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| **Social Media Community Outreach for Expanding Access to Integrated Care**  **A Toolkit for Health Centers | April 2021** |

Contents

[Introduction 1](#_Toc68624713)

[Key Terms 1](#_Toc68624714)

[Social Media in a Nutshell 2](#_Toc68624715)

[Social Media Platforms 2](#_Toc68624716)

[How Health Centers Are Using Social Media 4](#_Toc68624717)

[Social Media Policy Tips for Health Centers 4](#_Toc68624718)

[This is a Workbook 5](#_Toc68624719)

[Part 1: Getting Started 6](#_Toc68624720)

[Set the Stage 6](#_Toc68624721)

[Create Your Goals 9](#_Toc68624722)

[Worksheet: Create Your Goals 9](#_Toc68624723)

[Identify Your Audiences 9](#_Toc68624724)

[Worksheet: Define Your Audiences 10](#_Toc68624725)

[Define Your Messages 12](#_Toc68624726)

[Worksheet: Define Your Messages 15](#_Toc68624727)

[Select Your Platform(s) 15](#_Toc68624728)

[Create Your Accounts 17](#_Toc68624729)

[Part 2: Moving Beyond the Basics 18](#_Toc68624730)

[Creating Your 90-Day Social Media Plan 18](#_Toc68624731)

[From Content to Calendar 19](#_Toc68624732)

[From Scattershot to Strategy 22](#_Toc68624733)

[From Isolated to Integrated 23](#_Toc68624734)

[From Social Broadcasting to Social Listening 24](#_Toc68624735)

[Part 3: Honing Your Strategy for Greatest Impact 25](#_Toc68624736)

[Tracking and Analytics 27](#_Toc68624737)

[Interpreting and Evaluating Your Metrics 30](#_Toc68624738)

[Refining Your Approach 31](#_Toc68624739)

[“Amping Up” Your Audience’s Awareness 32](#_Toc68624740)

[Refining your Key Messages 32](#_Toc68624741)

[Refining Your Platform Selections and Uses 33](#_Toc68624742)

[Try, Test, Tweak 34](#_Toc68624743)

[The Next 90 Days 34](#_Toc68624744)

[Health Center Messaging Examples 36](#_Toc68624745)

[Resources 39](#_Toc68624746)

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# Introduction

Community outreach is a key component for helping health centers reach the individuals who can benefit from their services. While community outreach can take many forms, social media is one of the most readily available and cost-effective tools for reaching members of the community where they are with targeted messages about their health and wellness. In this guide, we’ll explore social media basics as they relate to community outreach by health centers, specifically focused on expanding access to integrated care services.

## Key Terms

Throughout this workbook we use the term “customer” to refer to patients and members of the community. Social media platforms are tools of commerce and discussed in terms of their commercial functions. Language used to discuss social media does not always easily transport to the world of health care. Rather than create a new and unique nomenclature just for this toolkit, we simply adopted the language that social media uses.

#### **Key Terms**

|  |  |
| --- | --- |
| **Term** | **Definition** |
| **Content** | Any item, whether text, image, video, audio, or something else, posted by a user on a social media site |
| **Content, Curated** | Content produced by someone else, which another user shares on their own profile or account |
| **Content, Original** | Content newly created by a specific profile or account and shared as original work |
| **Follow** | The method by which a social media platform user subscribes to see additional content from a specific user on a regular basis. Content is typically syndicated into a newsfeed updated in real time with recently published content from the users they have selected to follow. Individual users can follow other individual users or brands/institutions. |
| **Followers** | Individuals or brands who choose to regularly view and subscribe for updates to another profile or account on a given social media platform; followers can be individuals, brands, or organizations. |
| **Friends/ Connections** | Individual connections to another individual user on a given social media platform |
| **Hashtag** | A tag or label used to categorize content to make it searchable or sortable; hashtags use the # symbol followed by a word or phrase with no spaces, punctuation, or other special symbols. #publichealth and #mentalhealthmatters are examples of hashtags. |
| **Likes/Favorites** | Demonstration of approval or appreciation of a piece of content on social media from a platform user viewing or interacting with that comment. Users show their approval by clicking (computer) or tapping (mobile device) an icon on their screen that commonly takes the shape of a thumbs up or a heart. Certain platforms may allow more nuanced reactions than just like, including allowing users to select an icon representing applause, laughter, applause, anger, or other emotions. Also referred to as reacts. |
| **Page** | On certain social media platforms, the account type available to brands, businesses, organizations, and public figures; page content is typically publicly visible and intended for a broad audience. |
| **Profile** | On certain social media platforms, the account type available to individual users; profile content may be limited to specific individual connections or specific groups of connections, or it may be publicly visible. |
| **Share** | To republish another user’s content through your own social media profile or page. |
| **Engagement** | Interaction by other users with a given account’s content; likes/reacts, shares, comments, replies, retweets, reblogs, and clicks are examples of engagement. |

## Social Media in a Nutshell

“Social media” refers to interactive digital communication tools and communities in which content is generated by, shared by, and interacted with by users. In traditional forms of media, like newspapers, magazines, and television, communication flows one way, from a content producer to a content consumer. In social media, communication is a back and forth, a conversation rather than a broadcast. Users of these platforms create their own content, and they also interact with content created by others, such as by sharing it, “liking” it, commenting on it, and re-imagining it with their own take on the content.

Important note: Social media best practices abound. The best practice for your health center will be the one that you can reliably and sustainably do. This guide is intended to give you everything you need to get started and develop a fully-fledged social media presence; apply these tools in the way that works for you and your team to promote integrated behavioral health care services.

## Social Media Platforms

This document mentions some of the major platforms currently in use at its writing; you can use the principles contained in this document for any social media platform. For most health centers the following mainstream platforms are a good starting point; they are popular with few barriers to entry for users and have well-substantiated best practices for businesses and organizations to disseminate information to their target customers and stakeholders.

|  |  |  |  |
| --- | --- | --- | --- |
| **Platform/** | **Format** | **Content Types Hosted** | **High-Level Audience Demographics[[1]](#footnote-2)** |
| **Facebook** | Profiles for individual users (public, private, or mixed)  Pages for brands/ businesses  Public, private, and secret groups | Long-form text (up to 63,206 characters in length), images, live video, prerecorded video up to 240 minutes in length | 69% of U.S. adults use Facebook:   * 63% of men * 75% of women   Of those users, it is most popular with adults ages 18-49. Across major social media platforms, it is among the most popular with older users. |
| **YouTube** | Identical profiles for individuals and brands/ businesses | Longer-form pre-recorded videos up to 15 minutes in length (longer for verified accounts) and live videos, both with captions up to 5,000 characters | 73% of U.S. adults use YouTube:   * 78% of men * 68% of women   Of those users, it is most popular with adults ages 18-29. Across major social media platforms, it is among the most popular with older users |
| **Twitter** | Identical profiles for individuals and brands/ businesses | Short-form text (up to 240 characters in length), images, live video, prerecorded video up to 140 seconds (2 minutes and 20 seconds) in length | 22% of U.S. adults use Twitter:   * 24% of men * 21% of women   Of those users, it is most popular with adults ages 18-29. |
| **Instagram** | Identical profiles for individuals and brands/ businesses | Images, short-form pre-recorded videos (up to 2 minutes) in length, and live videos, all with text-based captions up to 2,200 characters in length | 37% of U.S. adults use Instagram:   * 31% of men * 43% of women   Of those users, it is most popular with adults ages 18-29. |
| **TikTok** | Identical profiles for individuals and brands/ businesses | Short-form pre-recorded videos up to 3-minutes in length and live videos, both with text-based descriptions of up to 150 characters in length | More than 100 million monthly active users in the U.S.,[[2]](#footnote-3) with the largest demographic groups as users ages 10-19 years and ages 20-29 years.[[3]](#footnote-4) |
| **LinkedIn** | Profiles for individuals, pages for brands/ businesses, public and private groups, job postings | Short-form text (up to 1300 characters in length), images, live video, prerecorded video up to 240 minutes in length | 27% of U.S. adults use LinkedIn:   * 29% of men * 28% of women   Of those users, it is most popular with adults ages 18-49. |

## How Health Centers Are Using Social Media

Community outreach activities using social media can generate powerful results for health centers and the communities they serve. Social media can be used to:

* Promote and expand access to integrated behavioral health services
* Reach underserved and marginalized members of the health center’s community
* Create patient communities and help patients connect with others on a similar health journey
* Share inspirational, motivational, and supportive messages
* Share educational messages and tips
* Raise awareness of new information/research findings

See the last section of this workbook This presentation, which introduced this toolkit, offers some real-life samples of health center original and curated content posted on social media.

## Social Media Policy Tips for Health Centers

As is true for any business, health centers benefit from having clear policies to guide their social media use. (Please note: Staff social media usage policies are outside the scope of this document.) While policies vary significantly across organizations, common components include (but are not limited to):

* The social media platforms the organization will use, who will have access and responsibility for posting to each one.
* Acceptable sources of curated content (e.g., federal agencies, mainstream news sources, other health centers, specific organizations, etc.).
* Style guidance related to tone and nature of posts.
* Boilerplate responses for commonly asked questions.
* Privacy guidelines in line with organizational policies.

The Substance Abuse and Mental Health Services Administration (SAMHSA) offers [sample social media guidelines](https://www.samhsa.gov/childrens-awareness-day/resources/sample-social-media-policy) for promoting awareness day events, which can be adapted for general use and for other specific applications. Particularly if multiple people will be responsible for your health center’s social media presence, a clear policy and set of guidelines will help create consistency in your online presence and reduce risk exposure by articulating clearly what content is acceptable and how to respond to specific situations. Your social media policy will likely evolve, so it is not unusual to start with a simple policy and add further details over time. Reevaluate your policy regularly to make sure it continues to serve the unique needs of your specific health center.

## This is a Workbook

This document is designed to be used as a workbook, so it is made available in MS Word and the formatting is deliberately simple. We hope you will feel free to copy and paste the worksheets and use them to plan and implement your social media strategy for expanding integrated care.

# Part 1: Getting Started

This toolkit will help you create your social media launch plan or enhance and update your existing plan to expand access to integrated care. Use this checklist to track your progress.

#### **Checklist: Getting Started**

|  |  |
| --- | --- |
| Date Completed | Action Item |
|  | Identify social media goals, resources, and budget |
|  | Check that your website content is clear, since you will be driving traffic to your site |
|  | Identify staff to plan and support social media outreach |
|  | Determine audience(s) and clarify their needs |
|  | Define messages and types of content |
|  | Establish operational goals that include measures (appointments, use of services, etc.) |
|  | Select platform appropriate for audiences |
|  |  |
|  | Create overarching style, look, and feel of posts based on Center branding |
|  | Create content that includes clear call to action (action we want audience to take as a result of the communication.)  Include a link  Include an image |
|  | Consider how often to post, e.g., timing, reposting |
|  | Begin creating content editorial and posting schedule |
|  | Measure and track performance |

## Set the Stage

**About your Website:** Before beginning work on social media, it is important to have the essentials in place. Social media messages are usually brief and intended to pique curiosity to drive messaging to the organization’s website. Your organization’s website should be ready to receive this traffic:

- The site itself must be accessible to individuals with disabilities.

- The site should also be responsive, which means that it works using a laptop, a mobile device, or a desktop computer.

- Information about accessing integrated services should be readily available from the top page of the site.

A well-designed website anticipates the customer’s questions and provides information about what will happen when the customer contacts the organization. Once the customer arrives, the organization should be ready to fulfill the social media message promise of services. That is, the full integrated care team should be engaged, especially individuals at the front desk.

Intake and clinical workflows should be mapped. Nurse care managers are especially effective in ensuring cohesive intake, clinical workflows, and “out-take.”

**About Clinic Operations:** The business case for sustainable integrated services should be thoroughly incorporated into the organization’s business model. Individual service providers should be ready to provide integrated services and third-party reimbursement mechanisms for each service to be provided should be reviewed with accounting as needed.

If your organization would benefit from T/TA on positioning your organization for integrated care, we can help! Please visit the BPHC BH TA website, a comprehensive resource designed to help health centers adopt integrated care.

<https://bphc-ta.jbsinternational.com/>

And join our listserv by emailing a request to:

[healthcenter\_bhta@jbsinternational.com](mailto:healthcenter_bhta@jbsinternational.com)

Context is important—to get where you want to go you need to know where you are starting. Please fill in the details below to get started.

#### **Worksheet: Social Media Baseline Details**

|  |  |  |
| --- | --- | --- |
| Health Center Name | *Replace this text with your response* | |
| Health Center Location | *Replace this text with your response* | |
| Who is your point of contact for outreach activities? | *Replace this text with your response* | |
| What integrated care services do you offer? | *Replace this text with your response* | |
| What main demographics do you serve? |  | |
| What are your top 3 challenges related to promoting integrated care services to your service population? | *Replace this text with your response* | |
| How much time do you spend on social media outreach activities each day and/or week? (e.g., 1 hour/day, 15 minutes/week, etc.) | *Replace this text with your response.* | |
| How many staff are dedicated to conducting outreach activities, and what skills do they have? (e.g., writing, photography, curating content, etc.) | *Replace this text with your response* | |
| What social media activities have you tried so far? | *Replace this text with your response* | |
| Which tools and platforms are you currently using? BOLD all that apply. | * Our own website * Online ads * Online directory * Blog * Facebook * Twitter * Instagram | * TikTok * Snapchat * LinkedIn * YouTube * Other: (please replace this text with any other items you are using) |
| Please provide links to your page/profile on all of the tools and platforms you are currently using. | Website:  Blog:  Facebook:  Twitter:  Instagram:  TikTok:  Snapchat:  LinkedIn:  YouTube:  Other: | |
| What worked well? Why? | *Replace this text with your response* | |
| What didn’t work? Why? | *Replace this text with your response* | |
| What metrics or measures are you currently using to define success? | *Replace this text with your response* | |
| What do you think would help you be more successful using social media? | *Replace this text with your response* | |

## Create Your Goals

Before you can make decisions about the social media platform and messages, it is important to be clear and specific about your goals.

Goals should always be tied to measures that are meaningful to health center operations, and to metrics that indicate whether or not a social media message is being received.

Social media **metrics** are relatively simple to understand and evaluate. Social media metrics indicate a change between two data points. **Measures** are a single data point, for example, an individual’s height is a measure.

Every year, HRSA community health centers report on specific measures for the annual Uniform Data Set. These measures are being brought into full alignment with Clinical Quality Measures (CQMs) promoted by the Center for Medicaid/Medicare Services (CMS). Measures are often expressed as a fraction, with the qualifying patient population comprising the denominator, and the number of that population receiving the service as the numerator. There are specific UDS measures and CQMs for integrated care services.

A causal, or even a correlative relationship between social media metrics and changes in measure numerators cannot be established. There are too many factors that may influence the organization’s ability to meet a CQM. But social media metrics can tell your organization when a message that supports attainment of a measure is being received, largely by how the metrics indicate the community is interacting with the message.

In this process, we are asking you to set up to three goals for your community outreach. Consider creating SMART goals: goals that are specific, measurable, attainable, realistic and timely. Describe each goal and how you will know when you have achieved it. Be as specific as possible in describing exactly what you are trying to accomplish and exactly how you will know whether you are moving toward your desired outcome.

Example:

*Goal 1: Increase screening for depression and follow-up plan.*

*Measure 1: Increase the percent of patients 12 > receiving an age-appropriate standardized depression screening by 5% over the next 6 months.*

When creating goals, keep in mind that the health center’s certified EHR is able to easily provide a wealth of information on the community health center’s patient population, especially information related to annual reporting for the HRSA Uniform Data Set and CMS Clinical Quality Measures.

### Worksheet: Create Your Goals

|  |  |
| --- | --- |
| **Goal 1** | The goal: *What is the goal?* |
| The measure: *How will you know you have met it?* |
| **Goal 2** | The goal: *What is the goal?* |
| The measure: *How will you know you have met it?* |
| **Goal 3** | The goal: *What is the goal?* |
| The measure: *How will you know you have met it?* |

## Identify Your Audiences

For each community outreach goal, identify the specific audience or audiences you will reach out to. In this toolkit, we’re inviting you to identify up to but no more than three key audiences. As you develop your messaging and your overall strategy to social media­–based community outreach, knowing your audiences will help you target your messages effectively. You can have as many audiences as you like overall, but each individual social media post will be more effective if it speaks to only one or two audiences rather than all possible audiences. Use the table below to clarify which audiences you’ll focus on reaching through your social media messaging.

### Worksheet: Define Your Audiences

|  |  |
| --- | --- |
| **Who must you reach with your social media efforts? Identify up to 3 audiences.** | ***Replace this text with your response*** |
| **Audience 1** | *Why is this audience important?* Replace this text with your response  *Where do they live?* Replace this text with your response  *What language(s) do they speak?* Replace this text with your response  *Why might they be seeking integrated behavioral health services?* Replace this text with your response  *What are their ages/stages of life?* Replace this text with your response  *What is their current access to social media?* Replace this text with your response  *What platforms do they currently use and why?* Replace this text with your response  *How do they prefer to receive certain types of information?* Replace this text with your response  *How often might they want to receive messages from you?* Replace this text with your response  *What images might your audience find engaging?* Replace this text with your response |
| **Audience 2 (optional)** | *Why is this audience important?* Replace this text with your response  *Where do they live?* Replace this text with your response  *What language(s) do they speak?* Replace this text with your response  *Why might they be seeking integrated behavioral health services?* Replace this text with your response  *What are their ages/stages of life?* Replace this text with your response  *What is their current access to social media?* Replace this text with your response  *What platforms do they currently use and why?* Replace this text with your response  *How do they prefer to receive certain types of information?* Replace this text with your response  *How often might they want to receive messages from you?* Replace this text with your response  *What images might your audience find engaging?* Replace this text with your response |
| **Audience 3 (optional)** | *Why is this audience important?* Replace this text with your response  *Where do they live?* Replace this text with your response  *What language(s) do they speak?* Replace this text with your response  *Why might they be seeking integrated behavioral health services?* Replace this text with your response  *What are their ages/stages of life?* Replace this text with your response  *What is their current access to social media?* Replace this text with your response  *What platforms do they currently use and why?* Replace this text with your response  *How do they prefer to receive certain types of information?* Replace this text with your response  *How often might they want to receive messages from you?* Replace this text with your response  *What images might your audience find engaging?* Replace this text with your response |

## Define Your Messages

Your social media messages will speak to your target audience(s) in support of the goals you set for your community outreach. To move the needle on your goal(s), the content you create—whether it’s text, images, audio, video, polls, or another form—needs a clear focus on what will connect with your audience(s) and motivate them to act.

Effective messages are built on what your audience wants and needs, not what you want and need. Taking your audiences needs and preferences into account will help them connect with why they would want to respond to your call to action because it will help them see how it benefits them to do what you’re suggesting. This is the difference between having a conversation and standing on a corner with a megaphone. The worksheet below will help you define your messages through a series of questions so you can communicate clearly and effectively. The answers to these questions will provide the basis for all the original content you create and all the curated content you share.

Here is an example:

|  |  |
| --- | --- |
| What’s my **goal**? | *Increase utilization of mental health brief counseling interventions* |
| Which **audience(s)** am I targeting? | *Parenting women with probable or diagnosed post-partum depression* |
| What do **they currently know** about brief counseling interventions? | *I don’t think they even know what it is* |
| What do **I want them to know** about brief counseling interventions? | *It’s covered by Medicaid in our state, they can get a positive result in a short period of time, we have counselors who specifically work with post-partum women, it isn’t a huge time commitment, we can help with childcare so they can attend their appointments, telehealth is an option* |
| How do **they currently feel** about brief counseling interventions? | *Participating in any kind of therapy means there’s something wrong with them, needing help means they’re a bad mom, it won’t make a difference anyway, it’s too expensive, it takes too long, it’s embarrassing or shameful* |
| How do **I want them to feel** about brief counseling interventions? | *Empowered to improve their mental health, safe to ask for help, confident that it works, hopeful for a good outcome, welcome in our clinic* |
| What do **I want them to do** after reading my messages? (call to action) | *Call to schedule an appointment with one of our doctors or nurse practitioners for a referral to brief counseling services* |
| Possible messages | *Original Content*   * *Even great moms struggle. If you’re having a hard time, you’re not alone. We can make it easier. Call or text to learn about our support services for parenting moms. [photo or illustration of mom and baby]* * *More than 1 in 10 women experience post-partum depression, but less than half get help with it.\* You’re allowed to take care of yourself while you take care of your baby. [image with service summary and number/link]* * *“Here I was with this beautiful baby and it was like I was just numb. I felt so guilty all the time, like he deserved a better mom than me. My doctor diagnosed me with post-partum depression and introduced me to a counselor in the same clinic. We’ve only met a few times, but I already feel so much better. I’m enjoying this beautiful baby now instead of just going through the motions. There are still hard days, but now I know we can get through him.” – Genique, 23 [image with service summary and number/link]* * *Video of several moms of diverse ages, experiences, cultural and linguistic backgrounds, sharing their story of PPD and counseling* * *Quote images with inspiring messages about self-care for moms*   *Curated Content*   * *Women’s health and mental health awareness event campaigns about post-partum depression* |

\* Note: Statistics vary state to state and nationally; always verify what’s current and accurate for your specific population.

Copy and paste this worksheet as many times as you need to generate content for your social media community outreach.

### Worksheet: Define Your Messages

|  |  |
| --- | --- |
| What’s my **goal**? | *Replace this text with your response* |
| Which **audience(s)** am I targeting? | *Replace this text with your response* |
| What do **they currently know** about brief counseling interventions? | *Replace this text with your response* |
| What do **I want them to know** about brief counseling interventions? | *Replace this text with your response* |
| How do **they currently feel** about brief counseling interventions? | *Replace this text with your response* |
| How do **I want them to feel** about brief counseling interventions? | *Replace this text with your response* |
| What do **I want them to do** after reading my messages? (call to action) | *Replace this text with your response* |
| Possible messages | *Original Content*   * *Replace this text with your response*   *Curated Content*   * *Replace this text with your response* |

## Select Your Platform(s)

Select the right platform that best reaches your audiences. While there are many to choose from consider working with no more than three. Because social media use is constantly evolving, statistics are constantly updated. Focus on broad trends when making decisions about which platforms to use. For example, Facebook, Twitter, and Instagram are broadly accessible, with high use among U.S. adults and popularity across multiple demographic groups.

Within these broad trends, Facebook tends to skew older than Instagram. Also speaking broadly, Snapchat and TikTok tend to skew younger—but both platforms are seeing growth in older demographics. In general terms, Facebook, Twitter, Instagram, Snapchat, and TikTok will be generally more effective in reaching current and potential clients, whereas a more professional focused platform such as LinkedIn will be more effective for reaching other professionals and other organizations.

Below we summarize some data (current as of this writing) to guide your platform selection. But the bottom line is that the right platform is the one your health center is willing to use and to use consistently. For example, even if your target audience is younger teens, if your health center doesn’t have the resources to create video content, TikTok is not a good selection because it is a video-based platform. Facebook or Twitter will be likely be a more sustainable and practical option.

**Facebook.** Facebook has a fairly even spread of users across most age groups. More than 75% of Americans between 18-49 years old use Facebook, but older users are growing every day.[[4]](#footnote-5) As of 2019, 71% of all U.S. adults use Facebook.[[5]](#footnote-6)

**Twitter.** 326 million people use Twitter every month.[[6]](#footnote-7) Among adults, most prolific tweeters are women. Twitter users are younger than the average U.S. adult and are also more likely than the general public to have a college degree.[[7]](#footnote-8) The median age of adult U.S. Twitter users is 40, while the median U.S. adult is 47 years old.

**Instagram.[[8]](#footnote-9)** Americans ages 18 to 24 (75%) are the most likely to say they use Instagram. In addition, 57% of adults ages 25 to 29, 47% of those 30 to 49, 23% of those ages 50 to 64 use the platform. Women are also more likely than men to say they use the site. In addition, Hispanic adults (51%) are more likely to say they use Instagram when compared with Black (40%) or White (33%) Americans.

**TikTok**.[[9]](#footnote-10) 41 percent of Tik Tok users are between 16 and 24 years old. 56% of TikTok users are male and 44% are female. Roughly 50% of TikTok's global audience is under the age of 34 with 26% between 18 and 24.

**Snapchat.[[10]](#footnote-11)** 62 percent of adults ages 18-29 use Snapchat.

**LinkedIn.[[11]](#footnote-12)** 27% of adults use LinkedIn.

**YouTube.[[12]](#footnote-13)** 73% of adults in the U.S. use YouTube. YouTube has 2 billion monthly logged in users.

We recommend that you select up to three social media platforms your health center will use and identify the platform you will use for each specific goal.

Example:

*Our health center will use Facebook, Twitter, and Instagram.*  
*Goal 1: Increase minority youth behavioral health service utilization – Twitter and Instagram*  
*Goal 2: Increase routine behavioral health screening as part of preventive care services for older adults – Facebook*  
*Goal 3: Reduce stigma related to substance use disorder screening and treatment – Twitter, Facebook, Instagram*

#### **Worksheet: Select Your Platforms**

|  |  |
| --- | --- |
| Platforms we will use | *Replace this text with your response* |
| Goal 1 | *Replace this text with your response* |
| Goal 2 (optional) | *Replace this text with your response* |
| Goal 3 (optional) | *Replace this text with your response* |

## Create Your Accounts

Some social media platforms will have one global login/password (such as Twitter and Instagram) while others (Facebook and LinkedIn) allow for personal accounts to be connected under approved roles for the page by the account’s existing admins. You will most likely have to share login/password information to official Twitter and Instagram accounts across team members. However, Facebook and LinkedIn accounts can be accessed through your team’s personal social media accounts.

The best way to learn about social media is to look at some of the material available on platforms like YouTube. The resources section of this toolkit contains links to some useful learning resources. For example, if you’re unsure how to create an account, visit YouTube.com and search for exactly what you’re looking for (e.g., “how to create an Instagram account”). You can use this approach for any social media skill you or your team need to develop or expand.

# Part 2: Moving Beyond the Basics

Once you have established your social media presence and begun experimenting with different messages and content types, your health center is in a position to create a more intentional, strategic approach to social media community outreach about integrated care. This section of the toolkit will walk you through approaches for getting the greatest impact out of your health center’s investment in social media as an outreach tool.

## Creating Your 90-Day Social Media Plan

Because social media is about developing relationships with your audience and community, it takes time to cultivate a connection and build trust. **We recommend you make a social media plan and see it through for 90 days before changing your approach.** This toolkit offers 30-day milestones to help you assess how your social media community outreach plan is working. Planning, following through, and evaluating in 3-month increments helps you see how your social media activities build momentum and identify those that are the most effective, so you know where to invest energy and resources.

The idea of creating a 90-day plan can seem overwhelming if you are new to social media or to approaching social media in this way. A helpful way to think about it is a 1-day plan repeated for 90 days or a 1-week plan repeated for 13 weeks. Like your health center’s editorial calendar, your health center’s 90-day plan can be as simple or complex as makes sense for your organization, your resources, and your goals. Here’s an example of a basic 90-day plan:

* Post once a week on Facebook
* Post three times a week on Twitter
* Post three times a week on Instagram
* Post 1 promotional call to action (e.g., join a group, attend a session, schedule an appointment, etc.) each month on each platform
* Evaluate performance every 30-60-90 days

#### **Worksheet: 90-Day Plan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Platform** | | **Platform** | | **Platform** | |
| Total Posts/Week | *##* | Total Posts/Week | *##* | Total Posts/Week | *##* |
| Original Posts | *##* | Original Posts | *##* | Original Posts | *##* |
| Curated Posts | *##* | Curated Posts | *##* | Curated Posts | *##* |
| Text Posts | *##* | Text Posts | *##* | Text Posts | *##* |
| Image Posts | *##* | Image Posts | *##* | Image Posts | *##* |
| [other post type] | *##* | [other post type] | *##* | [other post type] | *##* |
| Promotional Calls to Action | *##* | Promotional Calls to Action | *##* | Promotional Calls to Action | *##* |

## From Content to Calendar

Every piece of content you produce, or curate becomes part of your health center’s library of content. This library can grow quickly. Using an editorial calendar can help keep your content organized and reduce the burden of managing content and posting. An editorial calendar helps you track what works, helps hold teams accountable, and helps measure impact. Editorial calendars can be as basic or complex as you want or need them to be.

Social media scheduling tools can help you stick to your schedule by allowing you to schedule posts for multiple platforms in advance. If your team has 2 hours a week to spend on social media, for instance, a scheduling tool can help you maximize that time by allowing you to “batch” your posts for greater efficiency. You may spend 90 minutes generating content and then 30 minutes scheduling, so the posts auto-publish for the rest of the week. Popular social media scheduling tools include Hootsuite, Buffer, and SmarterQueue, among others.

In addition to monitoring your social media activities, these tools make it possible to easily differentiate between content that is posted only once (“one-offs”), such as news items, versus content that may repeat multiple times over a period of weeks or months (“evergreen”). Scheduling tools can significantly reduce the logistical burden of social media outreach.

Here’s an example of a simple editorial calendar:

* Monday – Facebook video share from HRSA
* Tuesday – Twitter health tip (original content)
* Wednesday – Facebook/Twitter question post prompting comments/replies
* Thursday – Facebook/Twitter call-to-action post: sign up for online support group
* Friday – Facebook/Twitter awareness month image share

The ideal frequency and time of posts varies by platform and by your audience’s behavior and preferences. As a rule, the more frequently you post content for your audience, the more opportunities you have to engage with them and stay top of mind when they are experiencing a behavioral health challenge. The resources you have available to create and manage social media content and posting will determine your health center’s ideal posting schedule. Starting with 1-3 platforms will help you identify what works for your team without overwhelming them.

Use these general guidelines to experiment with content planning and posting schedules:

* 1-2 posts per platform per day
* 75% original content, 25% curated content (you may start with more curated content and less original content, but this proportion is a good goal)
* For every 1 promotional call-to-action (e.g., make an appointment, use this service, etc.), post 3-4 non-promotional pieces of content (e.g., tips, inspiration, resources, discussion questions etc.)
* Time your posts for times of day your target audiences are likely to be available to interact on social media (e.g., for working adults consider posting during the lunch hour; for teens, consider posting at the end of the school day)

You may decide to post on Facebook at noon (local time) Mondays, Wednesdays, and Fridays and at 5:30 p.m. on Tuesdays and Thursdays, for example. Whatever schedule you select, choose one that is sustainable, that you can reliably maintain.

#### **Worksheet: Editorial Calendar Planning**

|  |  |
| --- | --- |
| What types of content will you post? | *Replace this text with your response* |
| What platform will you use for each type of content? | *Replace this text with your response* |
| How often will you address each audience or priority in the course of a week or month? | *Replace this text with your response* |
| Who will create original content and on what schedule? | *Replace this text with your response* |
| Who will curate content from outside sources and on what schedule? | *Replace this text with your response* |
| How will you decide what content to post when? | *Replace this text with your response* |
| On what days and at what times will you post on each platform? | *Replace this text with your response* |
| Who will actually post content and on what platforms? | *Replace this text with your response* |
| Will you pre-post/ pre-schedule content, post each item manually, or a combination? | *Replace this text with your response* |
| What types of content are one-off content? | *Replace this text with your response* |
| What types of content are evergreen content? | *Replace this text with your response* |

Use the template below to build out your editorial calendar. Especially when you are new to using a social media editorial calendar, you may find it most helpful to plan 30 days at a time; as you become more comfortable with this tool and format, you may wish to plan content quarterly. Adapt the template to meet your health center’s needs.

#### **Template: Editorial Calendar**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

## From Scattershot to Strategy

Whether you have one goal or multiple goals, creating a coordinated plan for balancing your messages and audiences will reduce the stress of managing social media communication channels and will help your social media efforts better coordinate with your health center’s overall strategy.

#### **Worksheet: Build Your Strategy**

|  |  |
| --- | --- |
| What is your health center’s overall communications strategy? | *Replace this text with your response* |
| What is your health center’s overall voice and style? | *Replace this text with your response* |
| What do you hope to accomplish by using social media? | *Replace this text with your response* |
| How will social media tie into existing outreach efforts? | *Replace this text with your response* |
| Who oversees your social media efforts? | *Replace this text with your response* |
| Who needs to buy into your social media strategy for it to be effective? | *Replace this text with your response* |
| What outside help or expertise would benefit your social media efforts? | *Replace this text with your response* |
| How will you handle feedback received via and regarding social media? | *Replace this text with your response* |
| How will you incorporate new information gained through social media into your overall health center strategy? | *Replace this text with your response* |
| What metrics and measures are important to your health center? | *Replace this text with your response* |
| Where do your goals and priorities intersect? | *Replace this text with your response* |
| What can you learn from other health centers and competitors? | *Replace this text with your response* |
| What are your assumptions about our audiences, messages, and overarching strategy, and how will you assess them over time? | *Replace this text with your response* |

## From Isolated to Integrated

Health centers play an important role in connecting community resources through patient screening and warm handoffs, among other activities. Another way health centers can connect is by collaborating with local organizations and agencies supporting the same individuals and groups supported by your health center. Examples might include community groups based around cultural identities or spoken languages, support or mentoring groups for youth, LGBTQ+ support groups, food banks, shelters, parenting groups or resources, recovery communities, faith communities, and others.

Depending on your audiences and your goals, identify organizations in your community with whom you can curate/share content, coordinate efforts, and intentionally collaborate around your community outreach for integrated behavioral health services. For example, is the local chapter of PFLAG hosting a mental health event for LGBTQ+ people and their families, friends, and allies? This may be an opportunity to share content about your gender-affirming counseling services with their audience, while also connecting your audience to the organization and its activities.

#### **Worksheet: Integration Plan**

|  |  |
| --- | --- |
| What organizations and entities serve the same populations your health center serves? | *Replace this text with your response* |
| What events or activities does each entity conduct or participate in? | *Replace this text with your response* |
| What social media platforms/channels does each entity use? (include links) | *Replace this text with your response* |
| What types of content does each entity produce? | *Replace this text with your response* |
| How would you like to coordinate with or build on the efforts of these entities and your mutual priorities? | *Replace this text with your response* |
| How will you establish a new relationship with these entities (or enhance your existing relationship) as relates to social media community outreach about integrated behavioral health services? | *Replace this text with your response* |

## From Social Broadcasting to Social Listening

Social media is a conversation. In addition to pushing out messages that you’ve identified as important to your audiences and goals, health centers can use social media to listen to the people and communities they serve through social media.

#### Worksheet: Social Listening Plan

|  |  |
| --- | --- |
| What organizations do you want to follow to stay in touch with the needs of the community you serve? | *Replace this text with your response* |
| What individual community leaders influence attitudes and behaviors among the populations you serve? | *Replace this text with your response* |
| What hashtags are popular among your target audiences? | *Replace this text with your response* |
| What hashtags are popular related to your goals and focus areas? | *Replace this text with your response* |
| How often will you review and interact with each of the entities, individuals, and hashtags you identified? | *Replace this text with your response* |
| How will you incorporate what you discover into your social media strategy and editorial calendar? | *Replace this text with your response* |

# Part 3: Honing Your Strategy for Greatest Impact

Setting goals, tracking your efforts and outcomes, and interpreting and evaluating your social media performance are key to continuous improving your health center’s community outreach processes and results. Using the metrics and analytics available for your social channels and within your organization will help you see clearly what’s working and what’s not in your social media efforts. This section is designed to help you track the outcomes of your social media community outreach efforts based on the measures, audiences, channels, and goals selected earlier in this process. You can use this information to make strategic decisions about your social media efforts.

Before diving into metrics and analytics, though, evaluate your efforts against your 90-day plan. What did you *plan* to do, what did you *actually* do, and what insights did you *learn*? Use the worksheet below, modifying it as needed to meet the needs of your specific 90-day plan. In this debrief, focus only on your planned actions and your actual actions. In the next section, we will look at your results and dig into the outcomes of your actions.

#### **Worksheet: 90-Day Plan Debrief**

|  |  |  |
| --- | --- | --- |
| Planned to Do | Actually Did | Insights |
| *Platform*   * *Total Posts:* ### * *Original Posts:* ### * *Curated Posts:* ### * *Text posts:* ### * *Image posts:* ### * *[Other post type]:* ### * *Promotional call to action:* ###   *Platform*   * *Total Posts:* ### * *Original Posts:* ### * *Curated Posts:* ### * *Text posts:* ### * *Image posts:* ### * *[Other post type]:* ### * *Promotional call to action:* ###   *Platform*   * *Total Posts:* ### * *Original Posts:* ### * *Curated Posts:* ### * *Text posts:* ### * *Image posts:* ### * *[Other post type]:* ### * *Promotional call to action:* ### | *Platform*   * *Total Posts:* ### * *Original Posts:* ### * *Curated Posts:* ### * *Text posts:* ### * *Image posts:* ### * *[Other post type]:* ### * *Promotional call to action:* ###   *Platform*   * *Total Posts:* ### * *Original Posts:* ### * *Curated Posts:* ### * *Text posts:* ### * *Image posts:* ### * *[Other post type]:* ### * *Promotional call to action:* ###   *Platform*   * *Total Posts:* ### * *Original Posts:* ### * *Curated Posts:* ### * *Text posts:* ### * *Image posts:* ### * *[Other post type]:* ### * *Promotional call to action:* ### | *What went well:*   * Replace this text with your response * Replace this text with your response * Replace this text with your response   *What didn’t go well:*   * Replace this text with your response * Replace this text with your response * Replace this text with your response   *What we would do differently next time:*   * Replace this text with your response * Replace this text with your response * Replace this text with your response |

## Tracking and Analytics

To support data-driven decision making, we need to look at multiple social media data points in context. Just like one data point doesn’t tell the whole story of your patients’ health, one data point doesn’t tell the whole story of your health center’s social media performance.

Common metrics to assess the effectiveness of your social media community outreach are:

* Number of followers or fans for your page/profile/account
* Number of new pieces of content you publish
* Content reach, or number of content views
* Content engagement, or how many times others interacted with your content by liking it, favoriting it, sharing/reposting/retweeting/re-blogging it, replying or commenting, reacting, etc.
* Change in the measure you selected for your goal(s)since baseline.

More advanced tracking can include looking at the performance of specific content types (e.g., video vs. image vs. text; posting a link vs. asking a question, etc.), tracking specific campaigns, segmenting your audience and their behaviors (e.g., what time they are mostly likely to be online, how long they engage with certain types of content, etc.), hashtag analysis, competitive analysis, in-depth comparisons across multiple platforms, and more.

Depending on the platform you selected, much of this information may be available as part of your account. For example, Facebook pages offer a feature called “Insights” that summarizes data points related to content and page performance. If you use a social media scheduling tool such as Hootsuite, SmarterQueue, or Buffer to manage your social media content and posting schedule, basic or advanced analytics will be available through that tool for all of the platforms you manage with it. Although there are a variety of standalone paid and low- or no-cost social media analytics tools that can produce useful reports to guide your efforts, social media scheduling tool is often the most cost-effective option for health centers because it includes both convenient and time-saving content management and a range of analytics options.

**Example:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **GOAL 1: *Increase OUD treatment utilization*** | | | | | |
| **Measure: *Number of patients receiving medication specifically for treatment of opioid use disorder will increase 10%*** | | | | | |
| **PLATFORM 1: *Facebook*** | **Start (Day 0)** | **Day 30** | **Day 60** | **Day 90** | **TOTALS** |
| Current No. of followers | *67* | *102* | *227* | *298* | *+231* |
| No. new posts, last 30 days | *5* | *15* | *12* | *15* | *+43* |
| Content views, last 30 days (if available) | *16* | *52* | *86* | *90* | *+228* |
| Content engagement, last 30 days | *4* | *9* | *14* | *37* | *+60* |
| **Status of goal progress (total + / – from baseline)** | *N/A - baseline* | *+2.1%* | *+4.9%* | *+5.5%* | *+5.5%* |

Copy and paste the worksheet below as many times as needed to capture metrics for all of your goals.

#### **Worksheet: Tracking Your Social Media Metrics**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **PLATFORM 1: *replace this text with platform*** | **Start (Day 0)** | **Day 30** | **Day 60** | **Day 90** | **TOTALS** |
| Current No. of followers | *No. of followers on Day 0* | *No. of followers on Day 30* | *No. of followers on Day 60* | *No. of followers on Day 90* | *Total new followers days 1-90* |
| No. new posts, last 30 days | *No. new posts published in the month before starting plan* | *New posts days 1-30* | *New posts days 31-60* | *New posts days 61-90* | *Total new posts days 1-90* |
| Content views, last 30 days (if available) | *Views or reach in the 30 days before day 0* | *Views or reach days 1-30* | *Views or reach days 31-60* | *Views or reach days 31-60* | *Total views days 1-90* |
| Content engagement, last 30 days | *Engagement in the 30 days before starting plan* | *Engagement days 1-30* | *Engagement days 31-60* | *Engagement days 31-60* | *Total engagement days 1-90* |
| **PLATFORM 2 (optional): *replace this text with platform*** | **Start (Day 0)** | **Day 30** | **Day 60** | **Day 90** | **TOTALS** |
| Current No. of followers |  |  |  |  |  |
| No. new posts, last 30 days |  |  |  |  |  |
| Content views, last 30 days (if available) |  |  |  |  |  |
| Content engagement, last 30 days |  |  |  |  |  |
| **PLATFORM 3 (optional): *replace this text with platform*** | **Start (Day 0)** | **Day 30** | **Day 60** | **Day 90** | **TOTALS** |
| Current No. of followers |  |  |  |  |  |
| No. new posts, last 30 days |  |  |  |  |  |
| Content views, last 30 days (if available) |  |  |  |  |  |
| Content engagement, last 30 days |  |  |  |  |  |
| **Status of goal progress (total + / – from baseline)** | *N/A - baseline* |  |  |  |  |
| **NOTES:** | | | | | |

## Interpreting and Evaluating Your Metrics

Whether you’re using the tracking the basic metrics outlined in this toolkit or a using a separate tool to gather advanced analytics, it’s important to translate the data points into information. Using your social media analytics strategically can help you measure the impact of your social media community outreach efforts. For example, if the goals and measures you selected remained relatively flat for the 3 months before beginning your social media plan and then moved in your intended direction during your 90-day social media plan, that suggests a positive impact of your community outreach efforts.

Looking closely at (a) what your social media presence consisted of and (b) how your metrics changed can help you figure out how efficient your efforts are, so you can identify areas to improve your results by shifting your approach.

Let’s look again at the sample metrics we saw above for some examples of things we might notice that could help inform our decision-making.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **GOAL 1: *Increase OUD treatment utilization*** | | | | | |
| **Measure: *Number of patients receiving medication specifically for treatment of opioid use disorder will increase 10%*** | | | | | |
| **PLATFORM 1: *Facebook*** | **Start (Day 0)** | **Day 30** | **Day 60** | **Day 90** | **TOTALS** |
| Current No. of followers | *67* | *102* | *227* | *298* | *+231* |
| No. new posts, last 30 days | *5* | *15* | *12* | *15* | *+43* |
| Content views, last 30 days (if available) | *16* | *52* | *86* | *90* | *+228* |
| Content engagement, last 30 days | *4* | *9* | *14* | *37* | *+60* |
| **Status of goal progress (total + / – from baseline)** | *N/A - baseline* | *+2.1%* | *+4.9%* | *+5.5%* | *+5.5%* |

Observations:

* In 90 days of consistent posting, we increased our total followers by 231, which is a 344% increase.
* When increasing from five posts in 30 days to fifteen posts in 30 days we saw a 52% increase in our number of followers; in the next 30 days (twelve posts) we saw a 122.5% increase in followers; the next 30 days (15 posts) saw a 31% increase.
* Our 30-day content views increased 462.5% from Day 0 (16 views) to Day 90 (90 views)
* Engagement with our content increased 825% from Day 0 (4 engagements) to Day 90 (37 engagements)
* Our social posts performed in these ways relative to other outreach – paid advertising, digital ads, etc.
* Overall the number of patients receiving medication specifically for treatment of opioid use disorder increased 5.5% in 90 days.

Useful questions to consider for this example:

* Would changing the times of day we’re posting have an impact on the level of engagement with our content?
* Would posting more frequently increase content views and/or followers?
* Did my calls to action result in my audience taking the desired action?
* What hypotheses would I like to make and test for my next 90 days?

Review your own metrics and document your observations and questions. These will help you develop your next 90-day plan.

### Refining Your Approach

As you consider the results of your social media community outreach over the last 3 months, consider whether the content you posted supported the goals you set. These self-assessment questions can help you determine whether and where you may wish to make changes.

#### Worksheet: Self-Assessment

|  |  |  |
| --- | --- | --- |
| **Question** | **Yes/No** | **My Plan to Further Address this Element** |
| **Do I have sufficient knowledge or my audiences’ needs, pain points, and motivators?**  TIP: If no, who in your community could give you further insight? Would revising your social listening plan help clarify these points? |  | *Replace this text with your response* |
| **Are my calls to action clear?**  TIP: If no, revisit the messaging plan and clarify what you want each message you post to accomplish. Are you driving a change in feeling, in knowledge, or in action? Did your call to action communicate this clearly? |  | *Replace this text with your response* |
| **Did I post consistently?**  TIP: If no, revisit your editorial calendar and 90-day plan to see what got in the way of posting according to the schedule you initially created. |  | *Replace this text with your response* |
| **Are my posts good-quality content?**  TIP: If no, revisit your audience profile and message strategy to make sure your posts add value to the audiences you’re seeking to connect to. |  | *Replace this text with your response* |
| **Did I adhere to my social media policy?**  TIP: If no, how do I need to update my policy to better match my health center’s needs? How do I need to update my social media practices to better adhere to the policy? |  | *Replace this text with your response* |
| Did I consistently use health center branding, voice, and viewpoint?  TIP: If no, revisit the social media policy and strategy and clarify how you will ensure content reflects and supports the overall brand and strategy of the health center. |  | *Replace this text with your response* |

### “Amping Up” Your Audience’s Awareness

Make sure you understand how your audiences are accessing information, what motivates them, and ensure their needs are being met. One useful exercise is to use the information you originally collected in [Identify Your Audiences](#_Identify_Your_Audiences) to create a more detailed and visual audience persona to represent members of your audiences. In addition to demographic information like age, location, education, language spoken, income level, consider attitudes towards, for example, seeking services, e.g., motivators and barriers, past experiences seeking services and, of course, social and other media habits. Information used for the personas can be gleaned from your knowledge of and experience with members of the community as well as insights you've already gained from your social marketing strategy.

Consider also talking directly with members of your audience to get a deeper understanding of their lives. Your audience personas will help guide your decisions about what content to post and how to frame it to speak to your audience members’ needs. Additional ways to increase your awareness of your audiences include:

* Consider segmenting the audiences beyond demographics, e.g., past experiences with accessing integrated care, reluctance to accessing care, experiences of family members or friends accessing care, etc.
* Reach out to members of target audiences for input—consider creating an informal advisory committee. (See [From Isolated to Integrated](#_From_Isolated_to))
* Identify influencers and champions to help carry the messages and leverage their networks. (See [From Isolated to Integrated](#_From_Isolated_to))
* Listening to conversations in real time and identify fans. You can better understand audience needs in specific social media spaces and engage users in new ways. (See

### Refining your Key Messages

As you continually enhance your messaging, notice the difference between the key point and how you communicate that point. Simply announcing the availability of a specific service is different from helping your audience see how that service could apply to them and making it safe for them to use. It’s the difference between “We can give you a referral to the food bank” and “Hungry? You’re not alone. More than 1 in 3 people in Westview don’t have enough food to eat at least 2 days a week. Call our resource coordinator for free, confidential info about food support. It’s not a handout. It’s how we take care of each other.”

Notice also the variety of formats and content types you can use to communicate your key messages: text, images, videos, stories, profiles, interviews, articles, links, polls, discussions, and more. Incorporate variety into your content and your editorial calendar to keep audiences engaged. You can also include a range of content sources and themes, such as highlighting awareness months or daily/weekly health observances. For these activities, you can create your own original content, use content provided by the sponsoring or hosting organization, or both.

### Refining Your Platform Selections and Uses

Make the most of the platforms you are using. Are you taking full advantage of how each platform operates? Can you coordinate your efforts across multiple platforms to help them work together effectively?

For example, Twitter chats are real-time conversations in which Twitter users “meet” on the platform at a specified time to discuss a pre-selected topic using a designated hashtag. A health center could host or participate in a Twitter chat using their center’s Twitter account. They could also:

* Promote the Twitter chat and their participation in the chat on other social media platforms.
* Use their answers to discussion questions as the basis for new social media posts across all platforms they’re currently using.
* Identify local, regional, and national stakeholders and influencers for potential collaboration or curation and follow them on Twitter and other platforms.
* Use the topic of the Twitter chat and discussion questions to start a conversation on another social media platform.

You can perform a basic internet search or search YouTube for strategies to coordinate across platforms using the names of the platforms you’re interested in to uncover tutorials on the scenarios you’re interested in.

Other ideas:

* If posting to Instagram, repost the same content on Twitter or Facebook (with modifications such as shortening the content, as needed, for the different platforms)
* If posting to YouTube, share a link and call to action to view across your other platforms.
* Put time and thought into your “bio” or description on Instagram, Twitter, TikTok and others. Use the About section on your Facebook page. These areas of your profile help visitors understand your organization and what you stand for and can help them feel connected to you and your services.
* Use hashtags strategically. Examples from the National Alliance on Mental Illness (NAMI) campaign for Mental Health Month include #StigmaFreePledge and #Act4MentalHealth. Watch the hashtags in use by organizations and individuals you follow, and search Hashtags.org or Twazzup.com to discover new tags. You can also create your own hashtag(s).

Remember, you want your audiences “talking” about your integrated care services. And, if your audiences are talking about your services, you want to be managing the conversation. Read, react, and respond to comments to your posts received from your audience, when appropriate. Tag organizations, partners and influencers in the community that can champion your content. Keep an eye on your account’s inbox for messages from other social media users asking questions about your services. By taking these steps, you have another chance to both promote your services and address any concerns or misperceptions that emerge in the social conversation.

## Try, Test, Tweak

While there are numerous guidelines and best practices for social media overall and for specific platforms, the best way to determine what will work well for your health center is to decide what you want to do, try it out for long enough to collect data its effectiveness (and get more skilled as you test it out), and tweak your approach based on your evaluation results. As we have noted elsewhere in this toolkit, the best approach is the one you’re willing and able to do consistently.

Your approach to social media community outreach to enhance access to integrated care will naturally evolve over time, in line with the evolving needs and priorities of the communities you serve. As you expand your service offerings, you’ll have more topics to discuss and more options to promote. As your organization becomes more skilled in using social media to communicate value to your audiences, you’ll talk about the same things in new ways. Consider your strategy and your social media presence as a dynamic not static; this will allow you to grow and respond.

Consider developing different strategies for each of your goals and updating them often. Know that the way you exchange ideas, collaborate with partners, or encourage behavior change will also change over time. You will also learn something new about your approach with every post. Consider the following overarching steps:

* Reevaluate your goals quarterly.
* Review your metrics and definition of success quarterly.
* Brainstorm new ideas for engagement.
* Assess content and visual approach.
* Develop new relationships with influencers.
* Make sure you have the resources – and staff engagement – you need to be successful.

## The Next 90 Days

After assessing your social media performance, create your plan for the next 90 days and update your editorial calendar accordingly. Then, repeat your assessment. This pattern of planning and assessing will help you continuously improve your social media community outreach around integrated behavioral health services.

#### **Worksheet: 90-Day Plan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Platform** | | **Platform** | | **Platform** | |
| Total Posts/Week | *##* | Total Posts/Week | *##* | Total Posts/Week | *##* |
| Original Posts | *##* | Original Posts | *##* | Original Posts | *##* |
| Curated Posts | *##* | Curated Posts | *##* | Curated Posts | *##* |
| Text Posts | *##* | Text Posts | *##* | Text Posts | *##* |
| Image Posts | *##* | Image Posts | *##* | Image Posts | *##* |
| [other post type] | *##* | [other post type] | *##* | [other post type] | *##* |
| Promotional Calls to Action | *##* | Promotional Calls to Action | *##* | Promotional Calls to Action | *##* |

#### **Template: Editorial Calendar**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

# Health Center Messaging Examples

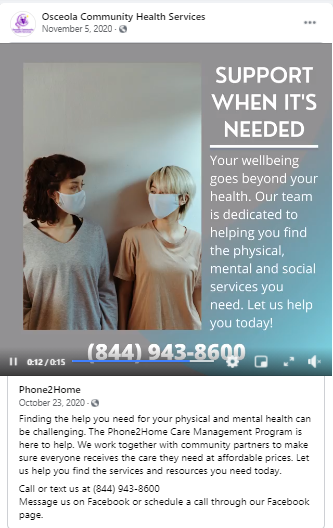
This section contains sample social media posts from health centers. Click each image to visit the original post on the original social media channel.

[Chestnut Family Health Center 
July 22 2020. e 
Don't forget about your child's mental health; it's just as important as 
their physical health. 
#WellChildWednesdays 
WELL CHILD WEDNESDAYS 
Mental health is an 
important part ot 
overall health. Talk 
to your pediatric 
provider about your 
child's mental health 
during your child's 
well-visit. 
Health Resources and Services Administration (HRSA) e 
July 15, 2020. e 
#WellChildWednesdays #DYK that #MentalHealth is an 
important part of overall health? Talk to your #pediatric *provider 
about your *child's mental health during their well-visit: 
https://bit.ly/2ZrZYHO ](https://www.facebook.com/ChestnutFamilyHealth/posts/3338200726230469)

[ACCESS Family Care 
September 30, 2020 
Ozark Center to integrate mental health, physical health care at new 
site https://ecs.page.link/Mmgrz 
Ozar enter" 
9, 
JOPLINGLOBE.COM 
Ozark Center to integrate mental health, physical health 
care at new site ](https://www.facebook.com/accessfamilycare/posts/10158767664814207)

[](https://www.facebook.com/ShawneeChristianHealthcareCenter/posts/4172580252766722)

[Chestnut Health Systems 
2626 followers 
.9 
I Oma 
Mental health is just as important as physical health. 
#mentalhealthmatters 
NAMI 
137,024 
.9 
I Oma 
+ Follow 
+ Follow 
Even if you're working from home, it's important to listen to your body and 
mind. Take a mental health day if you need one. 
https://bit.ly/33XPeRC 
Plan Your Mental Health Days in Advance ](https://www.linkedin.com/posts/chestnut-health-systems_plan-your-mental-health-days-in-advance-activity-6676907152990466048-PWNH)

[](https://www.facebook.com/OsceolaCommunityHealthServices/posts/1342303796100808)

[Community Health Center of the New River Valley 
January 8 • e 
It's 2021 and we encourage you to make your health and well-being a 
priority. Community Health Center is here to help with medical, dental, 
and behavioral health all through one provider. 
COMMUNITY 
HEALTH CENTER 
Of the New River Valley 
New year. 
New you! ](https://www.facebook.com/NRVCHC/posts/2109929009137543)

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2. According to [CNBC](https://www.cnbc.com/2020/08/24/tiktok-reveals-us-global-user-growth-numbers-for-first-time.html) (August 2020). [↑](#footnote-ref-3)
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4. According to [Pew Research Center](https://www.pewresearch.org/fact-tank/2019/05/16/facts-about-americans-and-facebook/) (May 2019). [↑](#footnote-ref-5)
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9. According to [Omnicore](https://www.omnicoreagency.com/tiktok-statistics/) (January 2021). [↑](#footnote-ref-10)
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11. According to Pew Research Center (January 2019). [↑](#footnote-ref-12)
12. According to [Pew Research Center](https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/) (April 2019). [↑](#footnote-ref-13)