WHAT TO EXPECT?

- Part 1 - How to Use Social Media
- Part 2 - How to Create Content & Keep it Going!
PART 2 - HOW TO CREATE CONTENT & KEEP IT GOING!

- Content Creation
- Building Your Community
- Get Youth Involved
- Evaluation Outcomes
- Tools & Resources
- Lessons Learned
- Discussion
Content Creation

...with Celena McCray (Navajo), Lael Tate (Navajo, & Robert Foley
Email: cmccray@npaihb.org, ltate@npaihb.org, rfoley@nihb.org
Content Creation

Local Events
• Health Content
• Youth Leadership Committee
• Advisory Board
• Collected assessments

Other Events:
• National Health Observances
  ○ National Sports Week July 20-24
• Trending Partnerships
Gather Info

Two ways to go about it...

Formal
- Surveys
- Key Informant Interviews
- Focus groups

Informal
- Meetings attended by intended audience or campaign stakeholders
- Friends/Colleagues
Behavior Change

TIMING → BEHAVIOR CHANGE

3-4 Times
RECOGNITION

7-9 Times
RECALL

15-20 Times
BEHAVIOR CHANGE
How Do I Know What to Post?

Promotional Post Vs. Behavior Change Post

**Promotional Post**

The Northwestern American Indian HIV/AIDS Coalition is hosting a free testing event at the Tribal pow wow this Saturday. Look for our booth by the fry bread stand. Answer a trivia question about HIV correctly and win a pow wow t-shirt.

**Behavior Change Post**

Somebody came into the clinic the other day for an HIV test. They were telling me that they started to use condoms cuz they found out that all of their friends were. I was like, ‘Thank goodness they all are. We must be doing something right!’
Get Youth Involved!

...with Paige Smith (Paiute/Modoc/Wasco/Shoshone) THRIVE and Response Circles Project Coordinator
Email: psmith@npaihb.org
HOW DO WE KNOW WHAT THEY WANT?

Hmmmmm
WELL?

ASK US, DUH
WHAT YOUTH ARE SAYING...

Name the channels you'd like to get health messages from We R Native

- 5.72
- 4.88
- 4.09
- 4.23
- 4.2
- 3.18
- 3.75

86 responses
scale: 1-10

Health
- Physical
- Mental
- Tobacco
- Nutrition
- Exercise
- Violence
- Sexual

Spirituality
- Relationships

Alcohol
- Drugs

Culture
TAILOR MESSAGES FOR THEM, NOT YOU

NOT COOL.......
LET'S TRY THIS AGAIN!

TEXT SEX TO 97779

COOL
Your Community Will Grow

- Our community grew because we tailored messages that they wanted.

- Now, we can have a post about SIDS, and because we knew our community likes culturally relevant images, we incorporated that into the post.
Evaluation Outcomes

...with Roger Peterson (Siletz)
We R Native Text Messaging Specialist
Email: rpeterson@npaihb.org
Social marketing is about finding bridges to overcome barriers people face.

The Bad News: Every communication method has its own evaluation measures!

The Good News: Tailor your evaluation plan to your particular campaign.

Big 4:
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
• Engagement with types of Media
Social Marketing is ALL about...

1. The most important people getting the most important messages

2. Qualitative & Quantitative
Study Findings

Brave Study Findings:

• Things need to be actionable, youth want to engage!
• Scheduling and frequency
• A/B Testing

We R Dine, Covid-19:

• People want information, as soon as it becomes available
• Community Engagement, User Feedback

We R Native, Healers:

• Content needs to be current and relatable
• Data Analysis, User Feedback
Let's Recap Evaluation

What's the Overall Impact?
- Changes in risky behavior?
- TP Reduction?
- Substance Misuse Reduction?

Also Important!
- Engagement with Media, not just views
- Feedback from Community
- Constant reworking of content

Data Tells the Story You Want to Share
- Grant Applications
- Funding Opportunities
Resources

...with Robert Foley
National Indian Health Board
Email: rfoley@nihb.org
• Published in 2020
• On www.nihb.org
  • On public health toolkits page
• Virtual training coming later in 2020
MORE TOOLS & RESOURCES

ANA Outreach & Social Media Toolkit
A Guide to Creating a Successful Social Media Plan for Your Community Organization or Tribe

Administration for Native Americans: https://www.acf.hhs.gov/ana/resource/ana-outreach-and-sm-toolkit

Safe and Effective Messaging for Suicide Prevention

The document offers evidence-based recommendations for safe and effective messaging to help reduce suicide attempts and prevent deaths by suicide in all populations. The guide provides information on how to talk about mental health and suicide prevention, tips for conducting outreach and social media campaigns. Recommendations are based on the latest evidence about messaging.

The Do’s—Practices that may be helpful in public awareness campaigns:

- Be empathetic. Be sensitive to the language that you use. Individuals and families who have lost loved ones may be affected by your words and actions.

The Don’ts—Practices that should be avoided in public awareness campaigns:

- Don’t glorify or romanticize suicide or promote suicide as a solution. Suicide is not a solution. It is a loss of life. It is a physical and mental health crisis.
- Don’t trivialize or downplay the seriousness of mental illness or suicide. Mental illness and suicide are serious and life-threatening conditions.
- Don’t minimize the impact of mental illness or suicide. Mental illness and suicide are serious and life-threatening conditions.
- Don’t generalize or stereotype. Mental illness and suicide are complex and multifaceted.

Suicide Prevention Resource

Social Media Guidelines for Mental Health Promotion and Suicide Prevention

Tools for Entertainment & Media
Lessons Learned

...with Thomas Ghost Dog Jr. & Roger Perterson
Northwest Portland Area Indian Health Board
What We’ve Picked Up

Take the pulse of your organizations resources & what’s going on in your community by asking...

What is your capacity?

What are the current events of your community?

How do you meet that change?
DISCUSSION
Marketing Events Tip

Pulls content from different platforms and publishes it all in one place
  • Using registered hashtags
  • All posts are all put on display and shuffled through
  • Updates in real time
Find Curricula on Healthy Native Youth
How are we doing?/ Need More?

Fill out a Training & TA Feedback form to:
- Provide us Feedback
- Request TA or Consultation from We R Native, THRIVE, or Healthy Native Youth

Receive some HNY Swag!
Talking is Power is LIVE!

A sexual health text messaging series

Flyer

Postcard
What do you KNOW? What can you SHARE?

Stay in the Know and Like and Follow our Social Media Channels
Promotional Materials

HEALTHY NATIVE YOUTH

www.healthynativeyouth.org
@healthyN8Vyouth
Listserve: Text “YouthNews” to 22828
Text Message: Text “Healthy” to 97779
fb.com/HealthyNativeYouth
native@npaihb.org

ENGAGING. RELEVANT. EFFECTIVE.

HealthyNativeYouth.org is a one-stop-shop to expand learning opportunities for Native youth. The site includes curricula, trainings, and tools to help you deliver age-appropriate health programs.
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<thead>
<tr>
<th>Month</th>
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<tr>
<td>September</td>
<td>Preparing &amp; Planning for the Fall Flu Season</td>
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<td>October</td>
<td>Adapting Programing for Fall 2020 Implementation</td>
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<td>November</td>
<td>How to Support Youth Post COVID-19: Trauma Informed Practices &amp; Stress Management</td>
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<tr>
<td>December</td>
<td>Trauma Informed Practices: How to Support Youth Post COVID-19</td>
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<td>January</td>
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<td>February</td>
<td>Cultural Competency: Connecting our Past to our Present Re-traumatization</td>
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<td>March</td>
<td>Mental Health &amp; Wellness: Post COVID-19</td>
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<td>April</td>
<td>Culture as Prevention: Program Adaptations</td>
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<td>May</td>
<td>Domestic Violence: How to Support Youth in DV Households</td>
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<td>June</td>
<td>Supporting Youth Identity: We R Native!</td>
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<td>July</td>
<td>2SLGBTQ: Level up the Inclusion</td>
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Thank you! Other questions?

Contact:
Amanda Gaston
agaston@npaihb.org
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Social Media Platforms to Reach Youth

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