Digital Channels at a Glance: Best Practices for TPP Programs

While it may seem like all digital channels are the same, in reality each channel reaches a unique audience and is well suited for a specific type of content. To optimize your reach and engagement, it's important to use the channel that matches your audience and content. This job aid shares best practices and considerations for each channel, which can help TPP programs improve their digital communication strategies.

Instructions: Review the information below to learn about the best practices for each digital channel. If your goal is to improve your program's existing digital communication strategy, first complete the TPP Program Digital Channel Assessment (for each digital channel your TPP program uses) and then review the information below.

Digital channel	Typical users	Recommended TPP program audience	Recommended frequency	Recommended approach to content	Recommended success metrics
✉ **Online newsletter** A type of email that informs your audience of the latest news, tips, or updates about your organization	Professionals who regularly check email	• Implementation partners • Parents/caregivers • Community stakeholders	At least once a month	• Focus on quick summaries and updates (not in-depth or technical information) • Include links to more information	Open rate (% of emails sent that are actually opened). The average open rate for education- and health-related online newsletters is 23%. Click rate (% of emails that get at least one click on a link within the email). The average click rate for education- and health-related online newsletters is 22%. Number of subscribers and subscriber growth.
🐦 **Twitter** An online news and social networking site that lets users share messages—including text, photos, videos, music, and links—that are up to 280 characters (called tweets)	Generation Z, Millennials, and Generation X*	Community stakeholders	As often as you have content—aim for once a day	• Tweet quotes or statistics with links to full articles • Tweet live updates of conference sessions • Retweet (repost messages) of followers and similar organizations • Incorporate relevant hashtags into tweets	Engagement in your content including, but not limited to, retweets and likes. A summary engagement measure is engagement rate, which is the number of engagements divided by impressions. The average engagement rate in 2020 was .5-1%.

*Generation Z=born 1997–2012, Millenials=born 1981–1996, Generation X=born 1965–1980, Baby Boomers=born 1946–1964

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Facebook An online social networking site that lets users share messages, including text, photos, videos, music, and links	Millennials, Generation X, and Baby Boomers	• Parents/caregivers • Implementation partners • Community stakeholders	A few times a week	• Post infographics with supporting text • Use the Facebook Live feature to live stream events or hold live Q&A sessions	Clicks, likes, shares, and comments. Your followers are engaged if 1–2% of them click on, like, share, or comment on your posts (based on the current algorithm, likely only 16% of your followers will see your posts).
Instagram An app that lets users share photos and videos	Generation Z and Millenials	Program participants	Daily	• Post pictures or videos of anything your team considers important (e.g., the team at work, adolescent health-related infographics, community events) • Include multiple photos or videos in one post to increase the odds that the algorithm re-features your post to people who skipped it • Use the Instagram Stories feature to live stream events and interact with your audience in real time (e.g., Q&A sessions, polls) • Consider configuring your accounts to simultaneously post to Instagram and Facebook • Instagram Stories typically reach more people than Snapchat Stories	Engagement is measured by a range of metrics such as: comments, shares, likes, and saves. A strong engagement rate is 1-5%.

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Snapchat An app that lets users share photos and videos (called snaps) that disappear after they're viewed	Generation Z and Millenials	Program participants	When there are events or milestones you want to recognize	• Use the Snapchat Stories feature and add geotag filters (creative ways to show your location) for live events or milestones you want to recognize; consider hiring a graphic designer to create the geotag filters • Snapchat feels safer to young people because the conversations disappear (be sure to take screenshots for your record keeping)	Unique views and story completions. Use the Snapchat Insights feature to track these metrics. Benchmarks are not readily available.
TikTok An app that lets users create and share 15-second videos	Generation Z and young Millenials	Program participants	2–3 times a week	• Participate in current trends that align with your program's identity (e.g., use the Explore page to see popular content and hashtags, then create content that incorporates elements of popular content) • Answer questions from viewers • Talk directly to viewers	Clicks, likes, and shares. Your followers are very engaged if 4.96% of them click, like, or share your content. Use the TikTok platform to track these metrics but keep in mind that more advanced analytics are only available to pro accounts.
Texting (SMS)	Anyone	• Implementation partners • Community stakeholders • Program participants • Parents/caregivers	No more than once every 1–2 weeks (if you text more frequently, you might frustrate or annoy people)	• Reminders about actions you want your audience to take (e.g., register for an event)	Open rate. The average open rate of text messages is about 99%, and about 97% of messages are read within 15 minutes of delivery.

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🌐 **Website**	Anyone. Younger audiences are more likely to access websites on a mobile phone.	• Implementation partners • Community stakeholders • Program participants • Parents/caregivers	As often as you have updated content. If you have a blog on your website, post on a regular schedule.	• Mission and vision • Partnership opportunities • Success stories • Program descriptions • Resources • Event sign-up • Newsletter sign-up	Use your website analytics program (e.g. Google Analytics) to measure overall traffic (active users and total pageviews). Average time on site. Average page views per visit. Downloads (if applicable).

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