Communication Planning 101: How to Reach Your TPP Program Audiences
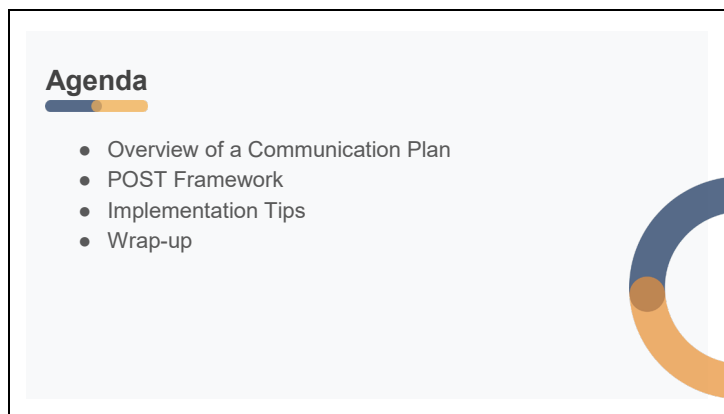
January 27, 2022

Slide 1

Clancey Bateman: Hi everyone. Thank you for joining today's webinar on Communication Planning. Today we're going to cover how to create a communication plan, to make sure that the time you spend on communications activities is worth it. So a recording of today's webinar, the slide deck and a transcript will be available on rhntc.org within the next few days. Your feedback is extremely important to us and enables the RHNTC to make quality improvements in our work based on your comments. Please take a moment to open the evaluation link that was just sent out in the chat and consider completing the evaluation in real time. In order to obtain a certificate of completion for attending this webinar, you have to be logged in to rhntc.org when you complete the evaluation. This presentation was supported by the Office of Population Affairs, its contents are solely the responsibility of the authors and do not necessarily represent the official views of OPA, OWH or HSS.

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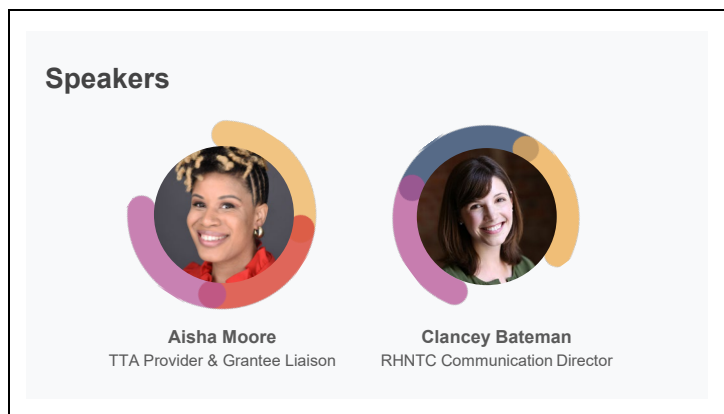
Clancey Bateman: My name is Clancey Bateman, and I'm the Communications Lead for the Reproductive Health National Training Center supporting the dissemination of training resources and technical assistance to Teen Pregnancy Prevention Programs and Title X Family Planning Programs. I'm also a consultant at JSI working primarily in health communications. I'm joined today by Aisha Moore who is also a consultant at JSI and a TPP Grantee Liaison. She provides technical assistance for grantees and is a developer of many of the RHNTC products focusing on communications.

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Clancey Bateman: So today we are going to provide an overview of communication plans, walk through the post framework for developing your plan, share implementation tips, and wrap-up with some resources. We'll leave plenty of time for chats at the end. So please feel free to put any questions in the chat as we go along.

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Clancey Bateman: So before we get started, we wanted to do a little pulse check about your expectations for this training. So you'll see a poll pop up in the Zoom and just select the answer that fits what you hope this training will help you do today. So learn the basics of a communication plan, create a communication plan, improve your current plan, track metrics and report on return and investment, or create content including graphics for different platforms. I'll just wait for those to trickle in. Okay, it's actually pretty evenly split across these answers. Looks like most people are hoping to learn the basics of a communication plan, and also create some content for different platforms.

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**Poll: Which audience is most difficult for you to reach?**

Select all that apply:

1. Youth 12–15
2. Youth 16–19
3. Parents and caregivers
4. Implementation partners
5. Community partners
6. Other (please chat us)

Clancey Bateman: Thanks, okay, so our next question is just, which audience is most difficult for you to reach? So youth ages 12 to 15, youth 16 to 19, parents and caregivers, implementation partners, and community partners or another answer? Please feel free to put that in the chat. All right, it looks like we have a bit more than half so far. Looks like parents and caregivers, followed by youth. Thanks for sharing this.

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Overview of a
Communication Plan
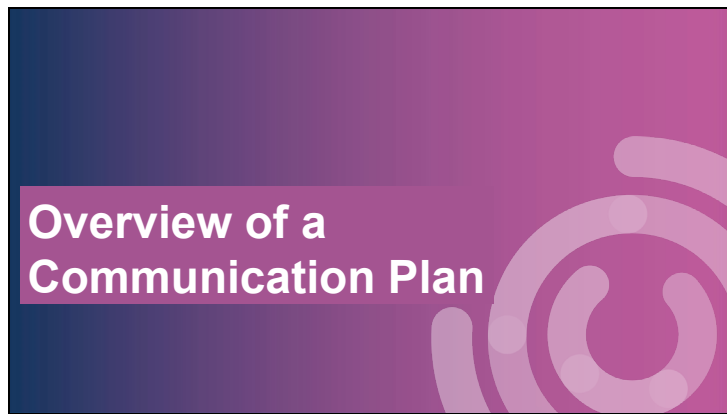
Clancey Bateman: So now we're going to dive in and talk about the core components of a communication plan.

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What is a communication plan?

An end-to-end plan for delivering strategic messages to key audiences in order to drive positive program outcomes.

Clancey Bateman: A communication plan is an end-to-end plan for delivering strategic messages to your key audiences in order to drive positive program outcomes. So you can think of a communication plan as your roadmap for getting your message delivered to your audiences. A communication plan is especially important, because it allows you to streamline your communication activities so that you're better able to serve your stakeholders. It will also empower you and your team to handle emerging topics as they arrive.

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Clancey Bateman: There are some key questions that you'll want to consider with your team or anyone else who helps you communicate with your audiences, so you can think about, what is the purpose of communicating with your communities? Who are you trying to reach in your community? What messages do you want them to receive? How will you reach them in terms of communication channels you might use? And if you want to reach beyond your immediate audiences, how will you distribute your message more broadly through partners or other dissemination channels?
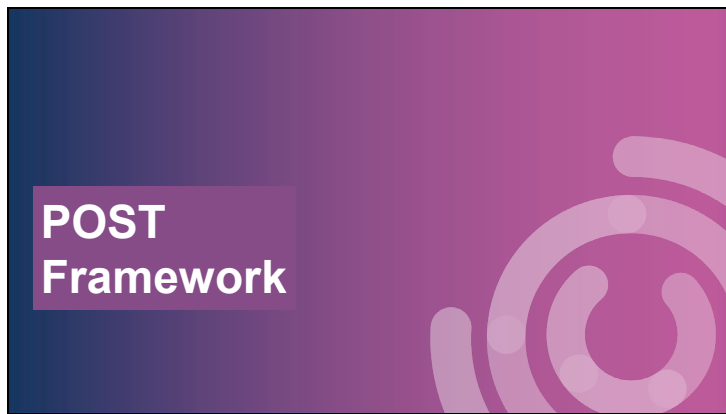
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Why do I need a communication plan?

It's an essential tool for ensuring your organization sends a clear, specific message with measurable results.

Clancey Bateman: You might ask yourself, why do I need a communication plan? A communication plan is an essential tool for ensuring that your organization or program communicates clearly and effectively. Again, think of your plan like a roadmap. You'll identify where you are currently and where you want to go, aka how you'll plan to reach your goals. You might do this on an annual or semi-annual basis and it will help your organization or program to plan out your communications ahead of time so that you can follow through more effectively and efficiently. It's also a requirement that Tier 1 and Tier 2 TPP grantees develop a strategic communications plan.

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Clancey Bateman: Putting together a communication plan might sound like a big ask to create with your team. This is where the POST framework comes in.

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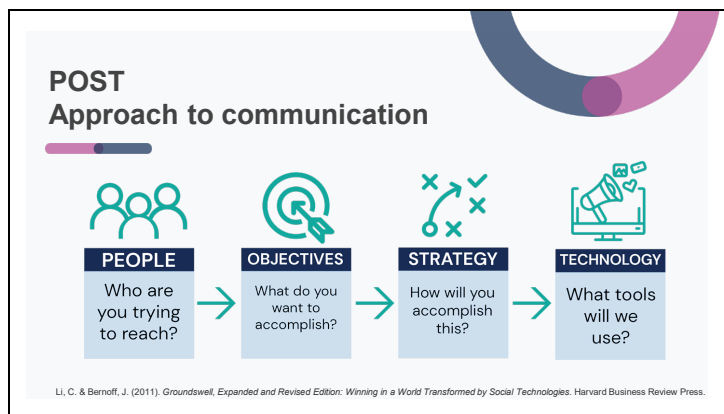
Clancey Bateman: So POST will help you break down the core components of a communication plan step-by-step. POST stands for people, objectives, strategy and technology. The POST method is a proven framework for developing a communication strategy that was originally coined by Charlene Li and Josh Bernoff in their book "Groundswell" and published in 2011. We found that it can be applied to our work by focusing on who we're trying to reach and then what are the specific messages, our strategy, and lastly, what is the most appropriate technology or technologies, we're going to discuss each part of the framework in detail. Too often we focus solely on the technology. However, your goal should be to really make the technology invisible focusing instead on the content itself specifically focusing on your organization's communications objectives and strategies.

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Clancey Bateman: So let's walk through it a bit. The first part of the framework is people. You should think very carefully about the people that your program is trying to reach, and what you know about their use and preferences for different communication channels. If you have an opportunity to talk to the people that you're trying to reach, whether it's through an already established group or a short survey, that's a good way to dig into their preferences and use of various channels. We always start with people first, because we will build the entire strategy around your audiences. To do this we need to define who your audiences are.

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People: Examples

For example:
- Youth
- Youth ages 16–19
- Youth ages 16–19 who will be transitioning out of foster care
- Youth ages 16–19 who will transition out of foster care and attend an alternative school in the county
- Potential implementation partners in your community

Clancey Bateman: Specificity is very important for this part of the framework. For example, selecting youth as an audience is too broad. You'll want to narrow the audience further. So will you look at age, location, school setting? Segmenting the audience is really key. So for example, this list gets more and more specific starting with youth and narrowing down to youth ages 16 through 19 who will transition out of foster care and attend an alternative school in the county. Think about how else you might segment your audiences and how the messages might be different for each. It's completely normal to have more than one audience as I'm sure many of you do. For example, implementation partners in your community might be another audience, however, you'll want to create different objectives and strategies for each one.

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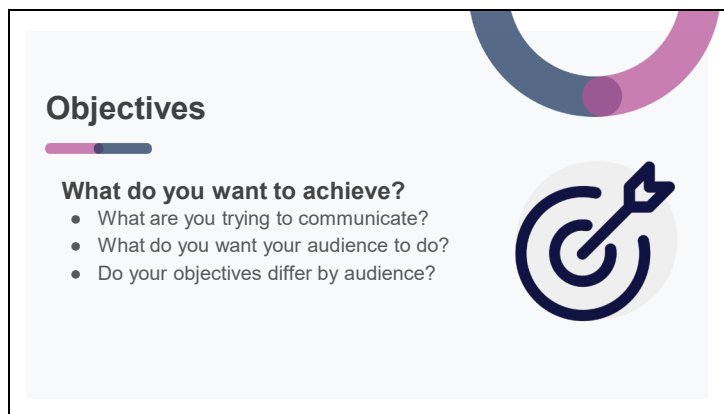
Clancey Bateman: There are several ways that we can learn from our intended audiences. This is what we refer to as listening to your audience within the POST framework. How will you listen, do you have the opportunity to ask your audiences directly? And what will you do with the information that you hear and see? Where are you finding the people that you wish to reach? What do they post about? How do they talk with each other? So conducting social listening will help you find your audiences online and inform how to talk and message to them based on what you observe. Now I'm going to pass it over to Aisha.

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Aisha Moore: Thanks Clancey for getting us started with the POST framework. So I'm going to cover the O, the objectives, right? Because that's the next item in the framework. So this is an area that's often overlooked. And because of that, it's often hard to tell if your communications activities are working because the objectives are not defined. I often hear people say they want to go viral. Well recently, I had a friend who's a fashion designer go viral on Instagram, I actually, I didn't plan that. Go viral on Instagram and she ended up on the today show. However, that didn't really increase the sales of her products that month, which had been a true measure of her success. Therefore, it's important to clearly state in writing, what you hope to accomplish, and what you're trying to communicate. So what do you want your audience to do after they engage with you online? What's the call to action, that part needs to be clear. And as Clancey just mentioned, TPP grantees have multiple audiences they need to reach and sometimes it's easy to take a one-size-fits-all approach. but the more intentional you can be, the more specific you can be, the better the outcome. And later on, in the framework, it'll be very helpful to have clear, SMART objectives when choosing the appropriate technology when it's time to measure your success.

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Aisha Moore: So moving on to the next slide, you are all familiar with this, right the SMART objectives. So in the development of objectives around communications, we have amended posts that include SMART objectives because it's important that things are specific, measurable, attainable, relevant and time-based. So let's look at some examples. So I know you're familiar with the SMART frameworks. I won't go deep into that, and so we'll just go straight into some TPP specific examples on the next slide.

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Aisha Moore: Okay, so we've come up with four examples that will kind of be working through the rest of the presentation, right? So the first one is increase the number of potential implementation partners that reach out for more information during site recruitment season by 20%. Link 10 new clients to social services each month through paid social media ads. Expand awareness of STI prevention resources among young people ages 15 to 18 over 12 months by increasing social media followers by 25% And recruit 25 new youth every three months to whom we can provide ongoing support about sexual and reproductive health topics. So as you can see that these are very detailed, right? So let me point out some things, so the specificity. These o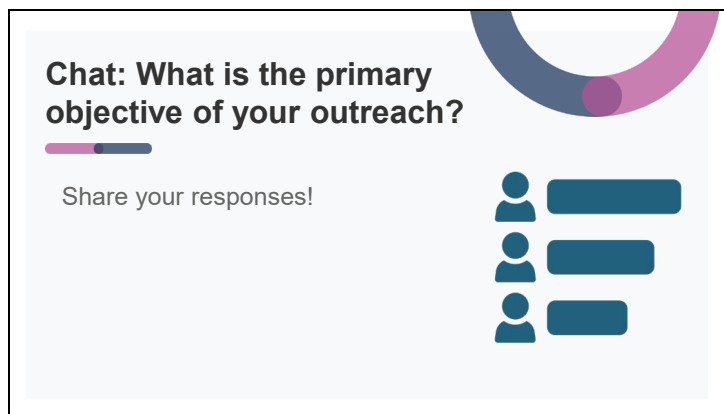bjectives are very clear and each one is specific to an audience or program. So let's look at the first one. It's very specific around the end goal. And that end goal is relevant to a grant goal, right? Because you don't just want to have objectives that are like, just get followers, gain visibility, you want to be able to use this to meet your grand goals. And so, then that brings us to the second part of it in each one of these. We talk about how it will be measured, right? There is a target in each one of these. So that gets us to the measurable, right? So you want to quantify the desired change. And then the first example is very specific. We want to increase 20%, right? And then that will ultimately help with your recruitment goals. So then let's talk about being attainable. So the objectives here as you can see are, I think they're achievable and realistic. So in our example based on the increase, we've seen before in targeted outreach, we felt like saying 20% was attainable. So doubling things, going up by 75%, that might be a little bit of a stretch so you want to make it attainable. And so they're making it relevant. So is the objective related to your audience and your program and organization? So in our example, our audience potential implementation partners, right? They are the people who are, they're going to be disseminating messages about the availability and the results of the program, right? So this is very important for our audience, right? So let me rephrase that. So if we spend our time disseminating messages about the availability and results of the program, right? So that's what we decide to do as part of our strategy, then that's going to be very relevant to this audience and as a part of trying to recruit them to work with us. So then time base, so each objective

here is time bound. So in our example, we talk about, the first example, we talk about doing this through a specific season of the grant cycle, right? So there's a point where you all are trying to recruit people to work with you so then you can work in their sites with the young people, right? So they're kind of like the connection in between, so young people. It'd be even better if we put a date on it, but you can see that some of the other examples have more specific dates. All right, so let's go to the next slide.

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Aisha Moore: And just put in the chat, we'd love to hear from you. What's one objective from your outreach or communications efforts that you have right now? So you can share a current one or one from the past. Go ahead and share that in the chat. And we're getting some feedback about the percentages, right? So, some of them can seem like a lot. But if you only have two people and you need four doubling, there's only two more too, exactly. So some people are looking for consistency to increase knowledge and receptability, to increase patient numbers. Educate Spanish-speaking audiences and reproductive health. Engagement and father, so yeah. So I see in some of these objectives, I see you vary and some of them I see clear audiences there. And then I think what most of them is, that you can take it to the next level by defining some of these increases. So I see a lot of them say increase, increase. So after the webinar, go back and really define what that increase is, 'cause then if you don't have the number or the percentage, how do you know when to celebrate because we always want to celebrate our wins.

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Aisha Moore: So now we're going to go into this strategy, right? So you have your audience, you have your objective, and then you have to figure out, okay, so what am I going to say to them and how am I going to say it to? How are you going to accomplish this objective? So when we're talking about communication, we're talking about what content we can create, right? Because you have to figure out how you're going to accomplish these things. So you're going to think about your strategy, what it should include, the resources you need and staff capacity, and taking account larger communications plan. It should also include how you plan to engage your audiences. Consider working with your partners to help you achieve your objectives. In some cases, the audience you want to reach will know like and trust your partners and not you, right? So sometimes it may be for you to create messages to go to other people. So you have to think about, okay, the content that you're going to create, you're going to think about how you're going to engage your audiences, the resources, the work you'll do, and how you make it sustainable. So first we have to have something to communicate, we have to pick a topic, identify the key messages, images or videos. And remember also this is a two-way street when it comes to engagement. You need to create and share content, but you don't want to hear crickets. You got to determine how you're going to engage, will you respond to comments, will you send DMs and encourage action, you need to figure that out. Then from the technical side, do you need to actually set up an account, do you need somebody to help with graphic design, all of that, and then lastly, you need to think about how you can keep this up. You don't want to overdo it and not do things that you're unable to maintain. So if you can't do five days a week, pick Monday, every Monday, right? Wednesday, wellness Wednesday, that kind of thing. So whatever you do, make sure it's something that you can keep up.

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Strategy: TPP Examples

Objective 1: Increase the number of potential implementation partners that reach out for more information during site recruitment season by 20%

- **Strategy 1:** Develop two blurbs featuring testimonials from implementation partners about our program's services

Objective 2: Link 10 new clients to social services each month through paid social media ads

- **Strategy 2:** Create a series of ads about the benefits of social services and how to set up an initial appointment

Aisha Moore: So back to the examples, right? So we have, we're sharing the objectives and then adding some strategy in it. So we're trying to increase the number of implementation partners that reach out to us for more information. So to do that, the strategy could be to develop blurbs between testimonials from implementation partners about our programs and services. So with that objective, there could be numerous strategies we could implement. And so in the second one, we have linked new clients to social services each month through paid social media ads. And the strategy is create a series of ads about the benefits of social services and how to set up an initial appointment, right? So we could just have some create a series of ads. You want to go so far to say, what are these ads about? This is the strategy, right? And so in this case, we just again, there's many strategies you can implement. There's not one strategy. So we want to paid social ads, but you can also have done like organic which means just like a regular post, right? Aka unpaid social, right? Another strategy may have been to do youth interviews with the social service providers, like the youth could have been doing interviews or doing reviews of these providers. And again, this will depend on your resources and what you think will help accomplish your objectives, but you want to make sure that you're being very specific about what you think the strategy is that will get you there. So two more examples.

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Strategy: Additional TPP Examples

Objective 3: Expand awareness of STI prevention resources among young people ages 15–18 over 12 months by increasing social media followers by 25%

- **Strategy 3:** Design a series of concise infographics about STI prevention resources

Objective 4: Recruit 25 new youth every three months to whom we can provide ongoing support about sexual and reproductive health topics

- **Strategy 4:** Develop a social media toolkit for partners to promote a private group to the youth in their networks

Aisha Moore: So objective three was expand awareness of STI prevention resources among young people ages 15 to 18 over 12 months by increasing social media followers by 25%, right? So very, very clear objective. So for this one, an example could be, design a series of concise infographics about STI prevention resources. So objective four, this was an interesting one. We kind of went back and forth with this. 'Cause again, sometimes you're like removed from your audience, so this one is recruits 25 new youth every three months to whom we can provide ongoing support about sexual health and reproductive health topics. And here is a develop a social media toolkit for partners to promote a private group to the youth in their networks, right? So with this one, we decided okay, so we want to recruit youth that's our objective, but who we're going to actually communicate to first, our partners, right? We're going to give our partner some messaging that they can use because maybe our partners are the ones who already have youth and other programs that they're trying to help us connect with. So maybe they have youth in a nutrition program, but they know that when that nutrition program ends, they're going to need, those same youth may need some help on sexual reproductive health. So we're going to reach out to partners who already are connected with our audience, right? And so, this is a great strategy also for programs that don't have their own social media, channels are prohibited from using it, 'cause we know that can be the case sometimes, right? Or again, because the youth might have a previous relationship with someone else. Those organizations, you can use those organizations to get your message. So even if you can't use social, even if you can't use certain communications channels, you can still create the content and share with others who can get the message out for you.

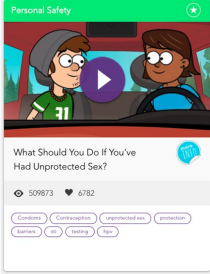Clancey Bateman: Aisha?

Aisha Moore: So, yep?

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Clancey Bateman: Sorry, so now I'm going to talk about technology. So Aisha has provided those really great examples of our objectives and our strategies, and then technology, if you remember from the POST framework is going to be our last step. So it's only after you've outlined those other components that you can think about the appropriate technologies to accomplish your objectives. So will a social media posts, an email newsletter or some other platform best support your objectives and reach your audience? Most likely, your program or your organization is already using multiple channels and/or social media platforms. And you have a good idea of which audiences you can reach with each one. Or as Aisha said, maybe your program doesn't have its own channels and you'll need to figure out how you can work with your partners to leverage theirs. If not, and if you don't have a good idea of where your audiences are, you can dig more into the demographics of each social media platform using data from the Pew Research Center or analytics from the platforms themselves.

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Case study: Amaze.org

- **People:** Youth ages 12–16
- **Objective:** Provide youth with the information and tools they need to develop into sexually healthy adults
- **Strategy:** Create short video clips about sexual and reproductive health
- **Technology:** Share clips weekly on YouTube

Clancey Bateman: So before I get into the technology part of our objectives, I wanted to share an example from Amaze.org which you might be familiar with. Amaze.org is an online sex education resource for both youth and parents. One of their strategies is creating short video clips about sexual and reproductive health topics for adolescents that they share weekly on their YouTube channel and then also post to their website. For example, the image here shows one of their videos answering the question, what should you do if you've had unprotected sex? And this slide just outlines how we've broken down this example using the POST framework.

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Technology — Objective 1

- **People:** Potential implementation partners
- **Objective:** Increase the number of potential implementation partners that reach out for more information during site recruitment season by 20%
- **Strategy:** Develop two blurbs featuring testimonials from implementation partners about our program's services
- **Technology:** Include testimonials in our program's monthly **partner newsletter** and on **Facebook**

Clancey Bateman: So now let's take a look at the objectives and strategies that Aisha walked us through that we've been working on and see how we've incorporated technology into them. So in this first example, we're trying to reach youth serving providers who could be potential implementation partners. As an organization, you might have partners on your newsletter list and also interact with partners via Facebook. Either on your Facebook page or via professional for topic-based groups. In particular sharing testimonials and engaging in those Facebook groups during recruitment season. And throughout the year might be a good way for programs to showcase their project. So that's the technology component of this and it's two different parts.

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Technology — Objective 2

- **People:** Youth ages 12–19 in our county
- **Objective:** Link 10 new clients to social services each month through paid social media ads
- **Strategy:** Create a series of ads about the benefits of social services and how to set up an initial appointment
- **Technology:** Implement this series of ads on Facebook

Clancey Bateman: For our second example, we're trying to reach youth ages 12 to 19 in our county. And because Facebook is one of the largest platforms and widely used, we've decided to implement a series of ads on Facebook to help us recruit those 10 new clients. Social media ads allow to reach people beyond our existing followers. And Facebook's targeting abilities allow us to make sure that only the people who match our criteria will be shown our ads.

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Technology — Objective 3

- **People:** Youth ages 15–18
- **Objective:** Expand awareness of STI prevention resources among young people ages 15–18 over 12 months by increasing social media followers by 25%
- **Strategy 3:** Design a series of concise infographics about STI prevention strategies
- **Technology:** Post infographics weekly on Instagram

Clancey Bateman: In this third example, we are designing infographics about STI prevention for youth ages 15 to 18. And here we've chosen Instagram as our technology, because it's optimized for images, which makes it an ideal platform to share these infographics because they communicate all of the information in the image itself and the captions are somewhat secondary. Because 90% of the screen real estate on Instagram is the image itself, and eye-catching infographic can really catch someone's attention midstream. So this helps us implement our strategy of sharing those concise infographics and helps us achieve our objective because the graphic is more likely to be read on this particular platform.

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Technology — Objective 4

- **People:** Youth ages 12–19 in our county
- **Objective:** Recruit 25 new youth every three months to whom we can provide ongoing support about sexual and reproductive health topics
- **Strategy:** Develop a social media toolkit for partners to promote a private group to the youth in their networks
- **Technology:** Partners will promote opportunity to participate in a private Snapchat group via their social media channels

Clancey Bateman: And in the last example, we want to maintain engagement with youth ages 12 to 19 outside of the program sessions on sexual and reproductive health topics. In this case, privacy is paramount. So we've chosen a private Snapchat group as the most appropriate technology. Snapchat can function as a chat room where teens can have conversations with each other, talk about challenges, build relationships. And it allows for us as the program to monitor the conversations and provide them with appropriate resources at the right time. Partners can help us promote this opportunity to use through their social media channels. So as Aisha was talking about before, you may not have direct access to the youth that you are trying to reach, but your partner might be a trusted voice for who you're trying to engage with. And now I'll pass it back over to Aisha.

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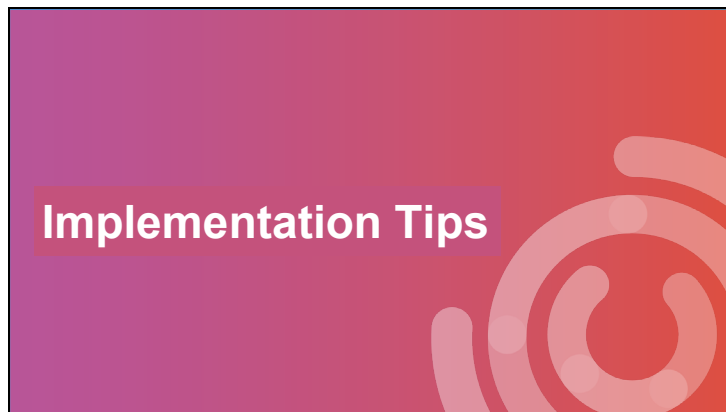
Aisha Moore: Thanks Clancey, so the focus of this webinar is really about the communications planning. So we've covered like the plan, but we would be doing you a disservice if we did not talk about some implementation. So we're going to give a few implementation tips. So we're not going to go in depth in here, but we want you to consider some things. And while there's usually not a cost to use social media platforms, it does take time, right? In this next session, we'll share a few tips to help you create, share, and evaluate your efforts.

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Aisha Moore: So tips for creating content. One of the barriers I see for people in the field is that they're afraid, people won't see the right thing when communicating on behalf of the program. And so, one way to address that is to develop a set of strategic messages that you can share with others. It's important to point out what not to say and what words not to use as well what to say. We have a tool that you can use when creating messages that focus on program partners. We'll put the link in the chat and then we'll share it again at the end of the presentation. The other thing you can do is, some people are like, well, where do I get photos? You don't go to Google and right click and save as that's illegal, so what you want to do is leverage royalty-free images. So there are some sites like, one we use often called Unsplash, you can go to another site called Creative Commons, but you want to make sure that you're using royalty-free images. The other thing is, as Clancey mentioned on when she's talking about lengths and listening was to research hashtags that your audience uses and see what they're talking about.

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Aisha Moore: So that when it comes to managing your content, once you create your content, then you probably want to create like a spreadsheet like this to keep track of your content, 'cause you want to be able to manage it. And so it's often called an editorial calendar. And so an editorial calendar is a scheduled content to be produced and deliver it to your audiences through different channels. You definitely want to have a large portion of your content created in advance. So you don't have to worry about so much being in the moment. I would recommend first planning consistent content before jumping on trends or making content in the moment. This will be especially useful if you have multiple people drafting or reviewing your content. We often recommend Google Sheets because everybody can access it on the web. But if you use something like Microsoft Teams, Asana or Trello, or whatever your organization is already using, that is just fine. There are a number of good templates for editorial calendars available online and you can also find a list of observances to use like National Condom Day which is February 14, Valentine's Day or other relevant days that can help you be fun, fresh and on trend while still planning in advance, right? So just because social media is not about being spontaneous, but you can still, you want to definitely plan it out.

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Tips for Engaging with Your Audiences

- **Follow** your organization's policy (or create one)
- **Define** your purpose for engaging
- **Use** "saved replies" to standardize responses to comments

Aisha Moore: So earlier I mentioned engagement, right? So we're going to talk about some tips for engaging with your audience. So as part of your strategy, it should lay out how you will engage with your audience. And I have two thoughts on this subject. So engagement is about the process of responding to people, but it's also about inviting engagement through your content. So first things first, first you have to know your policy and if engaging with the public is allowed, right? Sometimes maybe if you work for a government entity, you might not even be able to do this, right? So first you need to find out if you can do that. So if you don't know, then it's time to go to someone in the Communications Department of Public Affairs and find out. And if there is no policy on it, make one if it doesn't exist. And that includes who at your agency is empowered to engage, can just anyone respond to comments, who can post on the count, how often and when. So once you have those parameters, determine when and how you want to engage. Is it for general acknowledgement like thank yous, is it to answer questions is it to link to resources, right? And then I also want to touch on how to manage the engagement, right? So again, going back to our strategy to make sure that we're planning, you can have a list of what's called save replies, right? So you can just have some verbiage that your team can come up with for frequent responses. That way everyone will know how to respond, right? So for instance, sometimes there's like hotline numbers, there's phone numbers, there's like links that you're always sending, right? You can do that so everyone is sort of sending the same message, right? You can also send them to use greetings and messages to new followers, right? You definitely don't want to use a bot for this and some people do this. I know that may sound overwhelming, but it's probably less than 20 new followers a week for most people, right? So cutting and pasting a message doesn't take up too much time, but it opens the door to interact in the future. I'd like to think of social media platforms as a storefront. When you walk into a store, if there's an employee nearby you, probably expect to be greeted even if you know it's the standard greeting they give to everybody else. And it's also great when they ask you if they can help you find something, right? So just cutting and paste a little hello and can I help you

find something on social media goes a long way because most people are not taking the time to start that engagement.

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Aisha Moore: So like with everything, we've got to talk about evaluation. Because evaluation is an important component of your strategy and that includes tracking metrics and analytics, there we go. First especially if you're just starting your social media efforts, analytics and metrics can help you learn about your audience. They can tell you what content worked well and what content could be improved, right? So we talked about that spreadsheet or editorial calendar. Like once you've posted it and a few days have gone by, like go back and write those numbers down, right? In that spreadsheet. And so that way you can report on your return on investment. Based on your effort you put into your social media work, what did you get out of that? So often a lot of you are familiar with like looking at your newsletters or your emails to see the open rates and that kind of thing. You want to do the same thing for social media to see if one really took off then you're like, why did that take off, let's do that again, right? So metrics can help you track towards your goals. And luckily, there are many free and low cost tools to help you track your metrics. So as I was mentioning, so usually your email newsletter program will have metrics there, social media will have metrics there as well. A lot of them have these things called analytics or insights, right? So if you just go there in the platform it'll give you all the numbers that you need. But we want to make sure you're focusing on not just your week, your reach, your likes, and your comments, those are intermediate metrics, right? So if you're not getting any engagement at all, of course you want to increase that engagement. But as you went over in objectives, make sure you're tracking how those things translate or convert into meaningful action for your program, right? So if your objective is to get more people on the newsletter sign up list and you need to be tracking whether that's going up. If it's to get more implementation partners interested, then track how many are emailing you, or whatever that call to action was, right? So you want to make sure that you people are converting into that meaningful action for your program.

Slide 33

Aisha Moore: So now I just have a few more things to say before we wrap-up.

Slide 34

Aisha Moore: So first it's your turn. What is one next step you will take in your communication planning? So if you just had one nugget from this entire presentation, what's that nugget? Make the objectives more measurable, A plus. Post, A plus, editorial calendar, A plus. Okay, now you're going too fast. Everyone gets an A plus, but I can't read them all. I have a specific goal, clear objectives with time frames, working with our digital learning team to support our um communication plan, yes. Get help, get help, get help. Create a policy for language advertisement online, ask about your policy, great, good job everyone, everyone. Everyone gets an A plus.

Slide 35
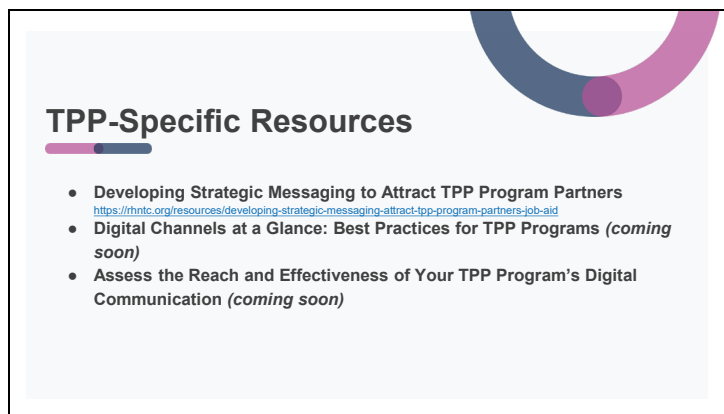
Aisha Moore: So now I just want to touch on some resources. So you were emailed the POST framework and a Project Listen Worksheet. And here are a few other resources which we'll be putting in a chat. So Six Steps to Creating an Effective Communication Plan, right? So we told you what it was through POST, but just you know a little more info on how to make it effective. And then another some thoughts from a company called CoSchedule and includes a template with that.

Slide 36

Aisha Moore: So then on the next slide, we have some TPP specific resources. I mentioned developing strategic messaging to attract TPP program partners, right? So even this is specific, right? 'Cause we could have made a resource that was developing strategic messaging, period. But we made it specific to develop strategic messaging to attract TPP program partners, because that's talking to you, talking to the community, talking to program partners, you have to think differently in terms of strategy. And then we have two resources are coming soon. And by soon next week. So one is Digital Channels at a Glance, Best Practices for TPP Programs. Because again, when you get to that T of technology, you're like okay, so is it Instagram, is it Snapchat, like which one of those should I use, why and how? That's all in that chart. The next thing we have created for you is, Assessing the Reach and Effectiveness of Your TPP Digital Communication. So you may already have started on using. You may already be communicating and you want to step back and say, okay, is this working, and then if it's not working, then you can do what, you pull out your post worksheet and you make a new strategy.

Slide 37
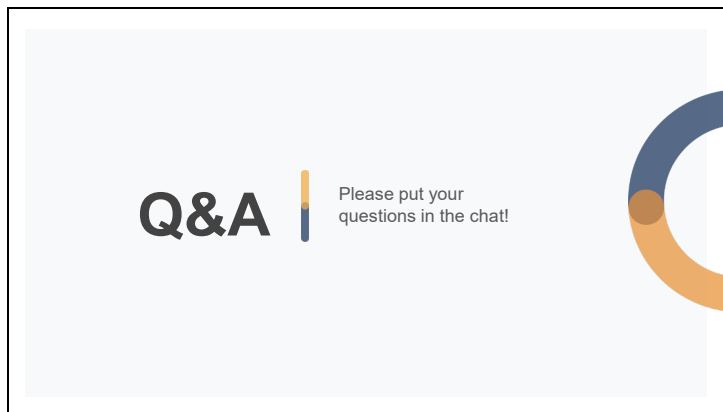
Aisha Moore: So now we're going to have some Q&A. Please put your questions in the chat and Clancey's going to moderate it for us.

Clancey Bateman: Hi Aisha And I'm going to stop sharing my screen for a sec so that you all can see us while we're answering questions. And I think we got a few coming in earlier. So the first one was, when do you think it's appropriate to leverage already established resources and infographics instead of dedicating staff time and budget to recreate something like an STD infographic? Aisha, do you want to take that one?

Aisha Moore: Sure, it's totally appropriate. So I mentioned social media toolkits a little bit earlier. And so you can also take advantage of those yourself. So often like CDC will create a toolkit for a particular topic and they come with images, they come with wording, the copy that you can use you definitely want to use that as filler content. So one thing I always recommend is that, there's always some sort of day happening, some sort of health observance or month that is going on, so then you can use that pre-made content on your social media channel. And so, you can go to hhs.gov, they have a lot of social media tool kits there from the different offices as well as CDC. So you definitely want to be able to again plan ahead so you don't have to be spontaneous and that'll be a huge time saver. So, that is perfect.

Clancey Bateman: All right, our next question was, do you know if Canva images are considered royalty-free images?

Aisha Moore: Yes they are, so if you have the Canva basic, they're going to be images that you can use for free and then there's one they have free images, but then they'll have ones that say pro. And those are the ones that if you have a pro account, you can use for free. And if you do have a pro account, then they'll charge you like a dollar to use it in your imagery. And so, I work a lot in the HIV space. So if you just like type HIV in the Canva, you're going to get a ton of stuff

that's going to save you a lot of time. So for those who don't know what Canva is, canva.com is the resource that I use that makes people think that I'm Clancey which is a graphic designer. I'm not a graphic designer, but it has so many templates there that can help get you started so you don't have to start from scratch, you don't have to learn something like Photoshop. It's made for us regular people who do not. Who do not know how to use graphic design programs. It's a very much drag-and-drop.

Clancey Bateman: Yes, and actually I was just going to add. Canva is actually now free. The Canva Pro accounts are now free for non-profit organizations and public health organizations. So all you have to do is submit a short application and they will approve you for a free account, which I believe comes with an unlimited number of Canvas seats and I can post that the link to those eligibility requirements in the chat. So next question.

Aisha Moore: Very funny, you may get a refund.

Clancey Bateman: Yes, and actually, I literally did just that. You can get a refund if you've already renewed your account. And I'll put that link in the chat right now for you all. So the next question, do you have any recommendations for social media management platforms that track ROI from multiple platforms like tracking newsletter and website metrics as well as social media performance?

Aisha Moore: So I think I want to pitch that over to you Clancey. I feel like you know more about how they all come together.

Clancey Bateman: Yeah, that's a great question. So, some of the social media platforms that I often recommend include HootSuite, Sprout Social and Buffer. They all have slightly different features, they all provide slightly different levels of analytics for social media platforms, but all of them allow you to manage both posting and analytics for multiple platforms. So you can have your Facebook, Instagram, Twitter, all in the same place that makes it really easy to post and manage that content especially if you are creating batches of content ahead of time, you can do that really easily. And then they'll also allow you to generate some analytics reports. Again, some of those are, they have sort of the Freemium, there's a free version of the subscription typically, and then a paid version that will include some additional features. If you'd also like to track your newsletter and website metrics, I'm not aware of one that includes, a social media management platform that includes all of those as well. Something that we do in the RHNTC is when we are reporting out from our communications metrics we put everything into the same Google Data Studio dashboard and that is pulling from our newsletter metrics from MailChimp as well as our Twitter metrics via HootSuite as well as our website metrics via Google Analytics and it's just a nice way to compile all of them in one really nice looking easy to use data studio dashboard. And I see a recommendation in the chat for Loomly as well. And that's one I know that a few TPP programs use as well.

Aisha Moore: And if this is stuff that is interesting to you, you think you have some capacity but you need a little help, reach out to your TPP Grantee Liaison and we'd be happy to have them connect you with somebody on the team to talk a little bit further.

Clancey Bateman: Yeah, and Preston, to answer your question. Is there a number one you should look into? Personally, I really like HootSuite. That's the one that is my go-to and I think it's fairly intuitive for a beginner user. But all of them I would just look into the different features of each and see what you actually need and what you think will be most useful for your organization or program.

Aisha Moore: Right, so I prefer Buffer, because it doesn't have the, you can't see your feeds, because I am easily distractable and I would end up reading everything. So it helps me just post and look at metrics and I don't get distracted by like what's actually happening on my feeds. So yeah, everyone has their different preferences. I've used them all but that is again, it has to go you with how you work, how your team works and again also costs.

Clancey Bateman: Exactly, it may depend on your program's budget. Okay, other questions, feel free to put them in the chat. Not seeing any other questions come in. A question from Jessica, just checked out Canva and it's awesome. Yes, any others that's like this you recommend? Typically, Canva is I think really unique and that it has a variety of templates for social media but it also includes things like report templates, presentation templates, pretty much anything that you can think of. There's probably a template for it and I really enjoy using it. So like Aisha has said, I do some graphic design work myself in our health communications work and I'm not a professionally trained designer, it's just something I've picked up. And while I do use Adobe Creative Suite programs, I really like using Canva because it's so easy to use and it also integrates with other programs like MailChimp or HootSuite, other programs that I use on a daily basis for our communications channels. This is beginning to sound like, a Canva advertisement. So, but I would love to hear if other people have other sites that they rely on too. Question, how important has Instagram been for your youth?

Aisha Moore: So when it comes to like different platforms in general. So I want to say this the right way. So at right now, people who are like 21 to like 32 like that Instagram is their platform, right? And so whenever a platform becomes hot with an age group, it usually moves with the age group, so that's why I didn't want to say it's hot with 18 to 29-year-olds because then they become 19, 20, 21. So it kind of moves with the age group. So I think it's important to know that, and Clancey. Again well, I think Clancey, can you drop a link to Pew while I'm talking? That'd be awesome. So you want to know that and so it's got that younger crowd, and it's also if you look at these stats you're going to see that it's black and Latino youth are like heavy users of Instagram. So if that's who you're trying to target, you want, is that who you want to reach. Try not to use target anymore. If that's who you want to reach, then that might be a platform for you to go and start doing some listening to see what they're talking about, how they're using it, what their graphics look like. So you want to kind of make your graphics look the same as theirs, you don't want it to be like, cool graphic, cool graphic, cool graphics, stuffy government, cool graphic, cool graphic, cool graphic. Something from an organization, you

want to make sure that you're using. Every platform has its own like style and branding and voice that you want to make sure that you're kind of looking similar to that. And the same thing they also have different image sizes. And okay, it's not a commercial, but it's what we use. Canva if you make something in one size, they have a thing that says resize and you can make it, we can make that one thing into a booster, you can make it into something for every size. So, there you go.

Clancey Bateman: All right, someone asked if we talked about pitching media in this webinar. And any tips for engaging with local and national media to gain press coverage for our work and programs?

Aisha Moore: So that be another one a good one to reach out to your TPP Liaison about so we could have a separate conversation with you. But I want to connect it to something that people, someone said earlier about like the different days and national observances and stuff like that, that's a good time to connect in pitch is when a news channel or a newspapers are already looking for something for a particular day or a particular month, then you want to be able to say, hey, we have we're the experts in this. We could be on your news program, your morning show or that kind of thing. So that's a good time to pitch is to connect it with something that people are already planning to promote.

Clancey Bateman: And I'm seeing some recommendations in the chat from folks for non-Canva and other programs for creating content. So Piktochart as well as Animoto for video and creating in case others are interested. So next question was, any suggestions for driving youth to our social media pages?

Aisha Moore: So two things, so on the organic side, and again organic means that it's just the regular thing you're probably already doing, it's that you're not paying social media to promote for you. One as I just mentioned to make sure that it's something that looks like a young person would want to follow, right? Like make it look similar to like other people. So again, doing that social listening, see who they're following. So if there's a particular radio station that the young people listen to, like follow the radio station, like see how they communicate, what it looks like on their page. That way you can within reason, sort of mimic some of those kinds of things. The other thing is also using, if you have your youth advisory board, youth ambassadors, getting them to share that content out and bring the conversation back to your page. Any other suggestions Clancey?

Clancey Bateman: I was going to say to the extent that you can engage youth in creating content with you or for you and that can be a really powerful way to one elevate youth voices, but also make sure that the content you're putting out on your social media platforms is relevant and resonates with who you're trying to reach. And I'm actually going to put a recent grantee spotlight that we published I think last month, or earlier this month on using videography and elevating youth voices and this is from one of the TPP programs. So I'll just put that in the chat. But definitely, yeah, definitely take a read through that. And they were using TikTok as their channel of choice, but I would say this applies for like any other platform that

you're trying to reach youth on. So someone asked, what do you suggest is most useful for getting parents engaged in workshops?

Aisha Moore: So I think there's a multiple ways to do that. So again, finding out what, like you could maybe run a little survey or something like that. Just the next team parents you interact with kind of thing make sure you're finding out for the ones who are already there if they can tell you how they learned about it and what it was that drew them there, right? So you have to figure out like what's in it for them, right? So if you can talk to the ones who are already there and say like well, why are you here, right? What's making you, you have to think about the benefits and the barriers, right? So like what are the benefits from them being there you can ask them that and also ask them the alternatives. Like so if you weren't here, where would you be because I can also tell you that's where your other parents are and then you can go there, to say well, if I wasn't here, I'd be doing something different and find out what that is. One strategy that I've actually used working with a school and the school mental health counselor was, she figured out within her community like what the most popular apartment buildings. I live in DC, so she figured out what the most popular apartment buildings were for her where the children live with their parents, and so she started doing the workshops in the community centers of some of the larger apartment buildings so that took away a barrier for the parents, right? Because they just had to go downstairs, you have to walk to the next building. And then her communication channel was the rental office. They made flyers for the rental office and the rental office put them under everyone's door, right? So there's a couple of things there like learning from other parents who are already engaged, but then also literally meeting people where they are, right? So they were going to do the workshop anyway, but they could have done it at the school or they could move it to the apartment buildings and work with the apartment building managers to do a workshop, so that's one thing I saw. And then of course, there's a draw foods. They got a community restaurant to deliver some food and there you go, we had parents at the workshop.
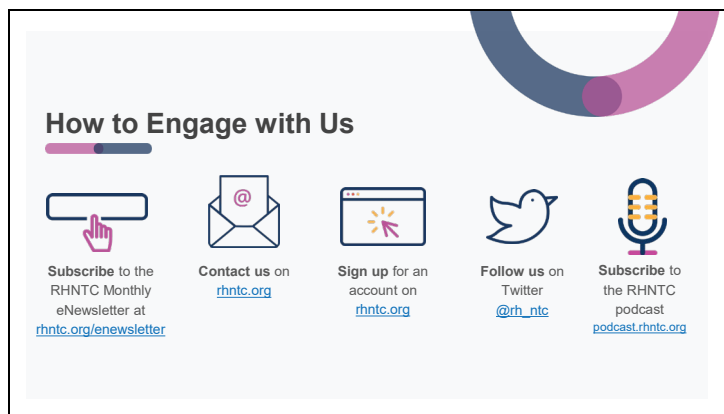
Clancey Bateman: All right, might be our last question. I have a few more minutes, but someone asked, what the best platforms are for youth ages 14 to 17? I think we've sort of already touched on this, but I think looking at the Pew Research Data is a really good place to start. and I think we also know from other data sources that Instagram, TikTok and Snapchat are really where like people under the age of 30, but youth especially are going these days. I was just on an FDA webinar yesterday about communicating with youth about their tobacco programs and those are still the top three for teenagers. And I know I'm actually surprised that TikTok hasn't come up yet and we seem to always get that question when we're talking about platforms for reaching youth. And I would say that is one to definitely explore even though it can maybe seem a little bit intimidating as a program or a program staff person, but TikTok is definitely where youth are spending a lot of their time online these days.

Aisha Moore: Yeah, we saw some stats yesterday that said they're often on two platforms at once, they spend like 75% of their day on social media. So you got again meeting them where they are. And so, TikTok and like Instagram reels and Snapchat can seem a little bit more intimidating because it's not as easy as like snapping a photo or like just doing something on

Canva. And so it does take a little bit longer to do, but the reach that you get, is like 10 times. So you're going to have to put a little more effort in it, but I think it'll be worth it. And again, like I said, you don't want to be like the stuffy school, after school program special coming in if you can speak literally in their language or in their style. You've all seen them, right? If you can do the content in the same style they're used to, they're more likely to watch it.

Clancey Bateman: All right, we have about five minutes left. Any final questions before we start to wrap things up? Okay, all right, I'm not seeing any. So I'm going to go back to the slides and, one second.

Slide 38

Clancey Bateman: Okay, well thank you all so much for joining today and thanks for all of those great questions. Before we go, please make sure that you and your staff are signed up for the RHNTC's Monthly Newsletter. You can sign up for that at rhntc.org/enewsletter. And make sure that you are following us on Twitter @rh_ntc. And lastly, you can subscribe to the RHNTC podcast at podcast.rhntc.org or on your favorite podcast app of choice. And we're on Apple Podcast, Google Podcast, Stitcher and Spotify.

Slide 39

Clancey Bateman: So all of the slides and other materials from today's session will be available within a week or so on our website. Please remember to take a couple minutes to fill out that evaluation form after the webinar ends. And I think John will put that in the chat. We really appreciate any feedback that you have and use it to inform our future webinars and products. If you have any questions, you can contact the RHNTC via email at rhntc@jsi.com. Thanks again for joining us today.