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

Social Media Platforms to Reach Youth,
July 8th, 2020
Social Media Platforms to Reach Youth

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

What percent of Native youth say they do the following on a DAILY basis?

2020

98% Go online from a phone or mobile device
67% use snapchat
68% view instagram
64% see people stirring up drama on social media
57% see references to violence on social media
44% see references to drugs or alcohol on social media
44% see people posting concerning messages (depression, suicide, self-harm, etc)
50% experience people supporting them through tough times on social media

2016

76% Go online from a phone or mobile device
62% Visit facebook
62% use snapchat
53% view instagram
44% see people stirring up drama on social media
35% see references to violence on social media
29% see people posting concerning messages (depression, suicide, self-harm, etc)
24% experience people supporting them through tough times on social media
Know Your Audience

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

**Facebook**
- **Audience:** Good mix
- **Use:** Seen as a Newspaper and Announcements
- **Use:** Great to share other organizations content

**Instagram**
- **Audience:** more of our target age range (13-26, 70 percent female, 30 percent male)
- **Use:** Great for imagery and if you have an inhouse graphic designer

**Twitter**
- **Audience:** health professionals and Native professionals
- **Use:** Real time/live tweeting

**YouTube**
- **Audience:** 25 & younger watch YT playlists
- **Uses:** repository of videos for video makers, vloggers, tutorials

**Snapchat**
- **Audience:** similar to 25 & younger
- **Uses:** similar to IG and vice versa. Good for live events (snapchat takeovers)
Communication 101

...with Celena McCray (Navajo) & Lael Tate (Navajo)
THRIVE Project Coordinators
Email: cmccray@npaihb.org & ltate@npaihb.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

Adapted from the Action Alliance for Suicide Prevention: Framework for Successful Messaging
http://suicidepreventionmessaging.org/framework
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**

<table>
<thead>
<tr>
<th></th>
<th>Manager</th>
<th>Lead</th>
<th>Helper</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMS Migration: WRN 3.0</td>
<td>David</td>
<td>Web Hire</td>
<td>All</td>
</tr>
<tr>
<td>Execute Monthly Messaging Plan (On WRN, HNY, Constant Contact)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January – New Year’s Resolution</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>February – Sexual Health, VOICES</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>March – Traditional Foods and Nutrition</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April – Sexual Assault, Alcohol aware.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May – Mental health</td>
<td>Stephanie</td>
<td>Corey</td>
<td>David +Jeff</td>
</tr>
<tr>
<td>June – Pride, LGBT Health,</td>
<td></td>
<td>January – David</td>
<td></td>
</tr>
<tr>
<td>July – Cultural Pride, Summer safety</td>
<td></td>
<td>February – Paige</td>
<td></td>
</tr>
<tr>
<td>August – Back to School, Announce WRN Ambassadors and year-long Training Plan</td>
<td></td>
<td>March – Danica, Nora</td>
<td></td>
</tr>
<tr>
<td>September – Suicide Prevention Month</td>
<td></td>
<td>April – Paige</td>
<td></td>
</tr>
<tr>
<td>October – Bullying &amp; Violence Prevention, Voting</td>
<td></td>
<td>May – Celena and Colbie</td>
<td></td>
</tr>
<tr>
<td>November – Heritage Month</td>
<td></td>
<td>June – Celena and Jessica</td>
<td></td>
</tr>
<tr>
<td>December – Gratitude, Year in Review</td>
<td></td>
<td>July – Tana and Tommy</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>August – Tommy and Tana</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>September – Celena</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>October – Danica</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>November – Celena and Jessica</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>December – David</td>
<td></td>
</tr>
</tbody>
</table>
Monthly Messaging

Monthly Health Observance

Content

Related Content

Fun Content

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 20th: 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        | See Box #AskAuntie      | Fun internships,        | 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 |
| morning post         |                          | scholarships,           |                                     |                                   |                                                    |                                                    |                                                    |
| (see team member     |                          | academic tip            |                                     |                                   |                                                    |                                                    |                                                    |
| below)               |                          |                         |                                     |                                   |                                                    |                                                    |                                                    |
| Scheduled            | See content Calendar    | See content Calendar    | See content Calendar                | See content Calendar              | See content Calendar                                | See content Calendar                                | See content Calendar                                |
| afternoon            |                          |                          |                                     |                                   |                                                    |                                                    |                                                    |
| Team member          |                          |                          |                                     |                                   |                                                    |                                                    |                                                    |
Scheduling Platforms

Hootsuite

YouTube

“Post Now”

Creator Studio
...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?
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