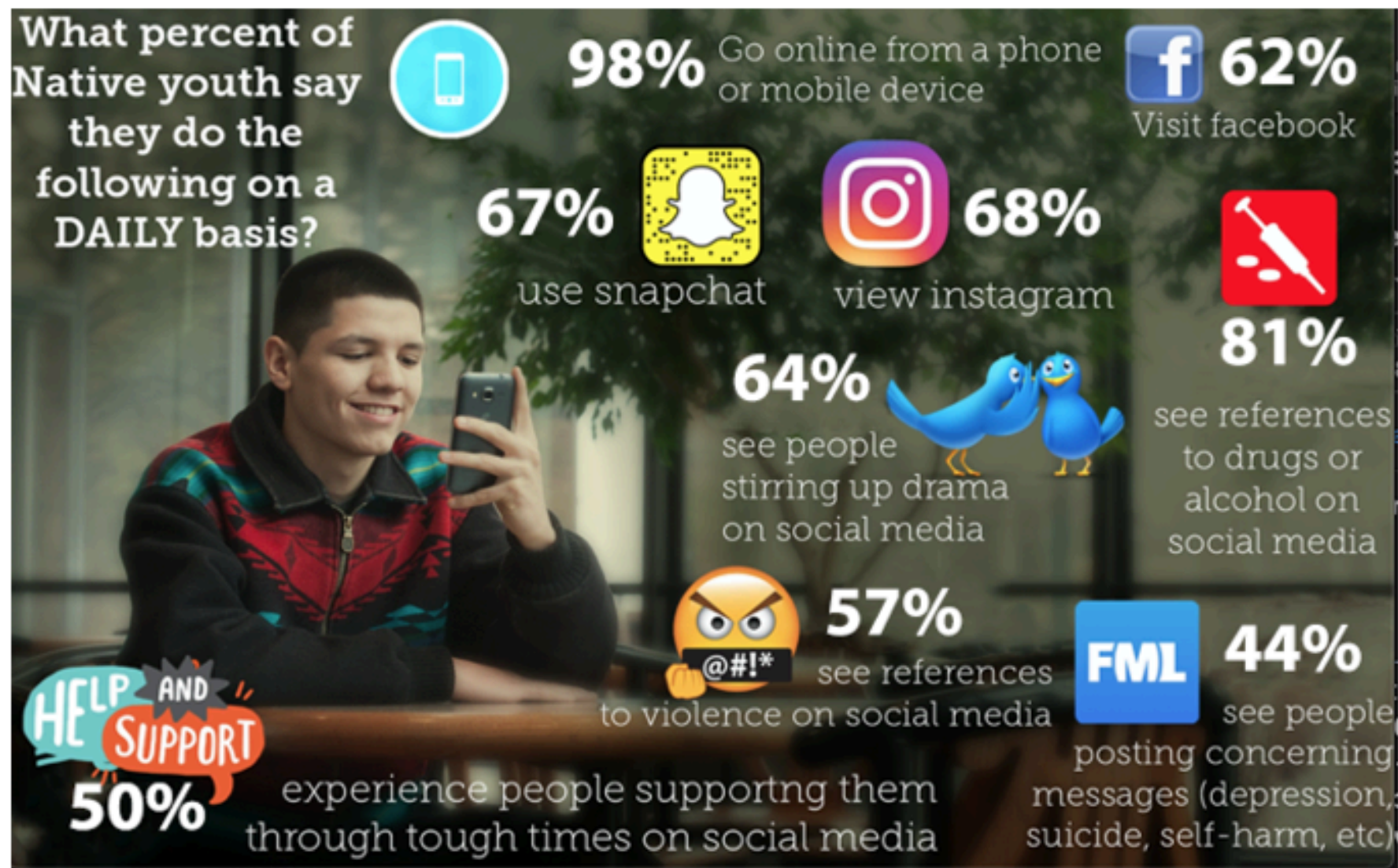
We had participation from 29 States with Arizona coming in with the highest # of participants.

Youth Health Tech Survey 2016

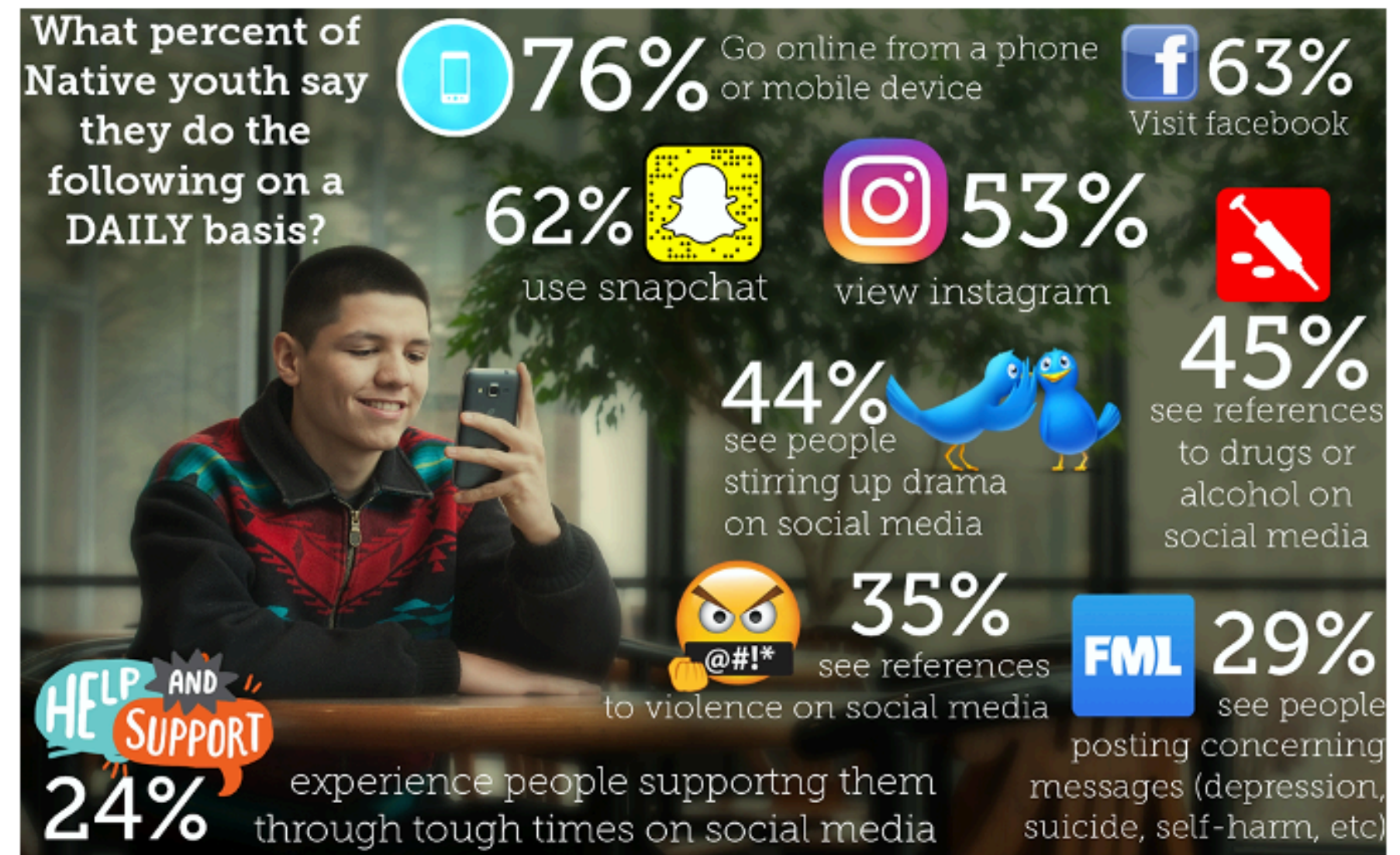
- n = 679 respondents from 29 States
- Participants were recruited from the THRIVE Youth Conference, UNITY's Annual Conference 2016, and Chemawa Indian School



What are Native Youth using? ✨



2020



2016



!!!



Know Your Audience

Audiences are the beginning and end
of social marketing...



GREAT



Define Your Audience

Look at your Epi and Community Readiness Data: Then identify the most relevant variables for segmentation.

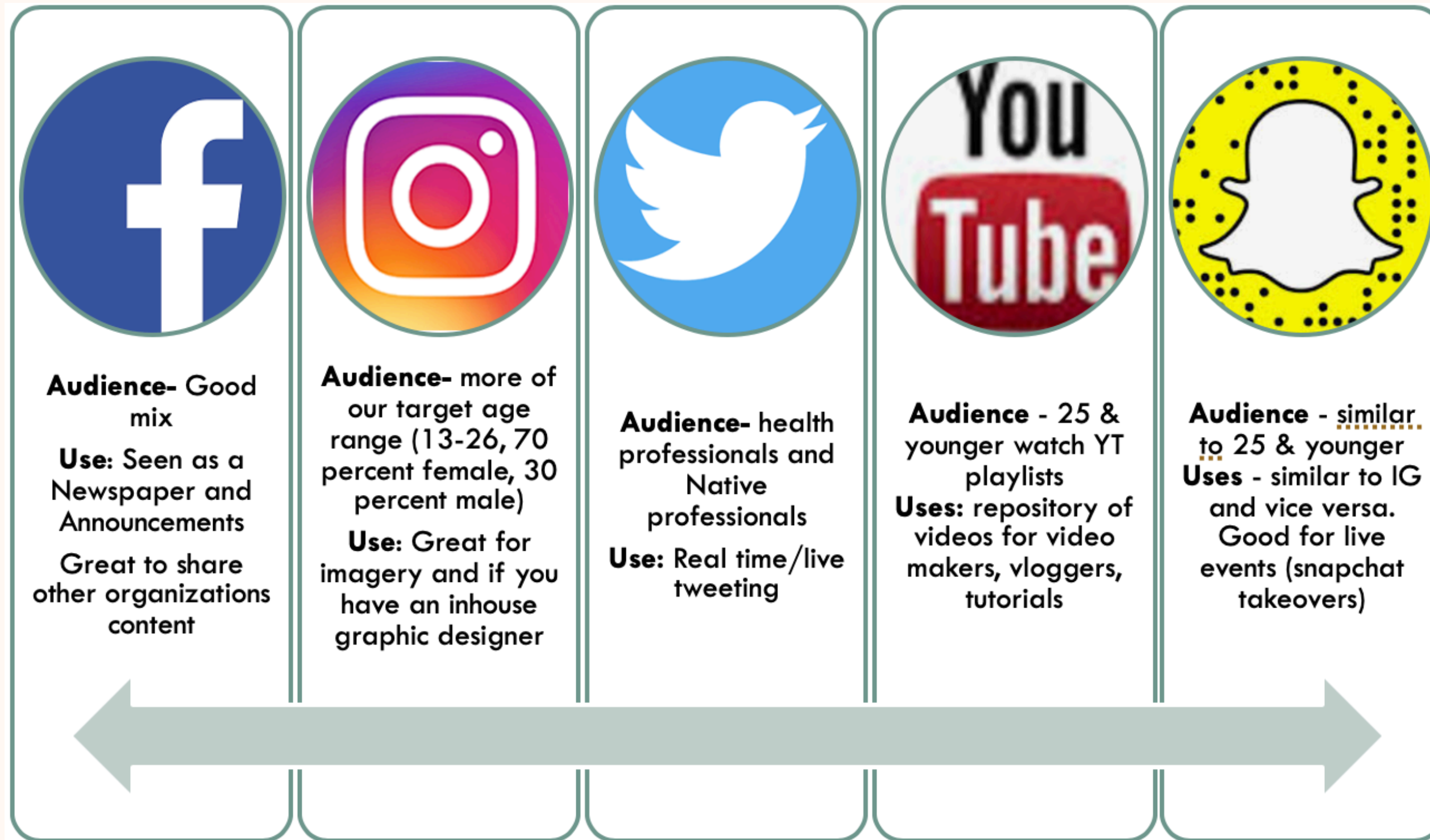


Question 1: What is the age, gender, and behavior of your intended audience?

Question 2: Where are they?

Question 3: What are your audiences wants, needs, and interests?

What's Right For Your Org?



Communication 101



...with Celena McCray (Navajo) & Lael Tate (Navajo)

THRIVE Project Coordinators

Email: cmccray@npaih.org & ltate@npaih.org



SAFE MESSAGING CONT.

- Avoid potentially harmful messaging content
- Highlight solutions to stigma, rather than the problem of stigma
- Use non-stigmatizing language
- Increase safety by carrying a positive narrative
- Visual content and representation etiquette
- Review content before sharing it



SAFE MESSAGING

4 key factors to consider
when developing public
messages...

Strategy

Safety

Positive
Narrative

Guidelines



National Action Alliance for Suicide Prevention
Framework for Successful Messaging

Community Assessment & Planning



...with Thomas Ghost Dog Jr. (Burns Paiute/ Oglala Sioux)

We R Native Multimedia Specialist

Email: tghostdog@npaihb.org

ENGAGING COMMUNITY PARTNERS

- Shared Ownership - Build trust, establish relationships; Help distribute marketing materials.
- Gain Insight - Identify locations where the intended population naturally congregates.
- Increase Credibility - Utilize partner's logos on materials, etc.
- Share Costs – Time, \$, production, printing, etc.



SPIN THE COMMUNITY WHEEL



Establish Trusted
Key Figures



Scheduling



...with Corey Begay (Navajo)
We R Native Multimedia Specialist
Email: cbegay@npaihb.org

Team Meetings



Annual Planning Sessions



Monthly Messaging



Weekly Meetings



Annual Planning Session

Corey Begay, Multimedia Specialist

	Manager	Lead	Helper
CMS Migration: WRN 3.0	David	Web Hire	All
Execute Monthly Messaging Plan (On WRN, HNY, Constant Contact) <ul style="list-style-type: none"> January – New Year’s Resolution February – Sexual Health, VOICES March – Traditional Foods and Nutrition April – Sexual Assault, Alcohol aware. May – Mental health June – Pride, LGBT Health, July – Cultural Pride, Summer safety August – Back to School, Announce WRN Ambassadors and year-long Training Plan September – Suicide Prevention Month October – Bullying & Violence Prevention, Voting November – Heritage Month December – Gratitude, Year in Review 	Stephanie	Corey January – David February – Paige March – Danica, Nora April – Paige May – Celena and Colbie June – Celena and Jessica July – Tana and Tommy August – Tommy and Tana September – Celena October – Danica November – Celena and Jessica December – David	David +Jeff

Yearly Health Observance Calendar



Monthly Messaging

Monthly Health Observance Content

Related Content

Fun Content

Messaging for June 29th- July 5th

JUNE/JULY Health Observances:

- Pride Month Closing
- National Blueberry Month
- July 4th: “Defined by Our Ancestors, NOT Dead Presidents”
- July 8th: National Blueberry Day
- July 20th-24th: National Youth Sports Week

Monday the 29th: Highlighting last week’s THRIVE art piece

Facebook: Last week We R Native co-hosted with our THRIVE (Tribal Health Reaching out Involves Everyone) project at the NPAIHB, a THRIVE LIVE virtual gathering! With the help of artist, Steven Paul Judd, the youth completed the first-ever digital art tile piece. It came out AMAZING! The first image is what the youth created, and the 2nd image is the original. Show them some love ya’ll!

Instagram: Last week We R Native co-hosted with our THRIVE (Tribal Health Reaching out Involves Everyone) project at NPAIHB, a THRIVE LIVE virtual gathering! With the help of artist, Steven Paul Judd, the youth completed the first-ever digital art tile piece. It came out AMAZING! The first image is what the youth created, and the 2nd image is the original. Show them some love ya’ll!



Twitter (240-character count): Last week We R Native co-hosted with our THRIVE (Tribal Health Reaching out Involves Everyone) project at NPAIHB, a THRIVE LIVE virtual gathering! With the help of artist, Steven Paul Judd, the youth completed the first-ever digital art tile piece. It came out AMAZING! The first image is what the youth created, and the 2nd image is the original. Show them some love ya’ll!

Weekly Messaging



WERNATIVE

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Non-scheduled morning post (see team member below)	See Box #AskAuntie	Fun internships, scholarships, academic tip	Mental Health Tip, Stress, Pressure, Sleep, OR Youth Activism/Youth doing good things	Something cool	Social Health Tip – Dating, Relationships, Parents, Friends, Promote Orgs we like..... W/GIF's	Contest Promo	Physical Health, Nutrition, Activity Tip, Fun Misc Scheduled Post
Scheduled afternoon	See content Calendar	See content Calendar	See content Calendar	See content Calendar	See content Calendar	See content Calendar	See content Calendar
Team member							

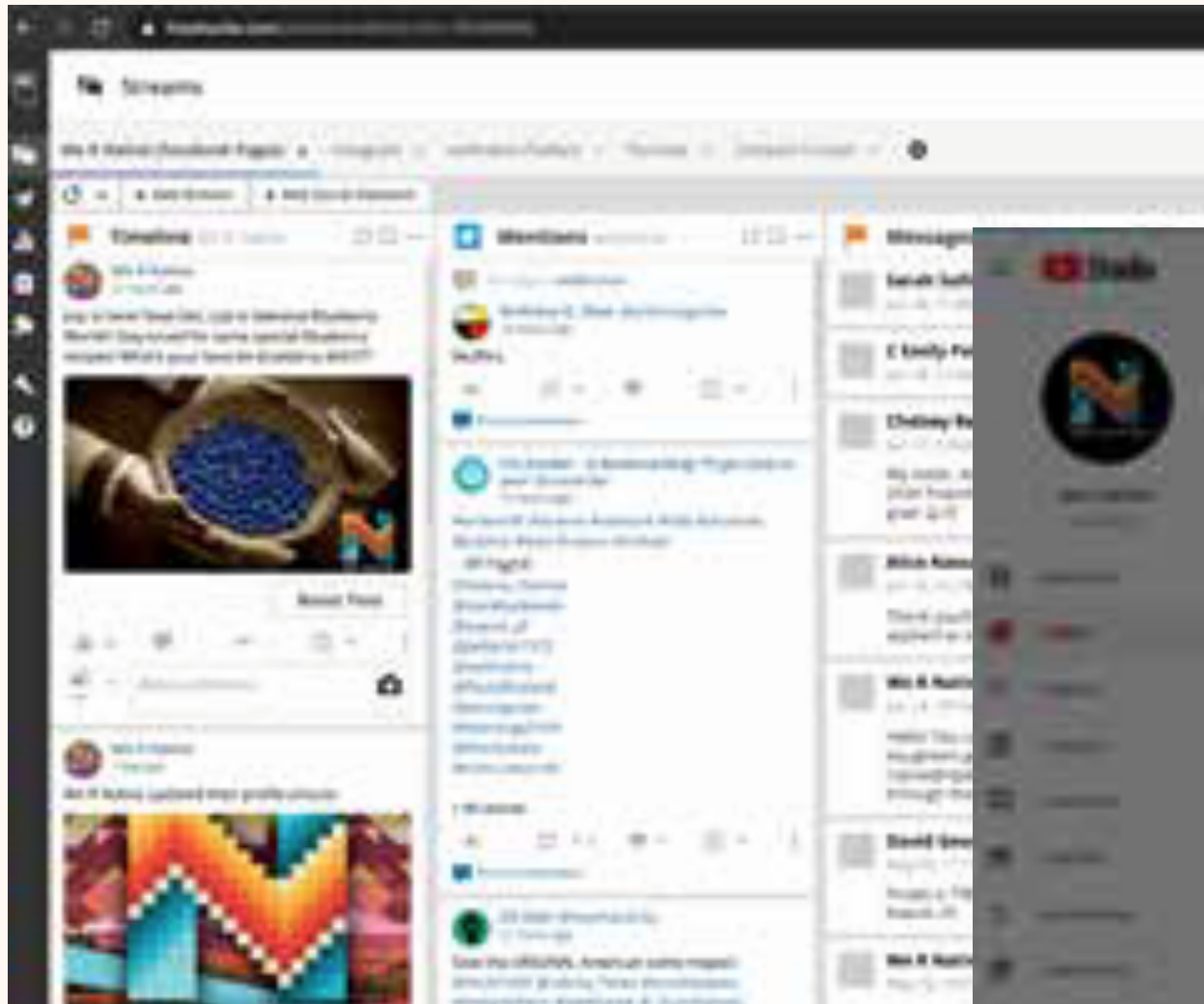
- Education Related
- Mental Health
- Something Cool
- Social Health Tip
- Contest Promo
- Physical Health
- Ask Auntie



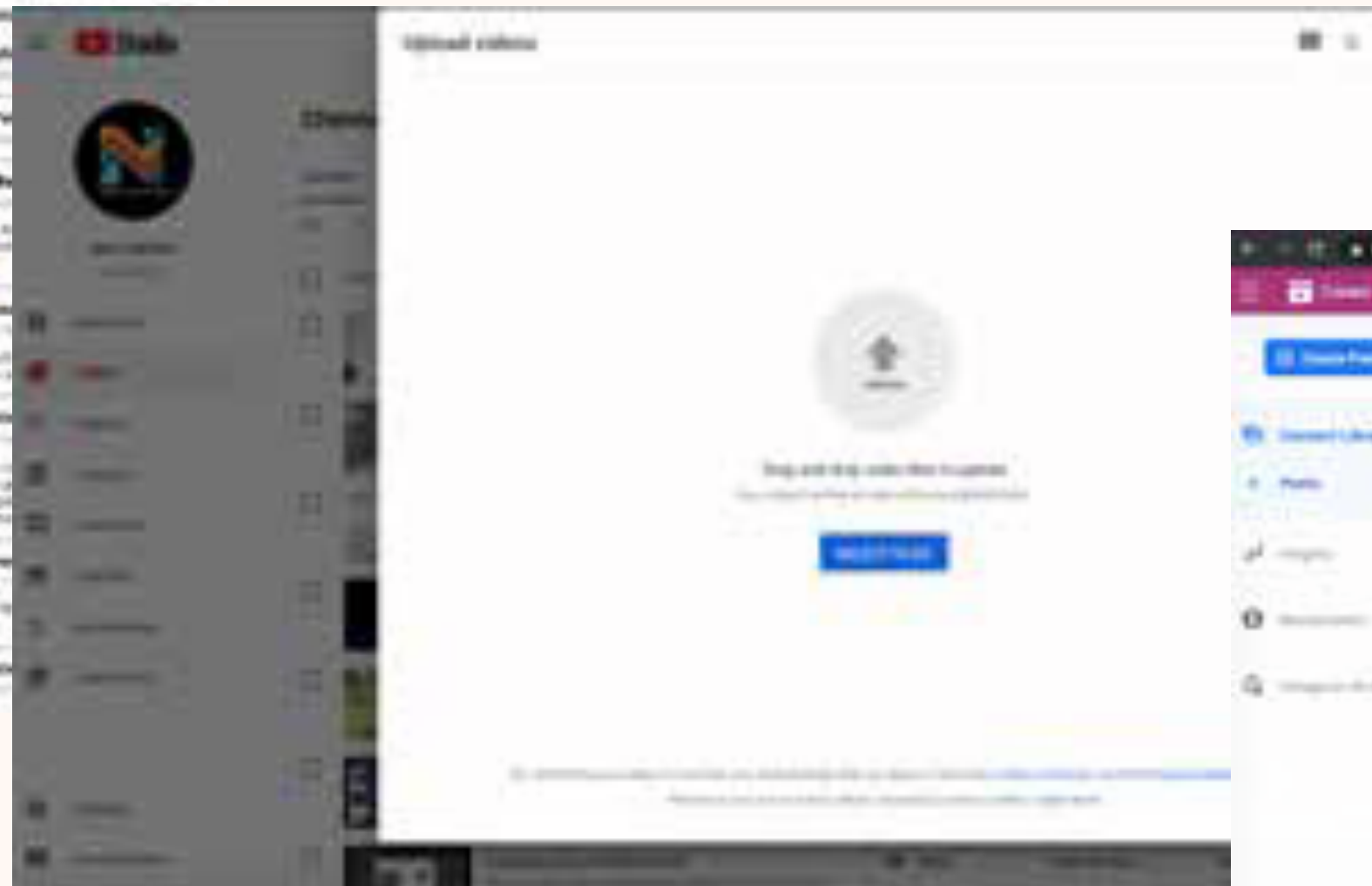
Scheduling Platforms

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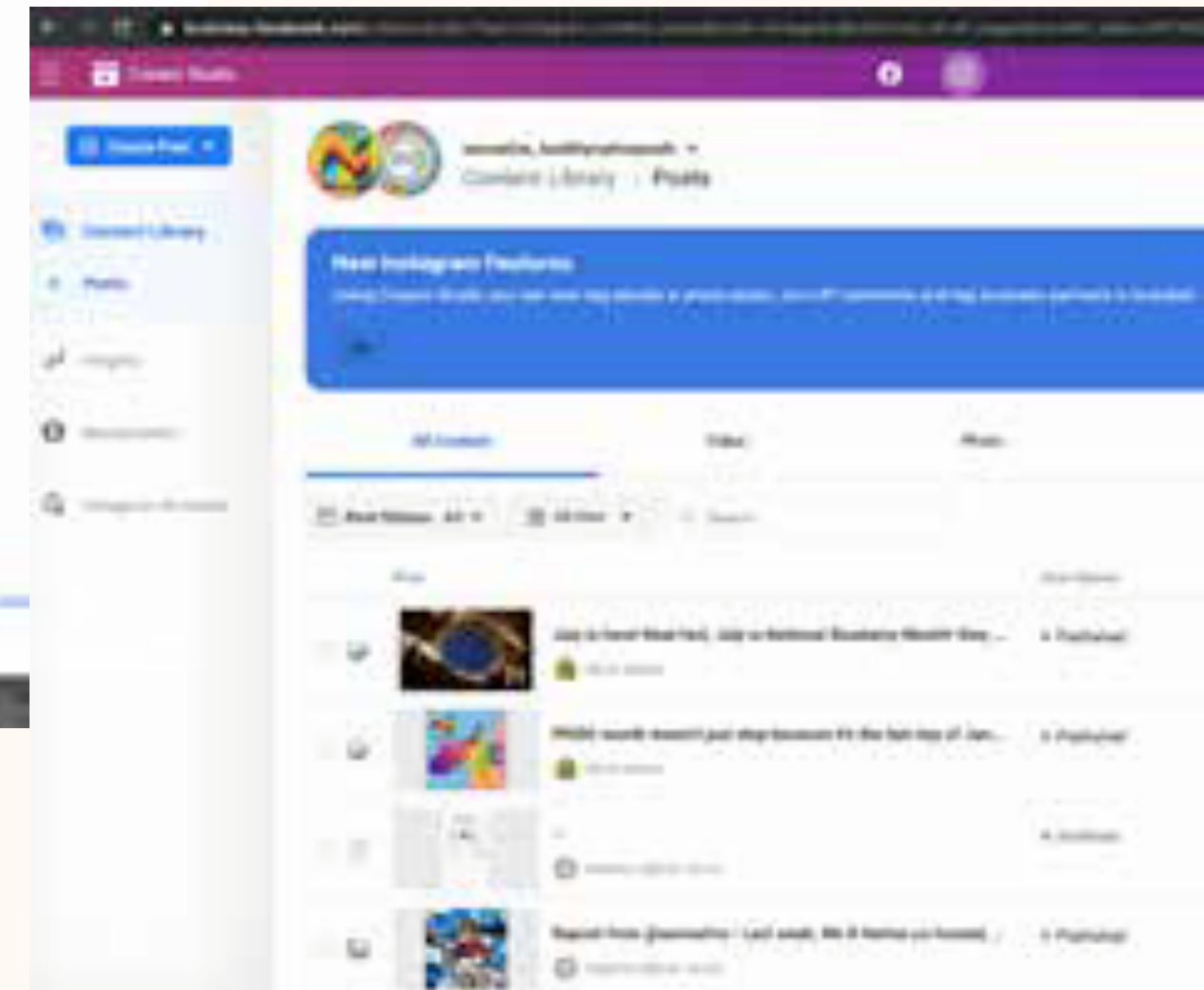
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Hootsuite

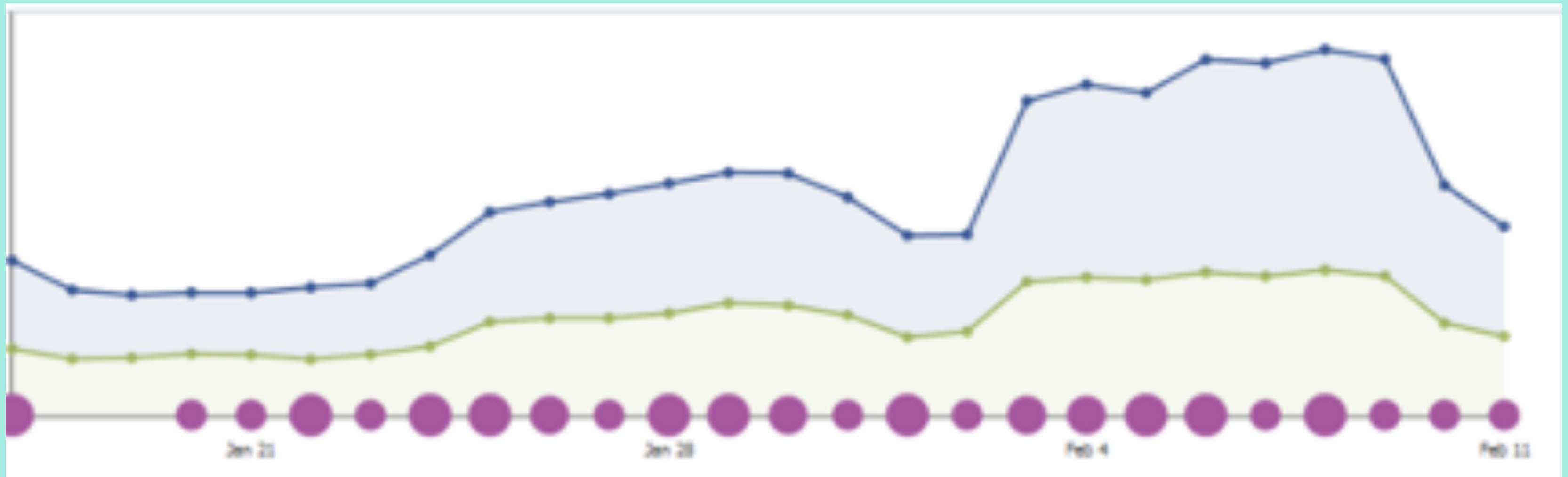


YouTube
"Post Now"



Creator Studio

Analytics



...with Roger Peterson (Siletz)
We R Native Text Messaging Specialist
Email: rpeterson@npaihb.org

It's Highly Situational



Not everyone needs to see the same metrics, nor is every metric important

- Think of sales vs community messaging

Intended Outcomes

Social Media Analytics → Insight on how to reach it

- What is going right and wrong numbers wise?

Big 4:



Analytics 101



Where to Begin

1

Goal or Objective

- Myriad of social media metrics and platforms
- Don't waste your time

2

Common Goals

2 Categories:

- Awareness
- Growing Users

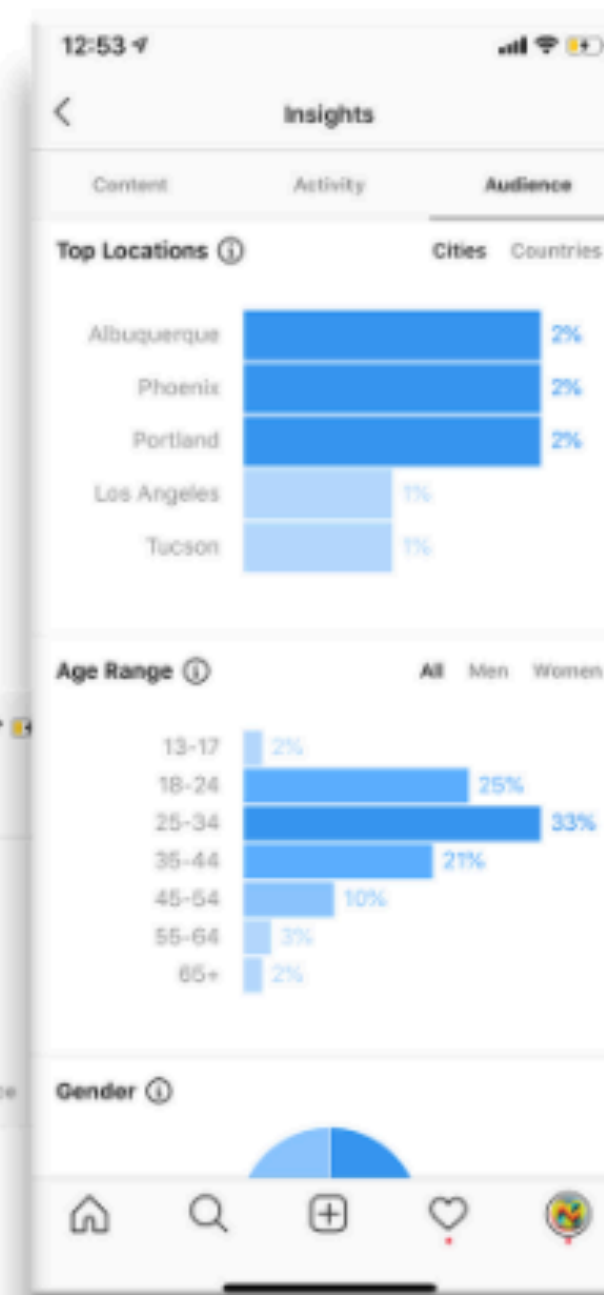
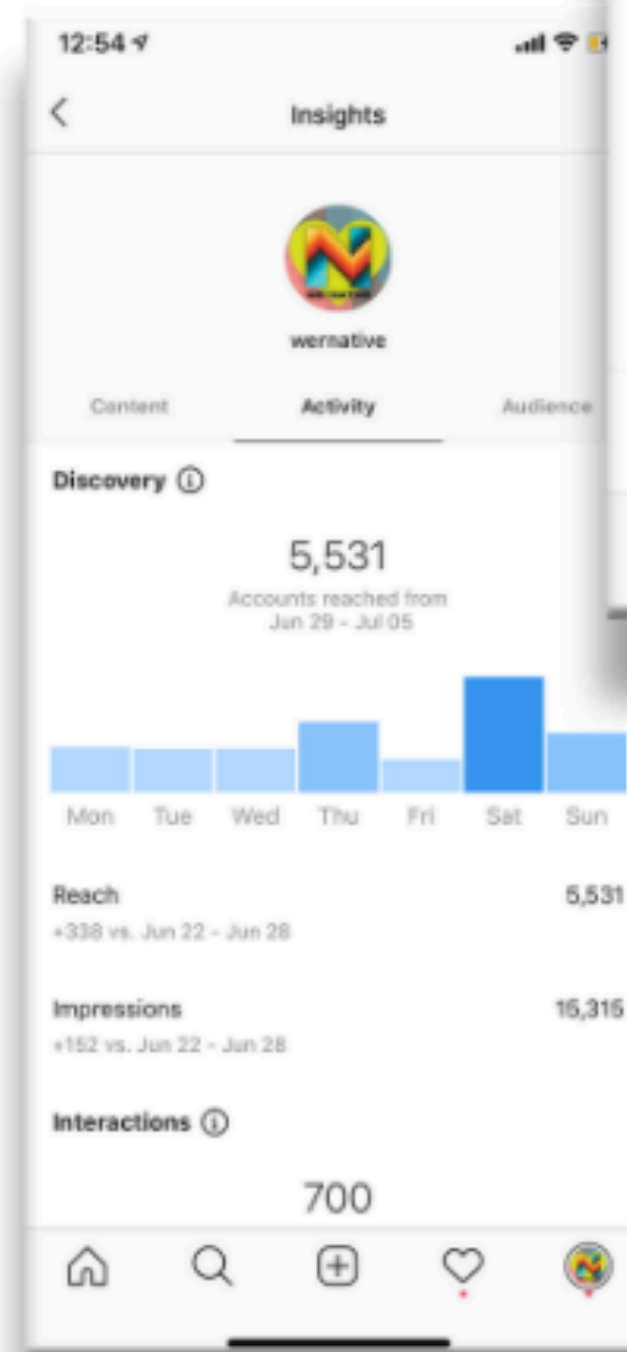
Intrinsically Related

3

Not everyone needs to see the same metrics.

Remember that groups have different goals and needs

Insights



IMPORTANT METRICS



Impressions

How many times a post shows up (similar to views)



Reach

Potential viewers



Engagement

Likes, comments, shares, clickthrough

- Frequency of Messaging / Time of Day
- User Feedback
- User Demographics
 - Needs, wants, and motivators
 - Highest Risk Population
- Efficacy of Content
 - Type and style of media



Growth!

More Views? Target Demographic?



DISCUSSION

