



# *Social Media Toolkit*

**Developing a Social Media  
Strategy to Combat the HIV  
Epidemic in Indian Country**



National Indian  
Health Board







# Contents

<b>1. Introduction .....</b>	<b>4</b>
<b>2. What is Social Media? .....</b>	<b>6</b>
<b>3. Indian Country and Social Media .....</b>	<b>9</b>
<b>4. Social Media and HIV .....</b>	<b>12</b>
<b>5. Developing a Social Media Plan .....</b>	<b>14</b>
<b>6. Focusing on the Intended Audience (People) .....</b>	<b>15</b>
<b>7. Defining Objectives (Objectives) .....</b>	<b>19</b>
<b>8. Developing an Implementation Strategy (Strategy) .....</b>	<b>27</b>
<b>9. Choosing the Right Technology and Tools (Technology) .....</b>	<b>37</b>
<b>10. Tips and Best Practices for Crafting a Post .....</b>	<b>40</b>
<b>11. Platform-Specific Best Practices .....</b>	<b>43</b>
<b>12. Evaluating Social Media.....</b>	<b>50</b>
<b>13. Examples of Native HIV Social Media .....</b>	<b>56</b>
<b>14. Additional Resources .....</b>	<b>60</b>



# Acknowledgements

**This toolkit was made possible by a number of resources and collaborators, and the authors would like to acknowledge the contributions of the talented and dedicated people that took time to research, write, edit and speak to the need to strengthen social media prevention strategies for HIV prevention in Indian Country.**

The content for this toolkit was developed, under the direction of Robert Foley with the National Indian Health Board and Rick Haverkate (Sault Ste. Marie Tribe of Chippewa Indians) with the Indian Health Service, through a subcontract with a team from JSI Research & Training Institute.

- Hannabah Blue (Diné)
- Yvonne Hamby
- Arman Lorz
- Hannah Chidekel

We would like to acknowledge the American Indian and Alaska Native interviewees and advisers involved in the process of developing this toolkit,

whose input and feedback helped ensure that this resource is relevant and useful for Tribal communities.

#### **Content advisors:**

- Theresa “Terri” Bramel
- Whitney Essex
- Dr. Jorge Mera
- Sheldon Raymore (Cheyenne River Sioux Tribe)

#### **Community interviewees:**

- Kurt Begaye (Diné)
- David Clark (Goldbelt shareholder/Alutiiq)
- Lane Holcomb (Cherokee)
- Dr. Jonathan Iralu
- Dr. Madalene Mandap

This toolkit contains links to other sites, tools and resources, as well as graphics, handouts figures, and flowcharts. These have been developed by



# SOCIAL MEDIA

other dedicated organizations or government entities working in this field. NIHB would like to acknowledge them, and thank them for creating such valuable resources. Rather than recreate some of these tools, NIHB, IHS, and JSI Research & Training Institute have chosen to reproduce them here and provide the link to their original web-based location.

The toolkit was organized by the National Indian Health Board and funded through a cooperative agreement with the Indian Health Service (National Indian Health Outreach and Education II: HIV/AIDS, U252IHS0013-03-03) with resources from the Minority HIV/AIDS Fund.



# 1. Introduction

**Today, communities are connected across both physical and virtual spaces. Social media combines people's social interactions and technological tools; it creates online spaces that bring together individuals around common interests, concerns, or events. It can take on a variety of forms, from blogs and photo sharing, to social forums and instant messaging. What links these platforms as social media is the ways in which they enable individuals to connect online. Social media communicates information in real time, making it an invaluable resource for spreading public health information. It has the ability to amplify health-driven campaigns, and can bring important messages to communities in ways that are relatable and easily digestible. Many of the most effective public health campaigns use or incorporate social media platforms to impact attitudes and behaviors.**

This toolkit is intended for organizations serving American Indian and Alaska Native communities in both urban and rural areas to develop a social media strategy to combat the HIV epidemic in Indian Country. Some of these communities struggle with internet connectivity. At the end of 2018, the Census Bureau released the first-ever estimates of internet subscription rates across all of counties in the U.S, which highlights the connectivity issues that exist in Indian country. In an interview with NPR, Traci Morris, a member of the Chickasaw Nation of Oklahoma who works at the American Indian Policy Institute at Arizona State University, expressed that, "We're the least connected. We're under-connected. We're under-served!" There has been some research that has shown that American Indian and Alaska Native (AI/AN) people rely on smart phones and cellular technology to access the internet more than other communities do. While many AI/AN may be using their phones, there are some communities that do



not have reliable cell coverage. On some reservations, Morris added that residents rely on internet service at the local library, Tribal office, or school.<sup>1</sup>

Undertaking a concerted social media strategy geared towards communities with poor internet or mobile connectivity will be challenging. In trying to reach these communities, a different strategy (such as using print or broadcast media) might be more beneficial. The information contained in this toolkit can be applied to other communication strategies. In comparison, for those communities that have good cellular coverage and/or internet, and that integrate social media in their daily life, a social media strategy could provide a good opportunity to reach community members and to influence healthier decision-making.

Social media is a valuable tool for creating and sharing content that is relevant and relatable to specific communities. It can cultivate common interests, share new ideas, reinforce health-promoting norms, combat less healthy norms, and build a stronger and more interconnected sense of community. It is an important tool for fostering community buy-in, and for paving the way to integrate new practices into existing conventions.

---

<sup>1</sup> <https://www.npr.org/2018/12/06/673364305/native-americans-on-tribal-land-are-the-least-connected-to-high-speed-internet>

# 2. What is Social Media?

**Social media platforms take on a number of shapes, and there are a variety of platforms that connect people in different ways. These networks serve different purposes, which include social or professional networking, media sharing, content production, and knowledge sharing and aggregation.<sup>2</sup> Here's a brief overview of some of the more popular social media platforms in the United States:**

- **Facebook** is the world's largest social network,  with more than two billion people using it each month. Users create profiles and use these to connect with friends or professional associates. In addition to following their connections' visual and text-based posts, people can choose to follow brands, topics, and areas of interest through "liking" pages, and joining online groups formed around commonalities<sup>2</sup>.
- **Twitter** is a social media site geared towards  real-time information and spontaneous thought; much of its content is made up of news, politics, sports, and pithy humor. Users are limited to 240 characters per post, emphasizing the brevity and "real-time" nature of the information shared.<sup>2</sup>

- **Instagram** is a photo and video sharing app  that allows users to share a broad range of graphically-driven content. Individuals and organizations alike can post photos and videos, as well as temporary posts in the form of stories and live videos. IGTV, which can be used within Instagram or as a standalone app, is a platform that allows Instagram users to create long-form, vertical videos that can be up to one hour long.<sup>2</sup>
- **Snapchat** is a social media app that allows users  to temporarily share photos (or 'snaps') and videos among friends. Users can also follow brands, media outlets, and trends that update content every 24 hours.<sup>2</sup>
- **YouTube** is a video sharing platform, and is  used by over one billion individuals each day. Users have the opportunity to upload, view, like, comment on, and share media. Additionally, YouTube is the second largest search engine after Google. Not only can organizations upload video content, but they can also advertise on the platform to increase reach.<sup>3</sup>

<sup>2</sup> <https://csic.georgetown.edu/wp-content/uploads/2016/12/public-health.pdf>

<sup>3</sup> <https://buffer.com/library/social-media-sites>



- **Vimeo** is another platform that allows users  to publish, view, and interact with video content. Vimeo largely connects visual artists together; the site cultivates constructive conversations about the content posted, which often has an artistic bent.<sup>4</sup>
- **LinkedIn** is a social media site designed for professionals, industry leaders, and organizations to connect over job postings, industry updates, and professional interests. Individuals can build their professional networks and pursue job postings, and businesses can use the platform to build traction for their brand.<sup>2</sup>
- **Google+** is a social network that is built off a  user's Google account. It allows individuals to connect with contacts they import; it also enables users to add themselves to 'circles,' which are based on news, media, and interests. Users receive interest-based content from these circles, and connect to others with those same interests.<sup>5</sup>
- **Tumblr** (pronounced "tumbler") is a platform  that allows users to create personalized blogs, and to share content with followers and through hashtags. Users can 'like' and reblog specific posts, amplifying certain content; they can also use the 'reply' and 'ask' features to comment directly on a blog. Blog categories vary greatly – this platform allows users to create and post content that is very specialized, which fosters the development of specific 'micro' communities.<sup>6</sup>
- **Flickr** (pronounced "flicker") is a platform that  photographers use to share their work. Flickr allows photographers to share their work in thematic groups, such as portraiture or landscapes, and to discuss various topics, such as techniques or equipment, in a forum setting. Users are encouraged to follow one another, 'like' and comment on each other's work, and can also create virtual galleries to showcase their photography, and others.'

4 <https://www.lifewire.com/what-is-vimeo-3486114>

5 <https://www.androidcentral.com/what-google-and-why-should-i-use-it>

6 <https://techterms.com/definition/tumblr>



- **Google Photos** is an online photo-sharing tool  run by Google. Originally called Picasa, it enables users to store, edit, and organize photos, which they can then share. Users can create collages, photobooks, and animations with the photos stored on their personal platform. The 'share' function allows individuals to easily share their photos or created content with others.<sup>7</sup>
- **Grindr** is a popular networking and online  dating application geared towards gay, bi, transgender, and queer people. Once users create an account, they can add a photo and small bio about themselves that usually includes information about their interests, hobbies, and sexual preferences. Grindr's geolocation feature allows its users to see others listed in order of proximity, chat, share images, and arrange to meet.<sup>8</sup>

The varied world of social media has enabled individuals to build virtual communities tailored to common interests, passions, and goals. Each platform has its own advantages; these specializations allow users, whether individuals or organizations, to reach communities in meaningful ways. These platforms each have their own advantages, which can be used to tweak and tailor content as needed.

<sup>7</sup> <https://www.businessinsider.com/how-does-google-photos-work>

<sup>8</sup> <https://www.pinknews.co.uk/2018/04/30/what-is-grindr-gay-dating-apps/>



# 3. Indian Country and Social Media

**Whereas, not every person in Indian country is on social media, many do actually use social media in their everyday life. Some individuals might use it to post pictures, others to share stories, others to find dates, and others to learn what is happening around them.**

A social media user who serves Tribal communities mentioned that culture is intertwined in the way in which American Indians use social media – some Indigenous communities are more open to talking about sex and sexuality, and other community cultures may consider these topics taboo. It is not simply a matter of progressive versus conservative values, rather it is a complex consideration of cultural values and traditional teachings and how those interplay with contemporary personal and professional morés. For example, even if a person may find the public health value in producing print and/or social media posts with a frank depiction of people in various states of nudity, some AI/AN people may find the imagery culturally offensive. It is important to understand and work within the cultural dynamics of the community being served, and to recognize what will engage the intended population. This includes utilizing images,

language, phrases, and values with which that they identify. One must always use a cultural lens when approaching a community – especially communities of which the provider is not a member.

Since social media is largely mobile, always consider that some content might not be welcome in certain channels, especially if there is crossover in the groups of people that a social media user interacts with on a particular platform. Say, for example, a Facebook ad about HIV testing that explicitly and objectively discusses how someone might be exposed to HIV appears on the feed of an individual who quietly identifies with parts of the communities discussed in the ad. If this social media user sees the advertisement while a family member is looking over their shoulder, (s)he could be put in an uncomfortable situation. Furthermore, given that social media has few boundaries, a post or online campaign may be created for and ultimately accepted by one community, but may not be accepted by members of another community thousands of miles away. The ad was not intended for the second community, but give the accessibility of social media platforms and the challenges in limited viewership; this manner of sharing is

not just common it is expected. Providers cannot always be held accountable to content that reaches beyond its intended audience, and should focus on what is best for their own communities.

It is also important to consider that different generations use social media differently. According to an interviewed social media user who serves Tribal communities, “Facebook is still big, Instagram is popular, but now it seems that younger base populations are using Snapchat and Youtube.” Giving an example from his community, he observed that, “For Navajo, don’t use Twitter if you want to reach a younger audience base — Snapchat will be more successful... [To engage Snapchat users,] develop filters, attach a filter to an event, and encourage individuals to use the filter to post and push out.”

Some interesting aspects of social media and AI/AN youth include the following statistics from the Northwest Portland Area Indian Health Board:<sup>9</sup>

- 76% using their phone to go online.

In addition, every day:

- 63% using Facebook
- 62% using SnapChat
- 53% using Instagram
- 36% get health information from social networking sites

This is something to consider when identifying the channels or platforms for reaching AI/AN youth. In addition to traditional social media apps, dating apps are an important prevention platform

<sup>9</sup> <http://www.npaihb.org/social-marketing-campaigns/>



— people can access information about PrEP or any other information about prevention online. This is convenient because users do not have to carry around physical materials that could be seen by other members of the community.

## STIGMA

Stigma remains one of the largest barriers in the field of HIV. Even today, American Indians and Alaska Natives identify this as a major hurdle in accessing the communities and care related to the virus. In many situations, Natives, who when they learned they were positive, avoided seeing doctors or taking the antiretroviral drugs that would have saved them due to the shame and fear that their families and communities would find out about their status.

---

*“There’s great stigma attached to HIV in this community and in others, it’s the biggest obstacle to effectively battling this disease.”*

---



---

*“The feeling of having no one to turn to is indescribable.”*

---

---

*“Our silence inadvertently tells them that their lives do not matter.”<sup>10</sup>*

---

Foundationally, historical and intergenerational trauma, stemming from initial colonization, has created a domino effect of risk factors that compound existing stigma and has led to other significant barriers to addressing HIV. These include having non-Native providers serve AI/AN communities, insensitivity to current political issues, previously unseen animosity and confusion over sexual and gender identities, inaccessibility of service, lack of HIV prevention materials (including condoms), and a daunting history of infectious diseases in AI/AN communities.

Even providers and community-based organizations delivering HIV services may unknowingly support stigma by shaming certain behaviors and identities. For example, some sex-positive advocates might cross the line by shaming those

who may not be as open about their sexuality. Sensitivity is critical to address the needs of community members who are not as knowledgeable and comfortable talking about sex, HIV, and other behaviors – whether in person, in public, and online. It is important to maintain a balance between advocacy and respect to minimize stigma felt across the entire spectrum of behaviors and identities.

The implementation of protective factors that ease anxiety, increase uptake of messaging, create community buy-in, or expedite acceptance or adoption of messages is critical. This could include the spiritual healing that comes from culture, and how it can be holistically intertwined with western medicine and other prevention activities.

Lastly, it is important to note that society continues to change and how social media changes with it. For example, there has been a shift from messages emphasizing elder care to ones empowering youth to use their voices on matters of community health.

---

<sup>10</sup> <https://www.fredhutch.org/en/news/center-news/2017/03/american-indians-and-alaska-natives-tackle-hiv-stigma-talk-cure.html>



# 4. Social Media and HIV

**Social media opens the door to online communities that allow people to connect with clients, colleagues, family, and friends around the world. It offers innovative ways to engage community members in thinking about their HIV risk, and expanding the reach of programs. Social media can be a great tool for those persons who might not be comfortable visiting a clinic or program in person, but are comfortable accessing information on social media.**

## **SOCIAL MEDIA AND HIV PROGRAM MESSAGING**

Social media can support HIV programmatic efforts and can support the dissemination of HIV behavioral change messaging to intended audiences, increase awareness and referrals, and foster virtual, social support.

An important aspect of social media is that the attention span users put into virtual engagement is limited. Usually, users move quickly through a large amount of information, skim topics, and browse sites. HIV-serving organizations must take this into consideration when they consider using social media as tools to support their HIV efforts. If the content of a message is dense, long, and full of jargon, the reader probably won't find it appealing and move to the next thing that catches their attention. As the foundation for integrating social media into HIV efforts, messages must be appealing, relatable, clear, realistic, and direct.



A social media effort for HIV programs can reach those who want to engage in a conversation, and it is an effective way to support HIV prevention messaging. This strategy facilitates a two-way, interactive conversation between a provider and a designated target (or more general) audience, rather than the one-way, passive interaction that traditional media offers. Social media has become an accepted communication platform – it is a powerful way of reaching community members who access the web. Through the various platforms available, a program has the chance to offer ways of increasing awareness through information sharing, to foster community engagement through discussions and support, and even to make referrals to HIV care and programs.

Social media can accelerate programs' ability to achieve their goals. Most HIV programs, if not all, have a behavioral health component and aim to promote changes among their users around making healthier decisions to prevent acquisition

or transmission of HIV. Social media can help endorse or enforce social norms, provide information and direction to help community members make educated decisions, and provide resources that can support a person's efforts to make healthier personal decisions.

There are many types of social media, the majority of which are free, and whose audiences range in size and specificity. Social media platforms enable linking or uploading photos and videos, creating a blog, posting or linking to events, joining groups, or sending messages to enhance engagement with audiences.



# 5. Developing a Social Media Plan

**It is common for Tribes, organizations, and programs to decide that they need to use social media before developing a strategy for how they will use it, which platforms to use, and what message to deliver. Creating a Facebook page, for example, does not mean that youth will automatically see the information. To use social media effectively, a strategy needs to include a plan for crafting information, a promotional plan to reach the target community, and an engagement plan for keeping them interested.**

There are plenty of online tools available for those who want to market a social media campaign, including tools for managing social media, for measuring it, and for creating content. However, if an organization does not have a solid social media strategy, these tools cannot help them reach and measure success.

A planning tool that can help to develop a solid strategy is outlined as: **POST: People, Objectives, Strategy, Technology**. This was devised by Charlene Li and Josh Bernoff in their book *Groundswell*,<sup>11</sup> and is a proven framework for developing a social media strategy. This is the framework that this toolkit will use to guide readers through considering, structuring, and implementing a social media strategy for HIV prevention.

---

<sup>11</sup> [https://en.wikipedia.org/wiki/Groundswell\\_\(book\)](https://en.wikipedia.org/wiki/Groundswell_(book))



# 6. Focusing on the Intended Audience (People)

**As previously described, identifying the intended audience is a crucial step to ensure a successful social media strategy — this is where it all begins. Before starting to think about what images and content to post, HIV programs must consider the person they want to reach. It is important to have a clear idea of who will be reached, who the primary audience will be, and where they can be found online.**

Although it is possible to simultaneously create messages and content that frame the epidemic in Indian Country in ways intended for various members of the community, it is not recommended to do this unless the organization already has experience developing messages. It is recommended for the HIV programs to develop one message at a time that focuses on one intended population at a time. For example, an organization aiming to increase awareness on using PrEP could develop a message for American Indian men who have sex with men who are unaware of PrEP. The message could highlight how PrEP can increase their level of protection against HIV. The message is specific to the intended audience

and a message for individuals who already know about PrEP will definitely look different than the example provided.

## IDENTIFY AN INTENDED AUDIENCE

Identify the intended audience from the beginning in order to successfully develop an appropriate strategy for reaching it. The first task to consider is identifying the intended audience.

There are various ways in which a Tribe, Tribal organization, or Urban Indian Health Center can identify the right audience. It is not just deciding on who to reach, but also truly identifying who will benefit the most from the efforts. Two of these ways involve exploring emerging issues confronting the community, and what the program is funded to do and who its funded to as reach. Once a larger audience is identified, the population can and should be broken down into sub populations.



1. Local/emerging issues and data (epidemiological profiles). One of the fastest and most effective ways to help identify the right audience is by looking at the available data in the state, country, or IHS Service Area. Compare the most current epidemiological profile with the previous and they will reveal emerging trends that can be addressed. While AI/AN specific data can be difficult to find and may not be 100% accurate (to issues such as racial misclassification, under reporting, or geographically mobile populations), it can paint an approximation of who is at the greatest risk. There are national and state level epidemiological profiles that are inclusive of AI/AN data. The Indian Health Service has STD data that can also help to indicate which populations are engaging in behaviors that place them at increased risk for HIV acquisition or transmission. And other resources, including Tribal Epidemiology Centers, local Tribal or IHS clinics, urban Indian health centers, and substance use treatment centers, all have data that can contribute to a singular picture of who is at risk, and who is in need of intervention. It is the hope that the data reflects the prevailing sentiment of the community – and the community voice should be accessed when seeking to identify an intended population. Questions like: “Who is being treated in the clinic the most often (or the least often)?” “Who is the community really worried about these days?” “On whom are community efforts really focused on helping right now?” can help to hone down the correct population.
2. Funding considerations. It is important to focus social media efforts on what the program is funded for (whether by the federal, state, or local government, the Tribe, or a private funder). While organizations have some flexibility in serving both target and general populations in other programs, those who have been funded to develop social media strategies for a specific community need to focus on this audience. For example, if an organization is funded to deliver HIV testing with a focus on American Indian and Alaska Native men having sex with other men, and a woman requests an HIV test, it is possible to provide her with one. However, if the program is funded to develop a social media strategy for American Indian and Alaska Native men having sex with other men (MSM), the all messaging and content must focus



on this particular population. If the program identifies other populations that could benefit from the social media efforts, a conversation with the project officer would be necessary to broaden the scope of the project and the funds necessary to do this successfully. When funded for social media work, organizations will need to maximize their resources to provide the best services and messaging for the intended population. For the most part, organizations have a general sense of what population is at the greatest need. This should define what the organization writes into their grant regarding efforts and activities to address the needs of this population. Organizations receive funds to implement specific activities with specific populations. It is imperative for the organization to provide new staff members with a concrete description of the rationale of the organization's programs and intended audience.

Funded organizations will also be required to report how funding is used, and to show that its use corresponds to the effort put into the social media work. Allocating funds for engaging specific audiences opens opportunities for cross-organizational collaborations. Different organizations work with different communities,

and can work together to share one unified message across multiple audiences. Take the first example in this section: an organization that wishes to develop messages for community members and providers could partner with another organization that focuses primarily on providers to develop this branch of their messaging efforts.

Even when two organizations are funded to serve the same population, young MSM ages 19-24 for example, one organization could focus on those finding sexual partners at the casino, while the other could focus on those finding sexual partners on Grindr. Think critically when developing a strategy to find invisible links and opportunities that partnering organizations could aid in serving specific populations.

3. Subpopulations. In addition to analyzing available data and identifying emerging issues, it is important to look closely at what subpopulations might have higher needs for the services. Identifying subpopulations is a strategic activity to narrow down efforts geared to subgroups within the intended population. In addition, it informs the plans for engaging with these



communities. Identifying subpopulations can be done by conducting a brainstorming activity among staff members in which everyone has an opportunity to describe the various types of commonalities and differences that exist within a specific population. When organizations break down an intended population into subpopulations, they can also plan and strategize the various approaches that would work best with each subpopulation.

For example, it is not enough to identify AI/AN men having sex with men in urban settings; going a step further to break the population down to its various subcategories will support an organization to better serve these individuals. Within this MSM population, there could be youth, older adults, aging individuals, those employed full time, college students, people in polyamorous relationships, in serodiscordant relationships, frequenting bathhouses, finding sex partners online, hooking up at the local clubs, using substances, etc. Each one of these subpopulations will require a unique approach and an assessment of the language and tones that resonate with them.

Most organizations should use their time and effort to focus on working with a singular population, especially if social media work is a new effort. Remaining focused on a singular population can maintain a tight campaign, help to unite the providers in a common effort, avoid overstretching and make evaluating the efforts easier. When real outcomes are experienced, then an organization may consider expanding their social media efforts to include other populations. This effort will mean going back through the entire process of population identification again, looking at the data, and asking who would benefit from new efforts. It may mean creating new social media profiles or accounts, and working with new platforms — all depending on the outcome of the newly identified population.

It can be possible to simultaneously create messages and content that frame the epidemic in Indian Country in ways intended for other members of the community. For example, a Tribe or Tribal organization aiming to increase awareness on using PrEP could develop messages for two audiences. They could reach American Indian men who have sex with men with a message on how PrEP can increase their level of protection against HIV; at the same time, they could develop a message for providers that shows statistics and benefits of prescribing PrEP to person at increased risk for HIV. In this manner, the Tribe or Tribal organization invest their efforts and resources in two intended audiences: community members and providers.

Once an organization has identified the intended audience and its subpopulations on which the social media efforts will focus, the team will need to develop objectives that will help to keep the efforts focused.



# 7. Defining Objectives (Objectives)

**Objectives are the mileposts to guide programs, organizations, and their employees on the way to conduct business or implement a program. Defining clear and solid objectives for social media efforts will help to convert visions into clear-cut measurable targets. In addition, it helps staff members have a clear direction and understanding as to what they are expected to achieve and when.**

## DEVELOPING SMART OBJECTIVES

Programs that develop objectives that are **S**pecific, **M**easurable, **A**ttainable, **R**elevant, and **T**ime-bound (SMART) increase their opportunities to achieve success in reaching their goal. When setting objectives for a social media strategy, the following can make sure they are:

**S** – Specific: Being specific about what will be accomplished. Thinking about this as the purpose; it should include an answer to some of the popular ‘w’ questions:

- Who – Considering who will be doing the tasks.
- What – Being detailed about exactly what the goal is.
- Why – Providing a clear reason for wanting to accomplish this.

**M** – Measurable: Setting some milestones by considering specific tasks to accomplish.

- This makes an objective more tangible because it provides a way to measure progress.

**A** – Achievable: Developing objectives to inspire motivation, not discouragement.

- Considering what it would take to attain this objective, how to accomplish it, and the tools/skills needed.

**R** – Relevant: Focusing the objective on what makes sense with the broader goal.

- Ensuring that efforts are relevant to the needs of the community and any funding source.
- Asking, “Does this objective make sense given what the program wants to accomplish?”



**T** – Time-bound: Providing a target date for deliverables of this objective is imperative and helps to plan accordingly.

- Deadlines should be reasonable and feasible for the team to meet.

For example, if a social media strategy is intended to increase awareness on PrEP uptake among young AI/AN transgender women, an objective could be:

*By the end of June 2020 (T), the program coordinator and the design team (A) will develop two (M) concurrent awareness campaigns for Instagram (S)*

*intended for AI/AN transgender women (ages 14-29) that emphasize the benefits of using PrEP along with hormonal treatment (R).*

The following SMART Objectives Worksheet<sup>12</sup>, can be used to help develop SMART objectives (or even broader SMART goals).

<sup>12</sup> <https://www.peoplegoal.com/glossary/smart-goal-stand-for>

# S.M.A.R.T. OBJECTIVES WORKSHEET

Crafting S.M.A.R.T. objectives are designed to help you identify if what you want to achieve is realistic and determine a deadline. When writing S.M.A.R.T. objectives use concise language, but include relevant information. These are designed to help you succeed, so be positive when answering the questions.

<b>Initial Objective</b>	Write the objective you have in mind.
<b>S Specific</b>	What do you want to accomplish? Who needs to be included? When do you want to do this? Why is this an objective?
<b>M Measurable</b>	How can you measure progress and know if you've successfully met your objective?
<b>A Achievable</b>	Do you have the skills required to achieve the objective? If not, can you obtain them? What is the motivation for this objective? Is the amount of effort required on par with what the objective will achieve?
<b>R Relevant</b>	Why am I setting this objective now? Is it aligned with overall goals?
<b>T Time-Bound</b>	What's the deadline and is it realistic?
<b>Smart Objective</b>	Review what you have written, and craft a new objective statement based on what the answers to the questions above have revealed.

## DEFINING THE PURPOSE OF POSTING ON SOCIAL MEDIA AND WHAT SUCCESS LOOKS LIKE

One consideration to make when developing a social media strategy is its purpose. When it comes to HIV efforts, consider in advance the following two approaches:

### Marketing vs. Behavior Change Messages

As mentioned earlier, a program will have to decide on the direction social media efforts will take. This does not mean choosing between two promising possibilities— they both could work in tandem, but keep in mind that this will require more effort.

#### *Using social media for HIV prevention marketing messages.*

These types of messages are easier to design, and they may not have to be created from scratch. There are many messages already created with federal funds that could be borrowed, resent, repurposed, or tailored. Their content focuses on increasing awareness about new studies and practices such as PrEP, medication adherence, condom use, HIV updates, tips, testing sites and hours, and events. Informational messaging does not have to be dry — they have the potential to be interesting, informative, and brief. For example, a marketing message intended for women who have been

affected by substance use in their families could present a statistic on how HIV affects their families. A sense of hope can be provided, by stating that they are not alone, and that they could find more information via Whatsapp in a confidential manner.

#### *Using social media to promote HIV behavior change.*

Content that promotes behavior change focuses on motivating action or change related to healthier practices. When it comes to HIV, these messages could be around PrEP intake, medication adherence, condom use, getting screened and tested, or attending events, for example. The messages must provide a respectful and motivational invitation or direction for the intended audience.

A behavior change message intended for women who have been affected by substance use in their families could still present a statistic on how HIV affects entire families. This can motivate women to seek out more information about how to protect themselves and their families by talking to a provider. A call to action may simply be to direct the women to send a text via Whatsapp asking a question that will then in turn be confidentially addressed.

Because one of the main goals of HIV services is to motivate members of the community to take action towards reducing new infections or to increase preventative actions, this toolkit provides action-oriented examples.

## Behavioral Determinants

When thinking about how to reach different individuals and communities on topics of health, it is vital to keep behavioral determinants of health in mind. Addressing key behavioral determinants is a vital aspect of developing a social media strategy that is behaviorally focused. Behavioral determinants are aspects that are proven to influence, motivate or inhibit behavior or behavior change. Effective behavioral interventions work by addressing a set of determinants. One must change the determinants first in order to be able to change behaviors. It is important to understand how messaging affects the intended audience and what are the best ways to frame messages understanding how the human brain works.

### *Using theoretical frameworks.*

Behavioral determinants are the key elements of behavioral change theories. The social cognitive theory, for example, is a popular behavioral change theory in HIV prevention. This theory states that individual learning is influenced by personal factors, behaviors, and environmental influences. Risk and protective factors is another good example of a theoretical construct that is common in HIV prevention. It states that there are certain elements in life that will either protect a person or put them at greater risk for something. Indigenous models, like the Indigenist Coping Model, also delineates certain aspects that motivate or deter Indigenous peoples' behaviors. Prevention programs often use theoretical frameworks in developing activities, learning objectives,

and purpose. This tactic can also be used to strengthen social media strategies. Identifying what behavioral determinants are at play at the community and population level is one of the most important steps to creating a strategy that is focused, and driven by what is truly happening at the community level.

The following are social and behavioral determinants that could support or prohibit change followed by statement examples of how each determinant could be reflected in a community members' words, perceptions, and/or actions.

**KNOWLEDGE:** What a person knows about the behavior and the health problem.





Examples of how knowledge influences negatively and positively the actions of a person:

- “If I take PrEP then I don’t have to worry about anything”
- “Knowing my partner’s HIV status and knowing my own helps me make better decisions about sex; like using condoms or not, PrEP, having an open relationship or being monogamous”

**ATTITUDES AND BELIEFS:** What a person thinks and believes about the behavior and the health problem, and how that may affect the use of risk reduction, which includes beliefs about the effectiveness of the new behavior (response efficacy) and beliefs about the pros and cons of the behavior.

Examples of how attitudes and beliefs influence negatively and positively the actions of a person:

- “Gay men will get HIV sooner or later”
- “Condoms are to be used with everyone until I find the one who just wants to be with me”

**INTENTIONS:** The willingness a person has to try to change the behavior.

Examples of how intentions influence negatively and positively the actions of a person:

- “I look for sex with those who also like it bare-back; no condoms”

- “I want to keep on using condoms with my partner until we define if we are exclusive”

**VALUES:** How a person sees themselves as individuals, what they believe in, what is OK and what is not OK for them to do. This relates to how the behavior fits in with how they see themselves.

Examples of how values influence negatively and positively the actions of a person:

- “I know I am not attractive and it is hard trying to find someone who would have sex with me. So when I find somebody, I give him whatever he asks and however he wants it”
- “I’m in an open relationship but we have limits. That includes always using condoms, no matter who he is. I’m not the kind of person who would put my partner at any risk”

**SKILLS:** The actual capacity a person has to do the behavior.

Examples of how skills influence negatively and positively the actions of a person:

- “I don’t know how to ask my hook-ups to use condoms with me; so I do it without a condom”
- “I learned that I can negotiate using condoms while chatting on Grindr. A friend taught me how. That makes it much easier than trying to negotiate once I meet the guy and at the last minute”

**SELF-EFFICACY:** The feeling of confidence that a person in their capacity for changing the behavior.

Examples of how self-efficacy influences negatively and positively the actions of a person:

- “I don’t know if I could go back to using condoms. It’s been a long time of not using them”
- “I know exactly how to negotiate using condoms for sex; it always works!”

**PERCEPTION OF RISK:** The awareness a person has that a health problem exists.

Examples of how perception of risk influences negatively and positively the actions of a person:

- “Only those who are the receiving partner are exposed to gonorrhea; I am the top”
- “Gay men worry about HIV and STIs. For us, heterosexuals, we worry about HIV, STIs, and also pregnancy”

**PERCEIVED SUSCEPTIBILITY:** The belief an individual has of being personally vulnerable to the health condition.

Examples of how perceived susceptibility influences negatively and positively the actions of a person:

- “I like it bare; unless he tells me he is positive. In that case, I would ask him to use a condom”
- “Bottoms are at higher risk for acquiring HIV, that’s why I always make my top wear a rubber”

**PERCEIVED SEVERITY:** A person’s belief that harm can be done by the health condition.

Examples of how perceived severity influences negatively and positively the actions of a person:

- “Having HIV is not that bad; you can control it with medicine and you’re good.”
- “If I acquire HIV it would definitely affect my health, finances, ability to work, my partner, and even the possibility of having my own children. It’s not worth the risk for me.”

**SOCIAL NORMS:** The implicit or explicit rules a group uses to determine appropriate and inappropriate values, beliefs, attitudes, and behaviors.

Examples of how social norms influence negatively and positively the actions of a person:

- “None of my friends say they use condoms during sex. I don’t know why I do...”
- “Everyone is talking about the new condoms. They say they’re super comfortable and feel as if not wearing a thing... I’ll buy some to see if it’s true”

**SUBJECTIVE / PERCEIVED NORMS:** An individual’s interpretation of what significant others think, approve, wish, and hope for the person performing the behavior.

Examples of how subjective/perceived norms influence negatively and positively the actions of a person:

- “My partner doesn’t care if I have sex with other guys without condoms; he’s never said anything”
- “My partner always reminds me to use condoms. He’s never said it, but I think he does it because he cares for me and doesn’t want me to get an STI”.

**SOCIAL SUPPORT:** The perception a person has and the actuality that they are cared for, has assistance available from other people, and that the person is part of a supportive social network.

Examples of how social support influences negatively and positively the actions of a person:

- “My mom says I’ll die of AIDS, that it is my destiny for being gay. If I would get HIV, I would never tell her and would prefer to run away”
- “My friends know about my health condition and are always checking on me. If anything would happen to me, I could call any of them and they would help me”



**ACCESS:** The ability or right to approach, enter, exit, communicate with, or make use of programs and services. Access can be related to structural issues, such as transportation or hours of service, or social issues such as support groups or advocacy.

Examples of how access influences negatively and positively the actions of a person:

- “When I’m feeling frisky and have the opportunity but don’t have condoms; I do it without one”
- “There’s a place close to my house that gives free condoms, even at night. So, if I find sex at the last minute and didn’t have condoms, I could run really quick and grab some and be ready by the time my visitor would arrive”

**STIGMA:** The real, perceived or imagined fear of societal attitudes regarding a particular condition.

Examples of how stigma influences negatively and positively the actions of a person:

- “If my employer finds out that I have HIV, I would get fired. So, I don’t say anything to anyone”
- “I don’t carry condoms with me because I don’t want my brother to think I’m gay if he finds them. But I always make sure we have plenty at my boyfriend’s house”

**HISTORICAL TRAUMA:** The real trauma experienced by past generations that manifest physically, spiritually, emotionally and mentally in present generations.

Examples of how historical trauma can negatively and positively influence the actions of a person:

- “It doesn’t matter what I do. We have been fighting and fighting for our health and our people for years and nothing changes. I just don’t even care anymore.”
- “My grandfathers and grandmothers years before me survived measles and smallpox, so I know that we can survive this HIV epidemic.”

In addition to this list of determinants, there are other aspects unique to Indigenous and Tribal communities that must be considered when developing social media strategies. These include the level of acculturation and/or enculturation, intergenerational communication, cultural norms, spirituality, and colonization. These are reflected in some of the determinants listed above, but may be more distinct and of greater significance in some Indigenous communities. They will not only help to determine the direction of a social media strategy and on what determinant to focus, but also help to shape messaging, and word and language usage. These must be considered carefully to develop a relevant and culturally sensitive messaging that will resonate and be accepted by the intended subpopulation of the intended community.

Uncovering the determinant at play can happen at the same time as identifying the intended population or subpopulation. And subsequently, both the behavioral determinant and the intended populations should feature prominently in the written objectives. They represent what the social media efforts are trying to change within what group of people.



# 8. Developing an Implementation Strategy (Strategy)

**Setting up a Twitter account or a Facebook page does not cost anything, but that doesn't mean that it's free. Making the time to oversee the efforts around social media takes one of the most valuable commodities: time. In fact, one of the most common hesitations about implementing social media efforts that many coordinators express is not having the time to do it. The intensity of resources invested in these efforts greatly depends on what want will be accomplished— that is, the goal and purpose. This highlights the importance of being strategic in planning out activities and building an approach that aligns with the goal (which should be spelled out in the project's objectives).**

People access information in different ways, at different times, and for different reasons. To develop an implementation strategy, define the audience's needs using market research, metrics, and other data. This will help determine the appropriate channels for reaching the target population. In addition, each platform is different and has differing engagement, content, and community

norms. Understanding the way people naturally use or participate in the different social media channels, as well as the times they access them is also very helpful while developing a strategy.

## STAFFING AND SOCIAL MEDIA

One important aspect to consider as part of a strategy is the number of staff members and the amount of time they will be involved in the planning, implementing, monitoring, and evaluating of social media. A good start could be identifying who has experience with each platform, who has availability, who has interest in working on social media efforts, and if funding agreements allocate money specifically for these efforts. If a program wants to implement a social media strategy but has not allocated funds for it, they will be asking staff to do additional work on top of current roles and responsibilities. As detailed above, the work involved is beyond opening the social media platform and reading messages from the community.



There are multiple components to implementing a social media campaign that require diverse staff skills, oversight, and trust in the community for effective implementation. Answers to the following questions could jumpstart staff planning of a strategy:

1. Who will be responsible for developing messages?
2. Who will approve messages?
3. Who will be posting?
4. How many concurrent postings will take place at once?
5. Who will monitor engagement?
6. Who will approve costs?

Key staff responsibilities during the development of these messages include:

1. Drafting the message to include all needed components to achieve its goal. This means focusing on a behavioral determinant and a specific population.

2. Designing messages for digital publication.
3. Coordinating the promotion and/or dissemination of the messages via social media. For this, it could be extremely beneficial to develop social media protocols (following *CDC's Guide to Writing for Social Media*<sup>13</sup> along with an organization's guidelines) and to develop promotion and dissemination plans.
4. Reviewing and piloting messages. This activity could benefit from engaging the community advisory group, peer advocates, and other staff to review and provide feedback on the messages developed.
5. Monitoring how the message is launched as well as the response and engagement from the community.
6. Evaluating the effectiveness and success of the message within the intended population and identifying lessons learned and ways to redirect efforts if needed.

<sup>13</sup> <https://www.cdc.gov/socialmedia/tools/guidelines/pdf/GuidetoWritingforSocialMedia.pdf>

## MONITORING SOCIAL MEDIA

Much of the work required to have a social media strategy involves monitoring the channels in which the message is being delivered. This may mean having a staff member constantly checking on all activities online related to the message. Additionally, the following aspects can fill in the blanks on what work is involved during this activity:

- Frequency of posting
- Number of concurrent postings
- Frequency of engagement
- Setting benchmarks for engagement
- Developing guidelines for engagement
- Developing a system to collect and store comment from the audience

## ADAPTING AND USING EXISTING SOCIAL MEDIA MESSAGING AND TOOLS

It is possible to reuse existing content such as presentations, videos, pamphlets, and other printed material when working on social media content. This is also known as repurposing, and not only saves time, but is also a simple way to share what is already being done with a broader audience. Using social media tools also provides an easier way for others to share the content within the community. When content is created either online or offline, it can be used in multiple ways across different social media outlets. Considering this allows organizations to leverage existing content, maximize reach, and make the best use of limited time and resources.

When adapting messages that have already been developed, the final content should ensure health literacy, use plain language, and be tailored to reflect the target audience.

Often, health communicators create health literacy problems for audiences when they present information in a way that makes it difficult to understand what should be known and done. Tips to ensure content is easy to understand is provided in *Recommendations and Guidelines on the Use of Plain Language*<sup>14</sup> from the Plain Language Action and Information Network.

Some of the most common mistakes are:

- Using jargon or words and phrases that are not commonly understood by most people.
- Writing dense and long content that overuses the passive voice and doesn't give clear and concise directions or "calls to action."
- Including too many distracters (for example, visuals and text don't match or the font is too small).

Using plain language helps to correct these problems. Plain language can be thought of as everyday language that is used in conversations.

## INCREASING REACH

One benefit of using social media as a part of prevention efforts is the ability to increase reach. To increase reach, organizations must consider not only what to do to spread the message everywhere, but also, to increase accessibility. Some strategies that increase reach to, accessibility from and participation with intended audiences include:

---

14 <http://www.plainlanguage.gov/index.cfm>



- Quickly engaging the reader by starting with key points, catchy or colorful language.
- Limiting use of jargon, technical, or scientific language.
- Writing in active voice.
- Keeping messages short.
- Using a friendly, but professional tone.
- Choosing words with one definition or a specific connotation.
- Using data that are familiar to the audience. This means that instead of sharing lots of statistics with the community, simplifying it to ensure the intended audience understands the concept. For example, instead of saying “HIV incidence among AI/AN patients has increased from 174 cases (7.9/100,000) in 2010 to 222 in 2014 (9.5/100,000)” an organization could say “New annual HIV infections among AI/AN has gone up by 48 new cases in the last 4 years.”
- Choosing familiar terms, and using them consistently.
- Using acronyms with caution.
- Using numbers when they help make the point.
- Considering alternatives to words that express mathematical concepts, such as risk, normal, and range. If needed, using them with caution can

decrease stigma and discrimination associated with certain behaviors and concepts.

Moreover, the following can strategically gear messaging efforts towards behavioral change actions:

- Being unambiguous by providing a directive to the audience, and telling them what they can do.
- Giving the most important information first.
- Stating actions to take in clear, easy-to-understand language.
- Explaining why the action is important.
- Using complete sentences and concrete nouns (things that can be seen, heard, smelled, tasted, or touched).

For example, if the intended audience is female individuals who engage in commercial sex work, and the goal is to address social norms among this group through normalizing conversations with clients about knowing their HIV status, the message might state: “Lately, more people are having conversation about knowing their own HIV status and that of their partners and clients. Before closing every deal, ask your clients about their HIV status as part of your business approach. These conversations will show you are responsible and wise, and could motivate them to get tested for HIV.”

Lastly, to increase reach, organizations must consider the emphasis of identifying the intended audience as a crucial step to ensure a social media strategy will succeed. Once the target population has been identified, it will be important to hone in on the social media platform mostly used by these individuals, making sure that messages are delivered through this platform. Using the appropriate communication gateways increases the likelihood that messages will reach the intended audience,

even if they do not interact with the HIV program and its services.

For example, if the intended audience involves youth and this group uses Instagram and Snapchat, develop a message that can be communicated on both platforms. Even if the social media planner loves Pinterest and has a great idea for communicating the message through this platform, it will likely be missed by the intended audience, since they do not use it as often. Additionally, organizations could increase reach by doing the following:

- Inviting users to share (repost, link, re-tweet, etc.)
- Posting on various social media channels
- Integrating various channels into one message (i.e. create a Facebook post with a message that also provides a link to a video on YouTube)
- Creating challenges for users/involving them in reaching the goal (i.e. asking users to share the post with people they know who might benefit from the message and providing a prize to the person who shares the most post on their social media)
- Developing messages in social media that reinforce national campaigns features on TV ads, radio, posters, etc.

## CREATING A COMMENT POLICY

Social media threads can become perilous places. That's especially true for organizations and programs, which must tread an extremely fine line when it comes to comments. Obviously, they can't tolerate anything overtly offensive — but they

also don't want to be seen as exercising censorship over their followers.

Organizations want their fans and followers to feel encouraged to engage with their posts and they want them to feel confident that their views will be respected. Additionally, organizations want their followers to know that personal attacks and inappropriate comments will not be allowed on the program's site. To help organizations create an open, engaging forum for the exchange of opinions without allowing it to get out of hand, they must create a comment policy. Having a comment policy in place will help them manage comments made by their followers related to messages developed by the organization or in the organization's platforms. This aspect is crucial to ensure social media is a safe environment for the intended audience to engage. The following are guidelines that can help any organization develop their comment policy:

- Ensuring comment policy and social media behavior uphold the organization's values
- Establishing a moderator
- Deciding whether or not to anonymous comments
- Deciding what constitutes harassing, cyber bullying, and hate speech comments
- Deciding what requires the deletion of comments and the banning of followers
- Clearly displaying the consequences of violating one of the organization's guidelines
- Establishing timelines for responding to inquiries
- Using a social media management tool
- Updating the policy as needed<sup>15</sup>

15 <https://zenmedia.com/16-invaluable-guidelines-managing-social-media-comments/>

Below is a screenshot of CDC *Social Media Public Comment Policy*<sup>16</sup> for reference.

16 <https://www.cdc.gov/socialmedia/tools/commentpolicy.html>

**CDC** Centers for Disease Control and Prevention  
CDC 24/7: Saving Lives, Protecting People™

A-Z Index

Search

## Social Media at CDC

Social Media at CDC

- Guidelines & Best Practices +
- Tools +

**Get Email Updates**

To receive email updates about this page, enter your email address:

Email Address

[What's this?](#)

### Related Links

- [Content Syndication](#)
- [Mobile / Tablet Apps](#)
- [Podcasts](#)
- [Widgets](#)

## Social Media Public Comment Policy

Thank you for being a fan of CDC social media channels. CDC participates in social media in order to engage individuals and organizations in leading healthier lives. CDC provides content on social media to encourage participation with our science-based messages and discussion of health information.

If you have any health questions, please contact CDC-INFO. The CDC-INFO National Contact Center is your single source for accurate, timely, consistent, and science-based information. Representatives are available to answer your questions in English and Spanish.

Call: 1-800-CDC-INFO (1-800-232-4636)  
TTY: (888) 232-6348,  
Email: [CDC-INFO](mailto:CDC-INFO)  
For media inquiries, please contact: [media@cdc.gov](mailto:media@cdc.gov)

**Disclaimer**  
Posted comments and images do not necessarily represent the views of CDC.  
External, non-CDC links on this site do not constitute official endorsement on behalf of the CDC.

While we encourage fans to share thoughts and opinions on CDC's social media pages, we expect that this will be done in a respectful manner.

CDC does not agree with or endorse every comment that individuals post on our pages. Our goal is to share ideas and information with as many individuals as possible and our policy is to accept the majority of comments made to our profiles.

Therefore, a comment will be deleted if it contains:

- Hate speech,
- Profanity, obscenity or vulgarity,
- Nudity in profile pictures,
- Defamation to a person or people,
- Name calling and/or personal attacks,
- Comments whose main purpose are to sell a product,
- Comments that infringe on copyrights,
- Spam comments, such as the same comment posted repeatedly on a profile,
- Other comments that the CDC Social Media team deems inappropriate.

All links posted as comments on CDC posts will be reviewed and may be deleted.

Repeated violations of the CDC comment policy may cause the author to be blocked from the CDC's social media profiles.

We understand that social media is a 24/7 medium; however, our moderation capabilities are not. We may not see every inappropriate comment right away, and we are trusting in the maturity of our community to ignore personal attacks and negative speech or respond politely.

Please contact [SocialMedia@cdc.gov](mailto:SocialMedia@cdc.gov) if you have any questions.



## MONITORING EFFECTIVENESS OF SOCIAL MEDIA EFFORTS

It is good practice to set goals that are meaningful to the organization or program, and to review on a regular basis if the resources being invested in the specific activities (in this case, social media) are helping accomplish the stated goals/objectives. Programs should start by thinking about how effectiveness will be monitored, by setting benchmarks for engagement, and who will monitor the effectiveness of the approach.

Also having a metrics plan in place prior to launch will help determine if efforts are successful:

1. Determining how participation will be measured. (For example, how many followers/fans/friends does the account have? How many users commented on recent posts?)
2. Using the analytic packages the social network sites offer. They can help determine the number of persons (“fans”) participating in the activity and to observe how users engage with the site. For example, Facebook Insights are available to administrators of a page for an organization and it allows the administrator to see demographic information and fan interactions with the page over time.
3. Tracking the amount of traffic being driven to a website from an organization’s Facebook page. If using an analytics tool for a website (such as Google Analytics or WebTrends), the tool will show the source of traffic to a page, and the number of users who are visitors coming via a link on the Facebook page.

Several tools can be used for this purpose. The following *Social Media Communications Strategy Worksheet*<sup>17</sup> developed by CDC provides additional detail.

<sup>17</sup> [https://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit\\_BM.pdf](https://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf)

## SOCIAL MEDIA COMMUNICATIONS STRATEGY WORKSHEET

Use this worksheet to help you strategize about your audience, and the potential social media tools and channels you may want to use for your campaign or communication activity.

### 1. Target Audience

*Describe the person(s) you want to reach with your communication; be as specific as possible. More than one audience may be listed. Include a primary and secondary (influencers) audience if appropriate. (Examples: Mothers of children younger than two years old living in Atlanta, Pediatricians practicing in Nevada.)*

- I.
- II.
- III.

### 2. Determine your objective

*What do you want to achieve through your social media outreach and communication? This could include something you want your target audience to do as a direct result of experiencing the communication. Objectives may include (but are not limited to) the following:*

- a) *Provide information*
  - *Highlight a campaign*
  - *Encourage a health behavior*
  - *Reinforce health messages*
  - *Encourage interaction*
  - *Obtain feedback/exchange ideas*
  - *Collaborate with partners*

*(Example: Increase awareness of immunization campaign.)*

- I.
- II.
- III.

b) *Restate your objectives in SMART terms:*

*Specific* – *state in concrete, detailed and well-defined terms – What exactly are we going to do for whom?*

*Measurable* – *should be quantifiable and the source of measurement has been identified.*

*Attainable/Achievable* – *can the objective be achieved in the proposed time frame with the resources available?*

*Relevant/Realistic* – *is the objective directly related to the overarching communication goal from your communication plan?*

*Time-bound* – *have deadlines been set?*

(Example: By December 2012 (time-bound), there will be a 5% increase (measurable) in recognition of the immunization campaign name (specific), as measured through surveying, by moms of children under two in the Metro Atlanta area (specific).)

- I.
- II.
- III.

Additional information on writing *SMART* objectives can be found at <http://www.cdc.gov/healthyyouth/evaluation/pdf/brief3b.pdf> and [http://www.cdc.gov/dhdsp/programs/nhdsp\\_program/evaluation\\_guides/smart\\_objectives.htm](http://www.cdc.gov/dhdsp/programs/nhdsp_program/evaluation_guides/smart_objectives.htm)

### 3. Define Audience Communication Needs

*People access information in various ways, at different times of the day, and for different reasons. If possible, define your audience needs by using market research and other data.*

*You can use the following resources:*

- Pew Internet and American Life Project: <http://www.pewinternet.org/>
- Tools of Change Planning Guide: <http://www.toolsofchange.com/en/planning-guide/>  
(This is a non-CDC site. This link does not imply endorsement.)

*Describe your audiences and their health information needs.*

### 4. Goal Integration

a) *Describe how your social media objectives support your organization's mission and/or overall communications plan.*

b) *How does it support other online or offline components – what events (either national/state/local) present communication opportunities?*

### 5. Message Development

*Develop the key messages based on the target audience and objectives identified.*

*(Example: for moms of young children to encourage late season flu vaccination, "It's not too late to vaccinate.")*

- I.
- II.
- III.

**6. Resources and Capacity**

*Determine who in your organization will be responsible for implementation, and determine the number of hours they can allocate for content creation and maintenance.*

**7. Identify Social Media Tools**

*Determine what tools will effectively reach your target audience. Match the needs of the target audience with the tools that best support your objectives and resources. (Example: Because Facebook has a large population of young women who have children, is free, and requires minimal technical expertise, it may be a good tool for a mom-centered program while only requiring a small amount of funding for social media activities.)*

I.

II.

III.

**8. Define Activities**

*Based on all of the elements above, list the specific activities you will undertake to reach your communication goals and objectives. (Example: Develop and promote Facebook fan page for diabetes education program.)*

I.

II.

III.

**9. Identify your key partners and their roles and responsibilities****10. Define Success for Evaluation**

*What are your measures of success? Your measures of success may be different depending on your goals and objectives.*

**11. Evaluate**

*Create an evaluation plan; see the Social Media Evaluation Plan for more information.*



## 9. Choosing the Right Technology and Tools (Technology)

**As previously mentioned, not all social media platforms are the same. Each has different features that can be used to enhance messages. When viewing the ones intended for use, it is important to learn their features, challenges, and costs. The *What Is Social Media?* and the *Platform-Specific Best Practices* sections in this toolkit provide more information.**

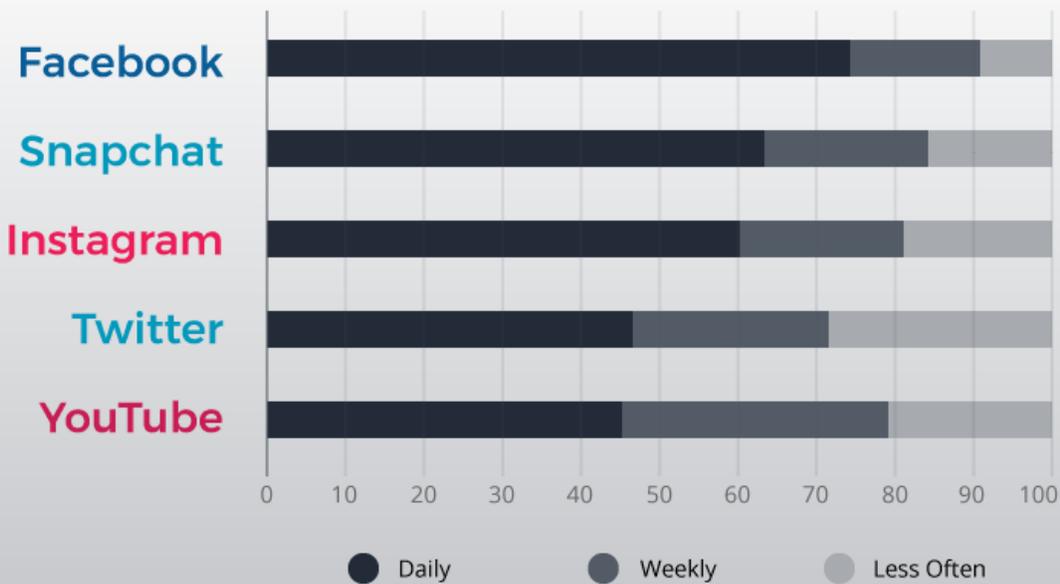
As a general rule, it is important to understand the purpose of each platform and what each one does. If the target audience is Native youth of college age, it may be good to be on Instagram and Snapchat, but it is more essential to understand the intended audience's behavior and how they discover organizations and services. Facebook's mission is to "Give people the power to build community and bring the world closer together." If the audience uses Facebook and the organization is looking to initiate virtual conversations as part of the campaign, Facebook can prove to be a useful tool for building awareness around a message.

In addition to understanding the purpose of each social platform, knowing users' social media habits — including where they go, and when they use each channel — is invaluable. Being where the intended audience is. If, for example an organization wants to reach women and they notice that the majority of this group gravitates to the visuals on their landing page, then Instagram, Facebook, and Pinterest are great platforms for outreach. The following chart developed by Pew Research lists the frequency and percentage of users for some of the most common platforms.<sup>18</sup>

<sup>18</sup> <http://www.pewinternet.org/fact-sheet/social-media/>



Among the users of each social media site, the % who use that site with the following frequencies



Note: Numbers may not add to 100 due to rounding.  
 Source: Survey conducted Jan. 3-10, 2018.  
 PEW RESEARCH CENTER



Consideration should be given to competitors. These are not other organizations that serve similar populations, but are the distractions audiences will experience that will move them away from the message. For example, if an organization is reaching the community of men who use Grindr, their message will be competing against the attention from a chat from a potential sex partner. Understanding the competitive landscape will assist organizations in building a strategy that takes conflicts into consideration. So, instead of providing a message that invites the user to call the organization at that exact moment to learn more about PrEP, the organization will obtain a better result if they deliver a message that recommends tapping the ad to send the user a confidential text message with a reminder to call at a later time.

Additionally, it is imperative to ensure consistency in the message across all platforms, and that every detail aligns with the program's goal. That is the images, words, tone, colors, etc. reflect a clear and consistent message. The strategy should not be just to use one platform. Using various channels that complement each other and can interact with each other seamlessly, such as starting a

conversation about PrEP awareness on Facebook, and linking the conversation to a video uploaded on YouTube.

However, pushing the exact same content on all platforms or cross-posting looks redundant and feels lazy. This presents a challenge, as it requires considerable time and planning to establish which content should go on which platform. Each platform can be utilized differently by making sure the social media coordinators walk their supervisors through the platforms the organization is considering, scheduling frequency, and content strategy that will be best for meeting the program objectives.

More is not always better; being thoughtful and strategic when choosing which social platforms are best for the organization, program, or message is. The users come to organizations and organizations content and website to find relevant and unique content – as a provider the organization must make sure they deliver that.



# 10. Tips and Best Practices for Crafting a Post

## WHAT IS A “GOOD” SOCIAL MEDIA POST?

While determining what makes a social media post “good” or successful can vary by social media platform, there are major themes that run across all types of posts. Generally, a compelling post on social media is visually and verbally engaging, and is relevant to its target audience.<sup>19</sup>

### Verbal Appeal

In order for a post to be understood, it needs to be written in a style that is clear, informative, and memorable. Using plain language, or everyday language, helps readers to better understand the message. Additionally, messages should have a “call to action”, however short. This something that the reader can respond to or participate in. This can be accomplished through using polls, or asking the viewers questions.

Some practices to avoid include:

- Using jargon or words that are not commonly used and understood.
- Writing dense and long content.
- Overusing the passive voice.

Instead, it is recommend to use some of these principles of plain language:

- Quickly engaging the reader.
- Writing in an active voice, and using a friendly but professional tone.
- Keeping messages short.

Creating concise content, can be supported by using links to tell a story. Links can share articles, stories, and other posts with readers. Personalizing the content using familiar language and the first person (“I,” “we,” etc.), can create closer communities, while tagging people and organizations if appropriate.

---

<sup>19</sup> <https://www.forbes.com/sites/forbescommunicationscouncil/2019/07/31/13-top-tips-for-choosing-the-right-social-media-platform-for-your-business/#201cd4e978eb>



Finally, enough time needs to be given to edit and revise the writing — the person developing the message will probably not get the post perfect on the first try. It is also important to make sure that the content is appropriate for the intended audience. Moreover, for behavioral change messaging, the post should focus on a behavioral determinant.

More about writing for social media through CDC'S *Guide to Writing for Social Media* can be found here: <https://www.cdc.gov/socialmedia/tools/guidelines/pdf/GuidetoWritingforSocialMedia.pdf>

## Visual Appeal

Social media is a fast-paced environment where users can spend seconds on each piece of content. Organizations can complement the language they use with relevant images to boost the potency of the post. As the virtual world becomes increasingly visual, graphics' and photography's role in creating powerful content grows. They help to reinforce messages in new and meaningful ways. In choosing visual content, it should be thematically

relevant and compelling. There is a glut of visual content out there and it is important for organizations to make sure they are choosing images that will resonate with their users, and are relevant.

More about image sharing can be found in CDC's *The Health Communicator's Social Media Toolkit*: [https://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit\\_BM.pdf](https://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf)

## Relevance

Successful posts are those that drive users to respond to it in some way. This implies that users feel a level of connection or personal relevance to the content, be it through the subject matter, the language used, or the image that accompanies it. Verbal and visual cues are the key to creating content in a way that is culturally relevant and meaningful to the intended audience.

## HASHTAGS

A hashtag is a number symbol (#) used to tag keywords across different social media platforms. Users can follow hashtags on certain sites, such as Twitter and Instagram, as well as use them to tag their own content. It is a tool that can be used both in the content produced, and to get a pulse on what types of posts targeted audience members are looking for.

Hashtags are a useful tool for highlighting the most important ideas in a post, and for making content more discoverable. As users follow hashtags, content will appear in their feed if it has been labelled with that key word, phrase, or organization. The more specific the hashtag, the more targeted the audience will be. By searching

for hashtags and discovering what has been used, organization can find trends across user demographics; these patterns will reveal smaller user groups, which can be tapped into for targeting content and creating communities.

When choosing which hashtags to use, it can be easy to incorporate too many into a single post. When deciding whether or not to include certain tags, ensure that it is relevant to the post. Appropriate numbers of hashtags vary by social media platform. For example, on Instagram, posts with nine hashtags received the most engagement from users in 2019, while posts with one hashtag were the most successful on Twitter.<sup>20 21</sup>

Some examples of trending hashtags on Instagram for HIV and Native populations in 2019 include: #sexisceremony, #indigequeer, #rezilience, #nativepride, #knowyourstatus, #hivpositive, #safesex, #hivawareness.

## LESSONS LEARNED FROM SOCIAL MEDIA

When it comes to learning the ropes of social media, learning is doing. In *The Health Communicator's Social Media Toolkit*, the CDC outlines key lessons they have learned from using social media. These tips offer insight into how social media can be used as effectively and impactfully possible. Many speak to the importance of examining goals realistically, knowing the audience, and staying flexible. The suggestions include:

- Making strategic choices and understanding the level of effort. Being strategic and following

demographic and user data to make choices based on audience, communications objectives and key messages. Being sure to assess the level of effort needed to maintain these channels such as time and commitment.

Going where the people are. Social media can help reach people where they are — millions of people use social media and spend a lot of time in these spaces learning, sharing and interacting. The popularity of key social media sites can be assessed by reviewing user statistics and demographics. Additionally, there are several niche social networking sites that target specific groups, like moms, physicians, or racial and ethnic groups; or sites that focus on a particular topic like travel or health.

- Encouraging participation. Social media allows for the tailoring of messages to help express empathy and acknowledge concern, promote action and listen to what people are saying about health-related topics in communities. Two-way conversations can foster meaningful communication with audiences that can help to facilitate relationships, sharing and interaction. Setting realistic goals. Social media can raise awareness, increase a user's knowledge of an issue, change attitudes and prompt behavior change in dynamic, personalized and participatory ways. However, like traditional communication, social media alone may not be able to meet all of the communication goals or address all of the target audiences' needs. It is important to set goals accordingly.

The entire list can be found on pages 3 and 4 of the toolkit, which is here:

[https://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit\\_BM.pdf](https://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf)

<sup>20</sup> <https://blog.hootsuite.com/instagram-hashtags/#know>

<sup>21</sup> <https://trackmaven.com/blog/how-to-use-hashtags/>

# 11. Platform-Specific Best Practices

**Making the perfect post looks different on every social media platform. In the following pages are infographics that detail best practices of posting on Facebook, Instagram, Twitter, YouTube, and LinkedIn.**





# FACEBOOK



## KEEP THINGS POSITIVE

Positivity breeds engagement and sharing. It will help inspire and excite your users.



## PROVIDE INFORMATION

The most appealing updates are ones that offer something, but don't disclose everything, make fans want to click...

### STATUS UPDATE

[HTTP://BIT.LY/12ABC45](http://bit.ly/12ABC45)



## PROVIDE A LINK

If you're going to provide a link, make sure you Bit.ly it so you can track how many people are clicking through from Facebook.



## INCLUDE IMAGES

Posts with images get the highest amount of engagement on Facebook, so make sure to include one when you can... perfect size 800x600.



## MOBILE FRIENDLY

Use simple imagery that will be easily seen on mobile devices as 80-85% of your fans will see posts on their phone.



## ENGAGE WITH USERS

Posts don't just grab attention, comments and responses do. Engage with people and build relationships through conversational dialogue.

LIKE · COMMENT · SHARE

### COMMENTS



## BE AVAILABLE

Post when the audience is listening not just when your business is open. This will ensure more engagement from users.



# INSTAGRAM

## EDITING

Use other apps, such as Camera+ and Snapseed, to enhance your photos. Once you get used to editing your feed will have a consistent look and feel.



## RULE OF THIRDS

Putting the subject of the photo in only two thirds of the screen makes it more attractive to the eye.

## CAPTIONS

Use relevant photo captions to grab the attention of people and include questions to drive comments.

DESCRIPTION · COMMENTS

## USE HASHTAGS

There's always some random hashtags that come round once a week or so, so maybe be aware of them if you want loads of engagement.

## REPLY

Send notes to people who have liked/commented to drive two way conversations. Keep the comments to a conversational level rather than pushing sales.

LIKE · COMMENT · TWEET



# TWITTER

## CALL TO ACTION

Give a clear CTA so your readers know what you want them to do.

## PUNCTUATION

Don't sacrifice grammar just because you've got 140 characters. Avoid abbreviations and all caps.

## SHORTEN URLs

Bit.ly links generate the most retweets, so shorten all your URLs.

## MESSAGE

## LINK

## FORMAT

Use questions, facts and figures to engage viewers and drive retweets.

## MENTIONS

Use mentions to prompt influencers to engage with you and then respond.

## RETWEET

Retweet relevant content for your audience. Don't forget to leave 20 characters, so people can add content.



## ADD AN IMAGE

Adding an image or video will make your post more engaging.



# YOUTUBE



## UPLOADING

You want your video to be searchable, so when you upload your file to YouTube make sure it has the catchy title you're going to use rather than MOV1234.mp4.

TITLE



## T CATCHY TITLE

This is what will get people to click and watch your video so make sure it is attention grabbing, but also informative as to the subject of the video.



## DESCRIPTION

DESCRIPTION

Describe your video further including any keywords to help viewers find it easily. Use the description to add links to your website and social channels.



## CALL TO ACTION

Within the description remember to let viewers know what you would like them to do next, you may want to add a link back to your website.

CALL TO ACTION



## # USE TAGS

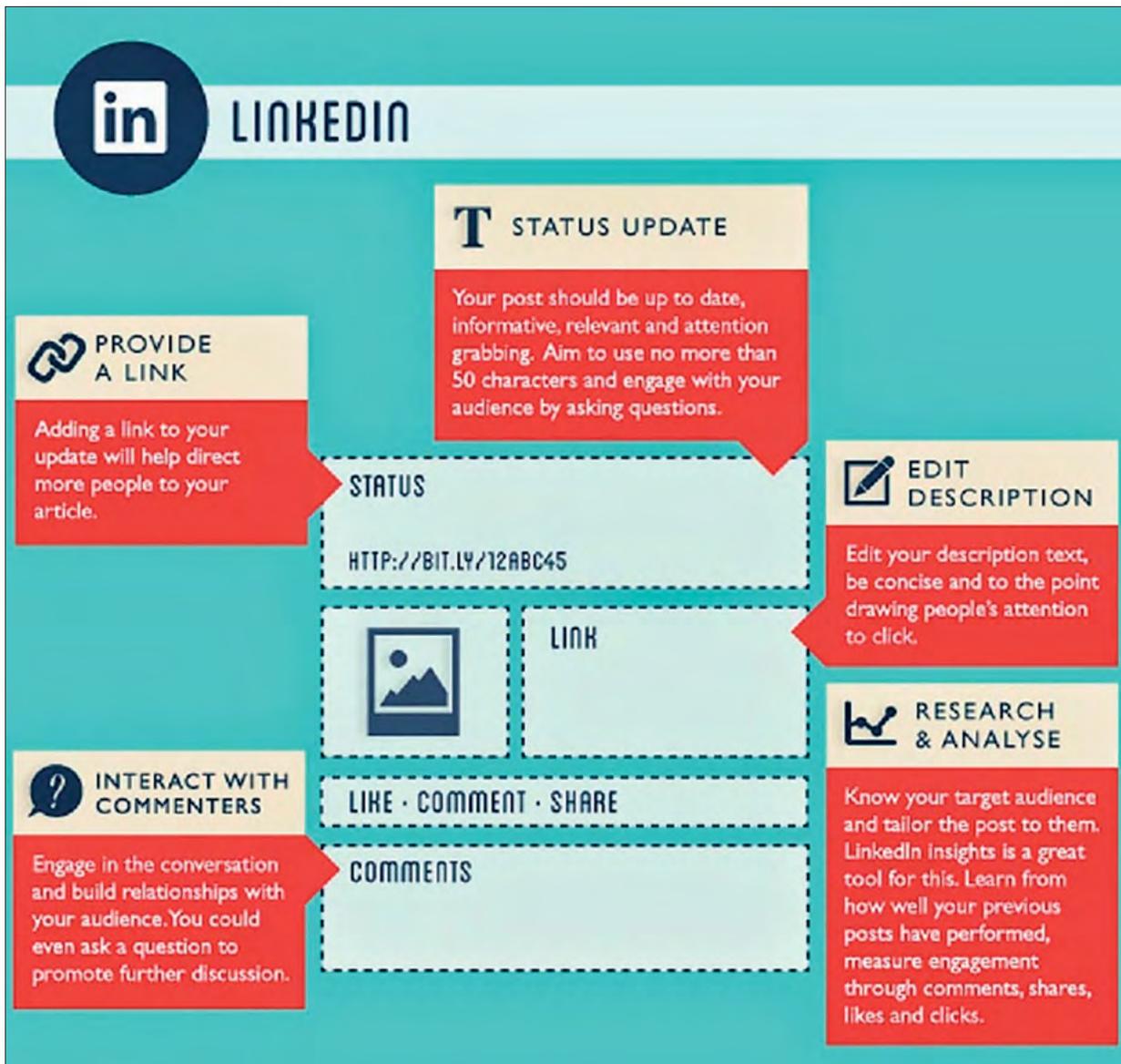
SHARE

Get your video in front of more people by adding tags and using keywords, this will help your video appear in more searches.

CATEGORY

TAGS

COMMENTS



The entire blog post, with more social media platforms can be found at:  
<https://blog.hubspot.com/marketing/create-perfect-social-media-post-infographic>

## WHERE AND WHEN TO POST

Choosing where to post content and when to make the post depends on who the organization is ultimately trying to reach. If an organization is trying to reach other businesses, LinkedIn can help target

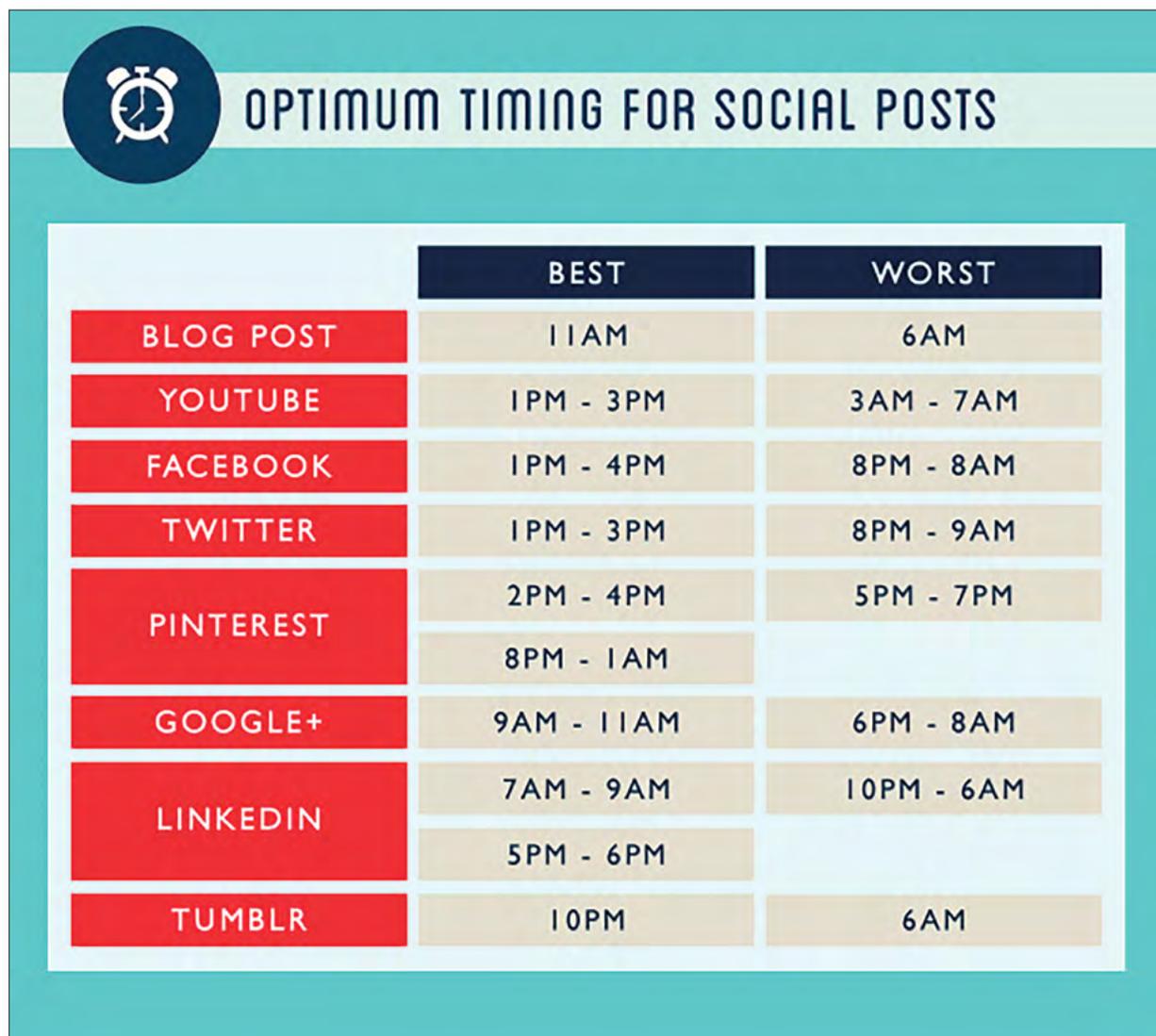
potential connections. If they are trying to reach individuals, Facebook and Instagram are helpful tools for gaining visibility and interacting with their base population. Regardless of who they are trying to reach, YouTube can help them interact and share content with viewers. YouTube also has the added benefit of being Google-friendly, meaning that content will be readily available with the right Google search.

In thinking about which social media platform(s) to utilize, it is important to consider the demographics of the intended audience. For Native

teens, Snapchat might be worth exploring. In hope to engage a wide group of Tribal communities at once, Facebook may be worth trying. Doing a search on relevant hashtags, organizations, and pages helps paint a picture as to who is using which platforms.<sup>22</sup>

When making a post, it impacts the number of users who interact with the content. Posts should follow when a user is most likely to not only see it, but be willing to interact with it in some way. This infographic breaks down the best and worst times for posting content:

Awareness days, holidays, and important events are additional tools to use when crafting posts. For example, National Native HIV/AIDS Awareness Day (which takes place on the first day of spring each year) provides an opportunity to create posts that promote HIV education and testing in the community that the poster is trying to reach.



22 <https://blog.hubspot.com/marketing/create-perfect-social-media-post-infographic>

# 12. Evaluating Social Media



One important aspect of developing a strategy is evaluation; it is a crucial part of gauging the degree to which a social media plan is working, or if it needs attention. An organization can also use the results for reporting purposes. The funding agency will appreciate the findings, and receiving information such as this could push them towards continuing to fund the program. Evaluation data will also help the program to fine tune and improve activities, and provide higher quality and more effective efforts to engage communities. Developing a social media evaluation plan (with goals, purposes, metrics) will help the organization strategically use different platforms. In order to identify what useful metrics for measuring the efforts and what effective methods of evaluation are, staff member(s) overseeing the evaluation activities should be involved in the development of this plan. While measuring the number of comments, likes, shares, mentions, retweets, and replies will begin to give a picture of audience engagement, tracking qualitative data will help analyze the quality of those interactions.

For example, a program can track the messages communicated each week along with specific comments and replies. Monitoring the conversation will help the program identify trends, and learn more about its audience and their current interests and knowledge about HIV and other health promotion topics.

The following table developed by JSI Research & Training Institute, Inc. provides more about quantitative metrics as part of their *Social Media Monitoring and Evaluation eBook*.<sup>23</sup> Tribes and Tribal organizations could consider using the tables and worksheets on the following pages for grant and project proposals.

23 <https://cba.jsi.com/wp-content/uploads/2016/07/CBA-Social-Media-ME-eBook.pdf>

## QUANTITATIVE METRICS

The following table provides examples of the various quantitative metrics (think numbers) for several social media platforms that correspond to each social media performance measure. These can be measure and analyzed using free built-in tools on Facebook, Twitter, YouTube, and Google Analytics. In addition to measurement tools, you may also need a spreadsheet or other form to track your results.

Social Media Platform	Facebook	Twitter	YouTube	Blogs
Measurement Tool	Facebook Insights	Twitter or Third Party Application	YouTube Analytics	Google Analytics
Performance Measure	Associated Metric			
Impressions (or Views)	# Impressions	# Retweets	# Views	# Blog visits # Referral Sources
Followers	# Page Likes Demographics	# Total Followers # Lists	# Subscribers	# Blog subscribers # RSS subscribers
Reach (or Exposure)	# Impressions	# Retweets	# Views	# Blog visits # Referral Sources

Part of the program’s evaluation plan should include identifying when to measure and with what tools. The following questions could help consider the considerations for measuring and measuring tools.

- What tools will the program use to monitor and track metrics and progress? As mentioned earlier, many social media platforms include built-in metrics tools, such as Facebook Insights and YouTube Analytics. There are also paid services that offer more comprehensive monitoring across platforms.
- How will the program record and share data? Will the evaluator create a simple spreadsheet? Send out a weekly email? Create a quarterly or annual report?
- How much time is required each week? This will vary based on how many platforms are being monitoring and what is being tracking.
- Setting up a schedule for what the program will monitor daily, weekly, and monthly. The following provides an example of a social media schedule from the *Social Media Monitoring and Evaluation eBook*.<sup>24</sup>

24 <https://cba.jsi.com/wp-content/uploads/2016/07/CBA-Social-Media-ME-eBook.pdf>

## STEP 4: PLAN WHEN YOU WILL MEASURE

## Sample Social Media Monitoring & Evaluation Schedule

<b>Daily</b>	Monitor and respond to blog and Facebook comments
<b>Weekly</b>	<ul style="list-style-type: none"> <li>Track new followers on Facebook and Twitter. Compare these numbers to previous weeks to monitor trends.</li> <li>Track number of Facebook posts, Facebook comments, Twitter tweets, and Twitter retweets.</li> </ul>
<b>Monthly</b>	<ul style="list-style-type: none"> <li>Track total activity (Facebook posts, Twitter tweets) and engagement (comments, retweets, likes, etc.).</li> <li>Track blog and/or website traffic, including traffic from social media sites.</li> </ul>
<b>Quarterly</b>	Track progress toward stated goals and objectives. Make adjustments as needed if a specific strategy is not yielding results.
<b>Yearly</b>	<ul style="list-style-type: none"> <li>Review and revise Social Media Strategy</li> <li>Access communications channels to see how social media channels and other channels integrate to achieve your goals.</li> </ul>



There are several tools an organization can use for this purpose. The following *Social Media Evaluation Worksheet*<sup>25</sup> was adapted by Child Care Aware of America from CDC's evaluation worksheet. It could help an organization take an initial stab at developing their own social media evaluation strategy.

25 <https://cdn2.hubspot.net/hubfs/3957809/Family%20and%20Community%20Engagement/Social%20Media%20Evaluation%20Worksheet.pdf>



**This document focuses on developing a basic structure for evaluating your social media activities. For more in-depth evaluation planning, please refer to the [Consumer Education and Engagement Social Media Guide](#).**

### **Step 1: Developing the Model**

Using the activities and objectives identified in the Social Media Communications Strategy Worksheet, consider the following for each activity in your program. Note that there may be multiple inputs, outputs and outcomes for each activity.

1. What are the inputs or resources (both tangible and intangible) that need to be in place for the activities to happen?
2. What are the outputs of each activity? In other words, what will be the resulting products (usually tangible)?
3. What are the expected outcomes of the activities and outputs (usually intangible)? That is, what are the results you hope to see (e.g., increased awareness of your campaign.) If possible, break outcomes into short-term and long-term. The outcomes may be very similar to (or the same as) the objectives you developed in the [Social Media Communication Strategy Worksheet](#).



Input	Activities	Outputs	Outcomes: Short-Term	Outcomes: Long-Term
<i>Example: Messages developed by communication specialists; personnel; internet access</i>	<i>Example: Using Twitter to promote consumer education, engagement and outreach campaign to specific audiences</i>	<i>Example: Tweets posted are retweeted by others; Twitter followers gained</i>	<i>Example: Increased awareness of consumer education, engagement, and outreach campaigns or topics; Increased access to provided resources</i>	<i>Example: Increased likelihood to use provided resources and information when making child care decisions</i>

**Step 2: Developing the Questions**

Considering the inputs, outputs and outcomes identified above, think about how these can be measured and what data can be collected.

**Inputs:**

How can each of your inputs be measured, counted, or otherwise evaluated? For example, if one of the inputs is “messages developed by communication specialists,” what elements of this input can and should be measured?

*Example evaluation question: How many audience-tested messages have been developed?*

Input Evaluation Questions (Enter your evaluation questions below.)	
Evaluation question 1:	
Evaluation question 2:	
Evaluation question 3:	



**Outputs:**

How can the products of your activities be measured? For social media activities, you might answer that by using web analytics such as click-throughs and page views, the numbers of friends and/or followers gained, or messages posted.

*Example evaluation questions: To evaluate outputs of a Twitter account: How many messages did we post (during a set timeframe)? How many of these messages were retweeted? How many followers did we acquire?*

Output Evaluation Questions (Enter your evaluation questions below.)	
Evaluation question 1:	
Evaluation question 2:	
Evaluation question 3:	

**Outcomes:**

Outcomes can often be harder to measure than outputs, but doing so can be of great benefit. The evaluation questions for your outcomes will likely come from the SMART objectives you developed earlier.

*For example, if your objective was to increase by 5% the number of mothers of children under age five in the Atlanta Metro area who were using your child care checklist, your evaluation question would reflect this objective.*

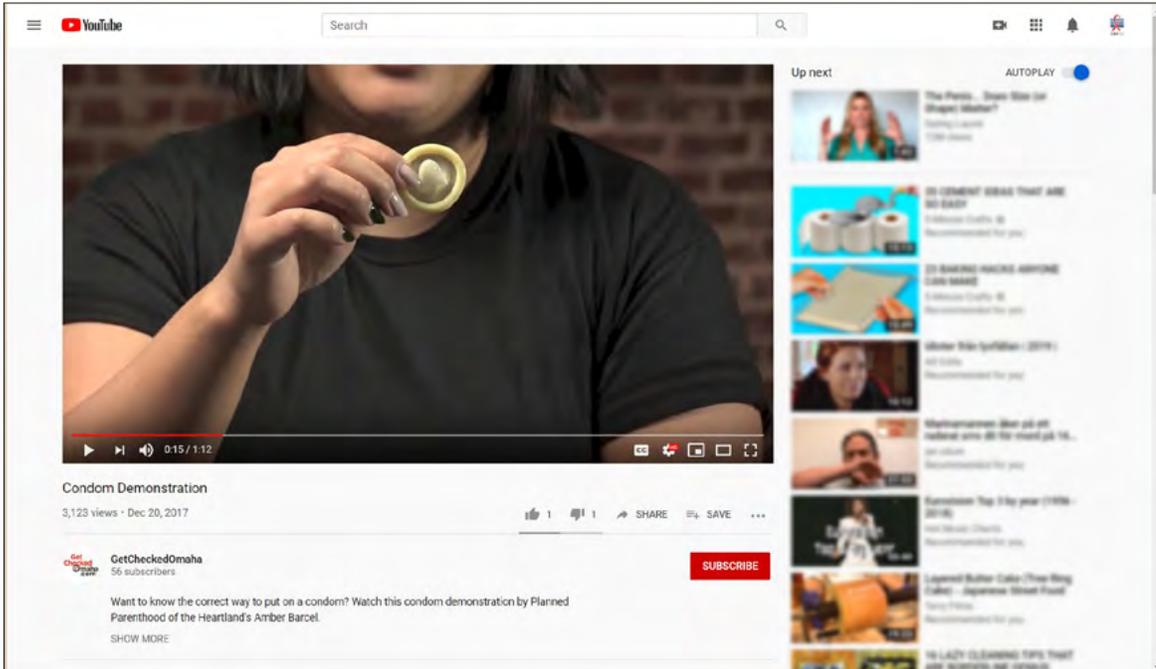
Outcome Evaluation Questions (Enter your evaluation questions below.)	
Evaluation question 1:	
Evaluation question 2:	
Evaluation question 3:	

Resource adapted from: Centers for Disease Control, [The Health Communicators Toolkit](https://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf), pages 50-51 [https://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit\\_BM.pdf](https://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf)



# 13. Examples of Native HIV Social Media

The following are examples from campaign created specifically for HIV and some are relevant to Native populations while others can be used with any community.



This YouTube video<sup>26</sup> focuses on behavioral change that targets using condoms; the behavioral determinant that it addresses is skill or self-efficacy. The

video was produced by the Planned Parenthood of Heartland. The Community Educator & Teen Council Facilitator presents the information in a

<sup>26</sup> <https://www.youtube.com/watch?v=cdcpVYQ28Y4>

clear, simple, and appropriate way for youth. The facilitator addresses the youth using “you” terms, and provides directives. Moreover, the facilitator

lists GetCheckedOmaha.com as a resource that viewers can access to ask additional questions.



This image is from the *Let's Stop HIV Together*<sup>27</sup> campaign, a national campaign that highlights individual perspectives on the HIV diagnosis experience, and combines cultural tradition and a Western medicine approach. The campaign

also features interviews through a series of YouTube videos.<sup>28</sup>

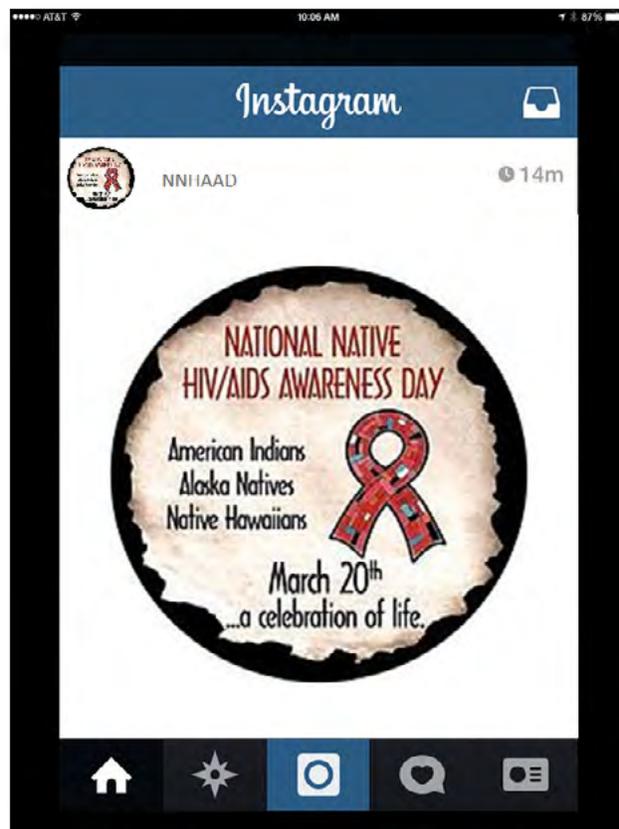
27 <https://www.cdc.gov/stophivtogether/library/hiv-treatment-works/banners/square.html>

28 <https://www.youtube.com/watch?v=T47SwGbm74Q>



This example of a promotional post on Facebook demonstrates how the author aligns the promotional message with a behavioral change message. The call to action message calls members of the community not only to be aware of the movement, but to take action by getting tested during the event. This post highlights the importance of reducing injustices among indigenous people and draws attention to the free HIV test available as part of the movement.

In the next two examples, a simple marketing campaign was developed for the *National Native HIV/AIDS Awareness Day*.<sup>29</sup> The first message focuses only on increasing awareness only, and the second example targets behavioral change. These images highlight the importance of approaching topics of health with cultural values and a holistic approach that honors our ancestors and protects our people.



<sup>29</sup> <https://www.cdc.gov/features/nativehiv aids/index.html>



The following example is from the *I Know Mine*<sup>30</sup> campaign, which was developed with Alaska Natives in mind. It partnered with several organizations to promote healthy relationships and sexual behaviors. The campaign promoted condom

distribution and use through *Wrap It Up Alaska*,<sup>31</sup> with the goal of fostering conversations between current or future sexual partners about using condoms, making condom use a priority, and getting tested for STDs.

30 <https://www.iknowmine.org/for-youth/campaigns>

31 <https://www.iknowmine.org/other-cool-stuff/wrapitupak>



# 14. Additional Resources



- American Indian Social and Dating Platforms include:
  - » <https://www.meetnativeamericans.com/> Dating Site <http://www.nativeamericandatingservice.com/> Dating Site. Allows American Indians and people who share a passion for the culture to browse personals and member feeds, instant messaging, keep dating diaries, and more.
  - » <http://nativeamericanpeoples.ning.com/> family-oriented social network dedicated to Native American culture. Members can create their own pages, share photos, post blogs and videos, and chat with other members.
  - » <http://www.nativespiritstribalcommunity.com/> Social Network. Users can post blogs, music, photos and videos, as well as participate in numerous discussion boards and groups.
- American Indian Social Media Influencers: <https://cassiuslife.com/playlist/native-american-social-media-influencers/item/1>
- Additional Hashtags: #wrapitupalaska, #national-nativehivaidawarenessday, #nnhaad, #nativehiv, #preexposureprophylaxis, #PrEP, #letstalkabout-prep #prepill, #rezcondomtour





National Indian  
Health Board

